ArchFlow: Spatial Admin Automation

Vision & Value Proposition

Transforming Chaos into Spatial Intelligence

In the live events and exhibition industry, floor plans are highly volatile. A single sponsor withdrawal, booth upgrade, or local fire marshal safety mandate can trigger a cascade of manual floor plan adjustments and budget recalculations.

ArchFlow shifts spatial management from a tedious administrative burden into a dynamic, revenue-optimizing engine. By automating the tracking of spatial changes, organizers can react instantly to layout modifications and protect event margins.

Key Value Drivers for Event Teams

- **Instant Spatial Reconciliation:** Automatically maps changes in exhibition layouts directly to CRM and financial systems, ensuring zero lost revenue from unaccounted booth expansions.
- **Enhanced Sponsor Satisfaction:** Shortens turnaround times for booth modification requests from days to seconds, providing sponsors with immediate clarity on spatial configurations.
- **Operational Resilience:** Safeguards event logistics against last-minute physical changes, ensuring all revisions remain compliant with venue safety regulations without delaying setup schedules.
- **Seamless Scalability:** Performs flawlessly whether organizing an intimate 50-person VIP executive retreat or managing a 5,000-booth international trade show floor.

Attendee & Stakeholder Impact

Persona 1: The Exhibition Director (The Organizer)

- **Pain Point:** Spends late nights manually comparing floor plan iterations, cross-checking CAD files with sponsor invoices to ensure no revenue leakages occur.
- **Value Realized:** Instant, automated comparison of revision files with auto-generated billing updates.
- 'Before ArchFlow, a single sponsor moving their booth meant three hours of checking spreadsheets. Now, the platform reconciles the revenue delta automatically in seconds.'

Persona 2: The Sponsor Activation Manager (The Client)

- **Pain Point:** Faces constant friction and delayed setup times due to slow turnarounds on booth layout approvals from event operations.
- **Value Realized:** Real-time visibility and immediate validation of custom spatial footprints, ensuring on-time fabrication.
- 'We knew our updated footprint was approved instantly, giving us peace of mind and saving thousands in rushed production fees.'

Persona 3: The Venue Operations & Safety Lead (The Non-Obvious Stakeholder)

- **Pain Point:** Struggles to cross-reference late-stage layout revisions against strict municipal safety, emergency exit, and load-bearing guidelines.
- **Value Realized:** Automated alerts flagging potential safety breaches or exit blockages as soon as a layout draft is revised.
- 'ArchFlow automatically flags exit path violations the moment a booth moves, making sign-offs fast, secure, and stress-free.'

Feasibility Assessment

Technology Readiness Assessment

The Technology Readiness Level (TRL) scale (1-9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

ArchFlow sits at TRL 6. The underlying computer vision algorithms for difference detection in complex architectural blueprints are highly mature. However, validation is still required to guarantee seamless operations under tight event-day timelines and unreliable venue connectivity.

Operational Feasibility & Business Readiness

The Business Readiness Level (BRL) scale (1-9) measures how ready an innovation is for real-world deployment — from early concept through to a proven, scalable business model.

ArchFlow is rated at BRL 5. The value proposition is clear and there is strong demand from exhibition operations teams. Key implementation details are evaluated below:

- **Setup Complexity:** Extremely low for event organizers. Revisions can be uploaded as PDFs or standard image files, requiring no specialized CAD training.
- **Reliability Under Pressure:** High-performance local caching ensures that operations continue running smoothly even in convention centers with poor Wi-Fi connectivity.
- **Integration Ecosystem:** Designed to integrate with existing event tech suites, registration platforms, and floor-mapping software via modern APIs.
- **Data Privacy & Compliance:** Floor plans contain no personal attendee data, greatly simplifying GDPR compliance and risk mitigation.

- **Commercial Pricing Model:** Available through a tiered per-event licensing fee or an annual SaaS subscription structured around exhibition square footage.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation (Months 1-2)

- Develop a lightweight, browser-based MVP that accepts two floor plan PDFs and highlights visual differences in a high-contrast overlay.
- Test internally with historical floor plan files from previous corporate events to refine the accuracy of the difference-detection algorithms.
- Success Metric: Achieve a difference-detection accuracy rate above 98% on standard exhibition floor plan formats.

Phase 2 — Controlled Live Pilot (Months 3-4)

- Partner with a friendly corporate client to run ArchFlow in parallel with their existing manual processes during an active trade show planning cycle.
- Validate user experience under tight planning deadlines, capturing feedback on processing speeds and manual override options.

Phase 3 — Commercial & Business Model Iteration (Months 5-6)

- Refine the interface based on pilot feedback, adding automated budget line-item generation based on floor plan updates.
- Establish strategic commercial packaging, evaluating options such as an enterprise-wide annual license versus per-floor-plan transactional pricing.

Phase 4 — Scaled Deployment & Ecosystem Integration (Months 7+)

- Roll out native integrations with leading event management suites and spatial CAD software.
- Provide comprehensive training materials and self-service onboarding toolkits to enable direct, unassisted deployment by event planners.

Strategic Launch & Market Integration

Strategic Partnership Channels

- **Event Management Software Platforms:** Partner with dominant registration and floor-mapping tools to offer ArchFlow as a high-value operational add-on.
- **General Service Contractors:** Partner with production agencies responsible for physical floor plan execution and booth fabrication.
- **Major Exhibition Venues:** Partner with convention centers to pre-load building layouts, allowing organizers to instantly check revisions against physical space constraints.

Go-to-Market Strategy

- **The 'One-Minute Miracle' Demo:** Create an online self-service tool where organizers can drag-and-drop two of their own floor plan files and see differences mapped instantly.
- **Case-Study Led Acquisition:** Showcase real-world metrics from early pilots, focusing on the reduction of administrative hours and reclaimed revenue.

Macrotrend Alignment

- **The Shift to Shorter Planning Cycles:** Audiences expect flexible, dynamic events, requiring organizers to make late-stage spatial changes faster than ever.
- **Pressure on Operational Margins:** Escalating costs mean organizers must eliminate administrative errors and revenue leakage to protect profitability.
- **The Rise of Data-Driven Spaces:** Event planners are treating the exhibition floor as an optimization grid, demanding rapid tools to test layout configurations for maximum engagement.

Next Step (Next 30 Days)

Select three historical, high-variance floor plans from a past event and upload them to a basic image-comparison tool to document typical errors and build the core business case.