ScribbleSync: Turning Analog Moments into Digital Momentum



Vision & Value Proposition

ScribbleSync transforms live events into active intelligence hubs where every scribble counts.

Deeper attendee engagement: Moves the needle from passive listening to active, tactile participation that is immediately captured.

Measurable, reportable outcomes: Provides organisers with a real-time count of ideas generated and tasks assigned, justifying event spend with hard data.

Differentiation: Offers a high-tech 'magic' moment for attendees who see their physical notes appear instantly in a digital Trello or Notion board.

Sponsor Value: Enables sponsors to facilitate 'Action Labs' where attendee inputs are converted into leads or follow-up tasks on the spot.

Data Longevity: Insights don't die on a discarded flip-chart; they live on in the attendee's professional workflow long after the venue doors close.

Scalability: Works equally well for an intimate 12-person boardroom session or a 5,000-person conference floor using mobile capture.

Attendee & Stakeholder Impact

The Workshop Attendee: Often overwhelmed by the transition from live inspiration to office reality. ScribbleSync removes the friction of 'typing up notes' the next day.

Pain Point: Losing the momentum of a great brainstorm because the notes stayed in the hotel room. Transformation: 'I walked out of the session and my project board was already built. I didn't lose a single spark of inspiration.'

The Event Producer: Responsible for proving the event wasn't just a party but a productive business use of time.

Pain Point: Hours spent photographing whiteboards and manually transcribing blurry text. Transformation: 'The summary report was generated before the closing keynote. The client saw immediate ROI without me lifting a finger.'

The Sponsor Activation Manager: Needs to prove that their sponsored session led to real-world business engagement.

Pain Point: Collecting business cards that lead to cold emails with 1% open rates. Transformation: 'Instead of a business card, I captured their actual business problem handwritten on a card. Now I'm solving their specific project, not just selling at them.'

Feasibility Assessment

A. Technology Readiness

TRL 6: The 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.

ScribbleSync leverages mature OCR and LLM technology that is proven in stable environments but requires specific fine-tuning for variable event lighting and messy handwriting.

Live event validation must focus on low-bandwidth synchronization and high-speed processing during peak 'session exit' times.

B. Operational Feasibility

BRL 4: The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup Complexity: Low. Can be deployed via a simple QR code/web-app link that doesn't require a native app download.

Reliability: High failure tolerance; even if AI fails in real-time, the image is saved for 'near-real-time' processing once connectivity stabilizes.

Privacy: Requires clear opt-in and 'Right to be Forgotten' protocols for attendee handwriting and project data.

Cost Model: Best served as a 'per-event' license or a per-user tiered fee for large-scale deployments.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Create a mobile-web interface that captures one photo and pushes to one Trello board. Test with 10 staff members at an internal planning meeting.

Phase 2 — Controlled Live Pilot: Partner with a boutique creative agency for a 50-person strategy offsite. Measure the time saved in post-event reporting compared to manual transcription.

Phase 3 — Iterate & Validate: Build integrations for Notion, Asana, and Slack. Test at a 500-person regional conference with one dedicated 'ScribbleSync Zone' in the networking lounge.

Phase 4 — Scale & Ecosystem Integration: Develop the 'Organiser Dashboard' to aggregate anonymous sentiment data from scribbles. Launch as a premium add-on for major registration platforms.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with high-end stationery brands (e.g., Moleskine) and AV companies who provide the physical 'capture surfaces' at major events.

Rollout Strategy: Focus on 'The 24-Hour Success Story'—a case study showing an attendee going from a scribble at 2 PM to a completed digital task by 5 PM.

Macrotrend Alignment: Aligns with the shift from 'broadcast' to 'collaboration' and the C-suite demand for events that produce tangible strategic output.

Next Step: Select one upcoming 20-person executive workshop and run a manual 'wizard-of-oz' pilot where notes are photographed and AI-processed manually to validate attendee delight.