SynchroMesh: Real-Time AI Interest Matching

Vision & Value Proposition

SynchroMesh shifts the event's role from a broadcast medium to a dynamic collaboration engine.

Instead of attendees hoping to bump into the right person, the system ensures relevance through 'ABC' matching—pairing individuals based on hyper-specific commonalities.

Deeper Engagement: Facilitates immediate, productive dialogue between professionals with identical interests.

Measurable Outcomes: Provides organisers with a map of the room's collective intelligence and trending topics.

Sponsor ROI: Enables exhibitors to sponsor high-value 'Interest Nodes' rather than just generic logo placements.

Scalability: Designed to work as effectively for an intimate 50-person boardroom as it does for a 5,000-person conference floor.

Attendee & Stakeholder Impact

The Time-Poor Attendee: Wants to justify the trip and find specific expertise without the friction of cold-starting conversations. 'I found three potential project partners in twenty minutes because the app already knew we shared an 'ABC' frequency.'

The Event Producer: Accountable for NPS and attendee retention. Needs to prove that the networking was 'valuable' rather than just 'busy.' 'SynchroMesh turned our lounge into a data-backed engagement hub where every handshake had a purpose.'

The Non-Obvious Persona - The C-Suite Executive: Looking for strategic insights into what their workforce or industry is actually discussing on the ground. 'For the first time, I could see a live dashboard of what topics were trending across the floor in real-time, allowing me to pivot our closing keynote to address the room's actual needs.'

Feasibility Assessment

Technology Readiness Level (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.

SynchroMesh sits at TRL 6 because while semantic matching is mature, real-time orchestration at high-density event loads requires specific validation for unreliable venue WiFi and mixed tech literacy.

Business Readiness Level (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 to medium; can be integrated into existing registration flows with a simple 'interest-tagging' step.

Reliability: Requires edge-caching to ensure functionality during peak keynote traffic when WiFi might fail.

Data Privacy: Requires a clear 'opt-in' model where attendees choose which tags they broadcast to the room.

Prototyping & Pilot Roadmap

Phase 1: MVP & Internal Validation - Test the tagging logic at a 50-person internal offsite using a web-based 'match' dashboard.

Phase 2: Controlled Live Pilot - Run SynchroMesh at a mid-sized industry summit with 500 attendees to stress-test registration-desk integration.

Phase 3: Iterate & Validate - Refine UI based on how many people actually pursued 'ABC' matches; define tiered pricing for sponsors.

Phase 4: Scale & Ecosystem Integration - Full API integration with major platforms like Cvent to automate attendee profile creation based on LinkedIn or registration data.

Strategic Launch & Market Integration

Strategic Partnerships: Target AV and production companies who can offer SynchroMesh as a value-add 'Networking Tech' package.

Rollout Strategy: Lead with a knockout case study showing how 'Match Rates' correlate to higher post-event satisfaction scores.

Macrotrend Alignment: Connects directly to the shift from 'Information Broadcast' to 'Collective Intelligence Generation.'

Next Step: Select a single interest track for your next event and run a manual 'tagging audit' on the attendee list to see how many high-value matches are currently being missed.