Deep Innovation Dossier: EventSphere Impact: ESG Event Value Creation

Product Vision & Value Proposition

Vision: EventSphere Impact envisions a future where every global business event is not merely compliant, but inherently generative, delivering measurable positive impact on society and the environment. It is the operating system for the sustainable event economy.

Unique Selling Proposition (USP): EventSphere is the only platform that integrates comprehensive project management for verifiable ESG initiatives with an AI-curated marketplace of specialized sustainability professionals, transforming abstract goals into actionable, trackable results.

The Project Area: Provides proprietary, standardized frameworks for launching and tracking impact initiatives (e.g., carbon neutrality, local sourcing, social inclusion), turning complex regulatory guidance into streamlined, user-friendly processes.

The Value Proposition: We offer **Impact Assurance and Efficiency**. Event organizers save significant time navigating complex ESG landscapes while gaining the crucial ability to prove their sustainability claims with transparent, data-backed reports—a non-negotiable asset in modern corporate reporting.

Consumer & Market Impact

Target Sector: The primary early target is the **B2B Global Events and Conventions** sector, specifically large-scale corporate organizers and association managers who face increasing regulatory pressure and stakeholder demands for credible sustainability reporting.

Persona 1: The Corporate Event Director (Pain Point: Reporting Liability): Needs to prove ROI on sustainability spend and faces legal/reputational risks if ESG claims are unsubstantiated.

Testimonial: "Before EventSphere, preparing our annual sustainability report was an audit nightmare. Now, the **Project Area** gives us irrefutable, standardized data. This saves me hours every week and eliminates compliance anxiety."

Persona 2: The ESG Consultant/Professional (Pain Point: Discovery & Scale): Spends too much time on client acquisition and administrative tasks, limiting bandwidth for high-value consulting work.

Testimonial: "The **AI-powered Matchmaking** feels like having a dedicated agent. It instantly pairs me with organizations needing my exact niche expertise, allowing me to scale my impact globally without chasing leads."

Persona 3 (Non-Obvious): The Local Supplier/SME in Emerging Markets (Pain Point: Visibility & Access): Sustainable suppliers (e.g., zero-waste catering, local artisans) struggle to gain visibility and procurement access in the centralized global event supply chain.

Testimonial: "EventSphere’s marketplace made my small, sustainable farm visible to major international conferences for the first time. We are now part of the global sustainable supply chain."

Feasibility Assessment

Technological Readiness Level (TRL) - NASA Scale: A scale (1-9) measuring how close a core technology is to being fully operational.

Level Assessment: TRL 7 – System prototype demonstration in a relevant environment.

Why TRL 7: The underlying technologies (cloud platforms, expert marketplaces, standard AI/ML algorithms for matchmaking and recommendation systems) are mature and commercially available. The proprietary element lies in the integration, the specific ESG frameworks, and the domain-specific data. A prototype of the core functionality can be demonstrated with simulated event data.

Next Stage (TRL 8): Actual system test and demonstration in an operational environment (i.e., running a pilot program with a major conference organizer).

Business Readiness Level (BRL) - KTH Innovation Scale: A scale (1-9) measuring how developed the business model, market strategy, and team structure are.

Level Assessment: BRL 6 – Business model validated in a simulated or pilot environment.

Why BRL 6: The value proposition and potential user personas are clearly defined, and the revenue model (subscription tiers for organizers, commission/ listing fees for professionals) is standard for marketplace platforms. Initial market validation through interviews suggests the framework and economics are conceptually sound but require real-world testing.

Next Stage (BRL 7): Comprehensive business plan with validated traction in a real market segment, including clear financial projections based on pilot results.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development (0–6 Months): Focus on the core transactional loop.

Build and deploy the V1 **Project Area** module (focusing initially on Scope 3 emissions tracking and reporting).

Launch a simplified V1 of the **Content Library** with 20 critical, proprietary ESG event guidelines.

Onboard 50 pre-vetted ESG professionals to populate the V1 **Professionals Marketplace**.

Phase 2: Targeted Field Trials and Iteration (6–12 Months):

Secure 3–5 strategic event organizer early adopters (Enterprise/B2B clients) to utilize the platform for their next major event.

Implement and refine the V1 **AI-powered Matchmaking** system based on real-world connections and successful project completion feedback.

Parallel Business Model Validation: Test three subscription models (per-event fee, annual organizer license, professional listing tier) against actual usage metrics.

Phase 3: Scalability and Feature Expansion (12–18 Months):

Iterative refinements based on usage feedback (e.g., integrating payment processing within the marketplace, expanding local supplier data).

Expand Project Area functionality to cover Social (S) and Governance (G) metrics beyond initial Environmental (E) focus.

Prepare platform for multi-lingual and multi-currency support required for global expansion.

Strategic Launch & Market Integration

Go-to-Market Strategy: "Pilot to Standard" Adoption: Focus on making EventSphere the de facto standard for event ESG verification.

Strategic Partnerships: Establish official integration agreements with leading event management software (EMS) platforms (e.g., Cvent, Aventri) and major global industry associations (e.g., ICCA, PCMA) to leverage their member base, positioning the platform as a tool for industry accreditation.

Incentives for Early Adopters: Offer tiered access or guaranteed placement for the first 100 ESG professionals joining the marketplace; provide the first large event organizer pilots with a bespoke, co-branded impact report.

Distribution Channels: Primarily B2B SaaS subscription model, utilizing direct sales for Enterprise Event Organizers and a self-service subscription for individual professionals.

Macrotrend Integration: EventSphere is perfectly positioned within the accelerating **Transparency Economy** and the massive shift toward **Verifiable Sustainability**. As global supply chain accountability (Scope 3) and mandatory corporate sustainability reporting (e.g., CSRD, SEC rules) become standard, the demand for trackable, compliant event data will become inevitable. EventSphere doesn't just enable compliance; it monetizes the creation of positive impact, making it an essential tool for the future normal.

Next Step

Secure initial seed funding to develop the core MVP (Project Area and V1 Content Library) and recruit a founding CTO with deep experience in AI/ML marketplaces and SaaS architecture.