Deep Innovation Dossier: CommonThread Connect

Product Vision & Value Proposition

The Future of Focused Connectivity: CommonThread Connect envisions a future where professional networking is effortless, precise, and immediately productive. It transcends basic digital business card exchanges to become a real-time, personalized synergy engine.

This solution is designed as the ultimate **time-saving** mechanism for the professional class. Attendees no longer waste valuable time browsing; they are guided straight to the conversations that matter most.

Unique Selling Point: The Commonality Connection Algorithm. Unlike generic matching services, our proprietary algorithm dives deep into professional profiles, declared event goals, and industry tags to identify non-obvious, high-potential connections. It transforms large-scale events into a series of curated, personalized dialogues.

The result is networking that feels **aspirational and inevitable**—a streamlined, intuitive flow that maximizes business opportunity per minute spent on the trade floor.

Consumer & Market Impact

The platform targets the **$30+ billion** global trade show industry, starting with sectors characterized by high-density professional attendance, such as specialized tech conferences and large industry expos.

Primary User Personas & Solved Pain Points:

- **The Corporate Attendee (Seeking Solutions):** Needs to find specific vendors or technology partners quickly amidst thousands of booths. Pain Point: Information overload and missed opportunities.
- **The Exhibitor/Sales Lead (Seeking ROI):** Spends significant resources on booth space and staff but struggles to qualify leads efficiently. Pain Point: Low-quality foot traffic and poor conversion rates.
- **The Conference Organizer (Non-Obvious Persona):** Needs to prove high engagement and value to maintain exhibitor loyalty and attendee sign-ups. Pain Point: Demonstrating tangible ROI metrics beyond raw attendance numbers.

Testimonial-Style Quotes:

"This would save me hours every week. I used to rely on luck; now I rely on **precision**."

"As an exhibitor, the ability to prioritize and pull high-value leads directly to my booth feels like something **from the future**."

"Our conference value proposition just jumped 10x. We can now quantify the number of new partnerships our event created."

Feasibility Assessment

TRL (Technological Readiness Level): This NASA scale measures the maturity of the core technology, from basic research (1) to operational deployment (9).

Assessment: TRL 4 – Component and/or breadboard validation in a laboratory environment.

Rationale: The core technology—matching algorithms, profile parsing, and real-time suggestion logic—has been conceptually designed and perhaps tested with simulated data (proof of concept). Integrating it into a stable mobile environment and validating its performance in a real-time scenario remains the next hurdle.

Next Stage: TRL 5 – Component and/or breadboard validation in a relevant environment (e.g., small, controlled internal event simulation).

BRL (Business Readiness Level): This KTH Innovation scale measures the commercial maturity of the idea, from basic idea definition (1) to self-sustaining business (9).

Assessment: BRL 3 – Initial market segmentation and analysis completed.

Rationale: A clear definition of the value proposition and target market (trade show attendees/organizers) has been established. However, the specific business model (e.g., subscription, per-event licensing, lead generation commission) and financial projections are still in development.

Next Stage: BRL 4 – Viable business model defined and validated internally, including basic financial projections.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development (0-3 Months)

- Finalize **'Commonality Connection'** algorithm design and build a functional mobile application prototype (iOS/Android).
- Implement core features: Profile creation, goal declaration, and basic commonality matching/alerting.
- **Parallel Business Model Validation:** Test attendee subscription model versus organizer licensing fees.

Phase 2: Targeted Field Trials (4-6 Months)

- Execute pilot programs at two small, specialized industry conferences (early adopters).
- Focus on collecting user feedback on connection quality and platform usability.
- Iteratively refine the suggestion engine based on real-world usage patterns (e.g., successful meeting conversion rates).

Phase 3: Scalability and Refinement (7-12 Months)

- Integrate advanced features (e.g., scheduled meeting recommendations, booth location integration).
- Optimize server infrastructure for high-density traffic typical of major trade shows.
- Develop comprehensive documentation and training materials for conference organizers.

Strategic Launch & Market Integration

Go-to-Market Strategy: Organizer-First B2B Model. CommonThread Connect will launch by securing exclusive **Strategic Partnerships** with 3–5 high-profile international event organizers. This establishes immediate credibility and provides captive audiences for deployment.

Early Adoption Incentives: Offer subsidized or free pilot programs for organizers for their first two events, conditional on providing comprehensive usage data for product refinement.

Distribution Channels: Primarily B2B licensing (annual contracts with organizers), supported by direct-to-consumer app store availability for individual attendees at partnered events.

Fitting into the Future Normal: This innovation capitalizes on the accelerating macrotrend of **Data-Driven Efficiency**. Post-pandemic, the value of in-person interactions must be maximized. CommonThread Connect transforms the logistics of human connection into a predictable, data-optimized process, positioning it as an essential tool for the modern, efficiency-obsessed professional environment.

The platform signals **inevitability**; once users experience networking precision, they will not return to random encounters.

Next Step

Secure dedicated funding and resources to hire a lead data scientist capable of developing the core 'Commonality Connection' algorithm from theoretical concept to functional TRL 4 prototype.