# EchoPulse AI: Real-Time Audience Engagement Engine ⚡

# Vision & Value Proposition

EchoPulse AI shifts the event’s role from a static moment people sit through to an experience that actively generates insight and connection.

Active Participation: Replaces passive listening with AI-triggered interactive prompts that respond to the crowd's energy.

Measurable Outcomes: Delivers granular engagement data that justifies event spend to stakeholders immediately.

Market Differentiation: Offers a high-tech 'edge' that distinguishes your conference from standard commodity formats.

Sponsor Value: Provides sponsors with specific engagement metrics for their sessions, rather than just foot-traffic estimates.

Strategic Data: Generates a 'pulse report' of what resonated most, providing value that lives long after the AV is packed away.

Scalability: Designed to function with equal precision for 50 people in a boardroom or 5,000 in a convention hall.

# Attendee & Stakeholder Impact

**The Attendee (The Knowledge Seeker)**: Context: Often feels 'talked at' and struggles with afternoon energy slumps. Need: A way to stay engaged and contribute. Impact: EchoPulse detects their waning focus and prompts the speaker to switch to a Q&A or a high-energy story. 'I felt like the session actually reacted to me—I couldn't look away.'

**The Event Producer (The High-Stakes Orchestrator)**: Context: Responsible for NPS scores and proving session value. Need: Real-time visibility into whether a speaker is 'dying' on stage. Impact: They get a dashboard showing engagement levels across the room, allowing for on-the-fly adjustments. 'I finally have a dashboard for the vibe of the room, not just a post-event survey nobody fills out.'

**The Chief People Officer (The Strategic Stakeholder)**: Context: Investing heavily in an internal summit to align the team. Need: Evidence that the message actually landed. Impact: They receive a detailed report on which topics sparked the most interest or confusion. 'We identified a major communication gap in real-time, allowing us to address it before the conference ended.'

# Feasibility Assessment

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.

**Technology Readiness Level (TRL): 5**

The core components—computer vision and sentiment analysis—are mature. However, the integration into a low-latency 'Live Heatmap' dashboard for event-specific environments (low light, crowded seating) requires further field validation.

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

**Business Readiness Level (BRL): 4**

The commercial model is clear (SaaS/per-event), but navigating data privacy (GDPR/CCM) and consent for facial sentiment capture is the primary barrier to immediate large-scale deployment.

Operational Fit: Requires minimal hardware (standard camera feeds) but demands high-bandwidth, stable WiFi to process real-time data back to the speaker's tablet.

Reliability: Failure mode defaults to a 'standard presentation,' meaning no risk of a 'black screen' moment during a keynote.

# Prototyping & Pilot Roadmap

**Phase 1 — MVP & Internal Validation**: Build a lightweight sentiment dashboard and test it during a small internal leadership offsite (15-20 people) to validate AI accuracy against manual observation.

**Phase 2 — Controlled Live Pilot**: Deploy at a single-track association event with 200 attendees. Stress-test the low-latency dashboard and refine the speaker-facing prompts during the registration rush and keynote.

**Phase 3 — Iterate & Business Model**: Refine the 'Engagement Pulse' report based on organiser feedback. Test tiered pricing (e.g., standard heatmap vs. deep-dive post-event analytics).

**Phase 4 — Scale & Integration**: Build API integrations with major platforms like Cvent and Whova. Create an implementation playbook for AV teams to deploy EchoPulse without the founding team present.

# Strategic Launch & Market Integration

**Strategic Partnerships**: Partner with high-end Speaker Bureaus who can offer 'EchoPulse-Enabled Keynotes' as a premium, data-driven experience for their talent.

**Rollout Strategy**: Launch with a 'Show, Don't Tell' demo at a major industry event like IMEX or SXSW, letting organisers see their own engagement heatmaps in real-time.

**Macrotrend Alignment**: Capitalizes on the move toward 'Collective Intelligence' and the demand for events to act as strategic data generators rather than just parties.

**Next Step**: Conduct a 20-minute 'Vibe-Check' pilot at your next internal town hall to see how the AI interprets the local team's reaction to company news.