Deep Innovation: ImpactSphere: ESG Event Community Builder Dossier

Product Vision & Value Proposition

Vision: ImpactSphere envisions a world where every business event leaves a legacy of positive environmental and social impact, transforming large gatherings from consumption centers into engines of sustainable action. It is the definitive operating system for **Impact-as-a-Service**.

Value Proposition: ImpactSphere is the essential convergence point for measurable ESG execution within the global events ecosystem. It cuts through the complexity of sustainability reporting by offering a unified, AI-enhanced environment.

Unique Selling Points:

• **Validated Impact:** Move beyond symbolic gestures to concrete, verifiable project tracking in the central **Project Area**.

• **Curated Excellence:** Access to a vetted **Professionals Marketplace** ensures high-quality execution and reduces compliance risk.

• **Intelligent Efficiency: AI-powered Matchmaking** drastically reduces the time and friction involved in sourcing specialized ESG talent and resources, offering 'smart design' for complex projects.

Consumer & Market Impact

ImpactSphere targets the $1.5 trillion global events market, focusing initially on B2B conferences and corporate events where ESG mandates are strict and budgets are significant.

Primary User Personas & Pain Points Solved:

• **The Corporate Sustainability Officer (CSO):** Pain Point: Difficulty translating corporate ESG commitments into verifiable, on-the-ground action for individual events. ImpactSphere solves this by providing a unified **Project Area** for tracking and reporting linked directly to event activities.

• **The Professional Event Organizer (PEO):** Pain Point: Compliance risk and the labor-intensive process of vetting sustainable vendors (e.g., zero-waste catering, low-carbon logistics). ImpactSphere solves this with a pre-vetted **Professionals Marketplace** and standardized sourcing protocols.

• **The Micro-Impact Consultant (Non-Obvious Persona):** Pain Point: Lack of visibility and access to high-value, short-term contracts within major corporate event supply chains. ImpactSphere solves this by using **AI Matchmaking** to surface niche, high-impact opportunities that were previously inaccessible.

Inspirational Quotes:

• “This is the missing link. We can finally link our event spending directly to measurable carbon reduction goals. **Feels like something from the future.**” (CSO)

• “Finding specialized zero-waste suppliers in different cities used to take weeks. Now, the AI presents three pre-qualified options in minutes. **This would save me hours every week.**” (PEO)

Feasibility Assessment

NASA’s Technological Readiness Level (TRL) Scale measures how mature the core technology is, ranging from 1 (basic idea) to 9 (proven in operation).

TRL Level: 5 – Component and/or breadboard validation in a relevant environment.

Rationale: The individual components (content management system, professional database, AI matching algorithms) are mature. However, integrating these into a seamless, specialized metacommunity platform designed specifically for the ESG events workflow, and validating the performance of the **AI-powered Matchmaking** against complex impact criteria, requires testing in a simulated real-world environment.

Next Stage (TRL 6): System/subsystem model or prototype demonstration in a relevant end-to-end environment (i.e., a full beta test with a pilot corporate client).

KTH Innovation’s Business Readiness Level (BRL) Scale measures how ready the business concept, market strategy, and team are, ranging from 1 (initial idea) to 9 (fully scaled business).

BRL Level: 3 – Concept and potential market defined.

Rationale: The target market (ESG Events) and the core value proposition (AI-driven impact execution) are clearly identified. However, the exact revenue model (subscription vs. transaction fee) and preliminary partnerships (initial supplier onboarding) are yet to be validated and secured.

Next Stage (BRL 4): Initial validation of the business model and economic viability through detailed financial projections and securing letters of intent from early adopters.

Prototyping & Testing Roadmap

This roadmap prioritizes parallel development of the platform's core functionalities and validation of the economic model.

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

• Develop core structure: Functioning **Project Area** (basic tracking) and foundational **Content Library**.

• Manual Business Validation: Onboard 20 pilot ESG professionals and 5 initial sustainable event suppliers through non-automated processes.

• Deliverable: Basic platform interface for tracking simple event impact metrics.

Phase 2: Targeted Field Trials & Feature Integration (Months 4-7)

• Integrate initial machine learning models for **AI Matchmaking** (rules-based recommendations).

• Launch targeted field trials with 3-5 major corporate event organizing teams. Focus on usability and workflow integration.

• Deliverable: Proven end-to-end workflow from project definition to professional sourcing.

Phase 3: Iterative Refinements & Monetization Testing (Months 8-12)

• Refine AI algorithms based on usage feedback to improve matching accuracy and resource optimization.

• Test tiered subscription models and small transaction fees in the Marketplace.

• Deliverable: Stable platform ready for scaled launch with a validated, profitable business model.

Strategic Launch & Market Integration

ImpactSphere is perfectly positioned within the macrotrend of **Mandatory Corporate Accountability** and the shift towards the **Circular Economy**.

Go-to-Market Strategy:

• **Strategic Partnerships:** Collaborate with major Event Management Software (EMS) providers (e.g., Cvent) for direct API integration, positioning ImpactSphere as the essential ESG module.

• **Pilot Programs:** Offer early incentives to the first 50 **Professionals Marketplace** vendors (e.g., reduced commission) to rapidly build supply-side liquidity.

• **Distribution Channels (B2B SaaS):** Focus on enterprise sales targeting Chief Sustainability Officers and Procurement Heads within Fortune 500 companies who have urgent ESG reporting needs.

Market Integration: The platform makes verifiable sustainability planning scalable, transforming the often-abstract goals of ESG into tangible, project-based deliverables. This aligns with the inevitable future where event-level impact measurement is not optional but a contractual obligation.

Next Step

Develop high-fidelity wireframes and a detailed technical specification for the **Project Area** and **AI-powered Matchmaking** modules to initiate TRL 6 prototyping efforts.