Deep Innovation: IntersectMapper: Cross-Functional Insight Visualization

Product Vision & Value Proposition: The Architecture of Synergy

Imagine a future where complexity is instantaneously rendered into clarity. IntersectMapper is the definitive enterprise strategic layer, turning fragmented operational data into a unified, actionable architecture.

It provides leadership with "super-vision," enabling them to see beyond departmental boundaries and observe the true circulatory system of the organization.

Unique Selling Points:

Automated Commonality Mapping: Instantly quantify resource, dependency, and technological overlaps across disparate project portfolios.

Frictionless Optimization: Reveal and prioritize opportunities to consolidate redundant efforts, dramatically reducing waste and accelerating time-to-market for key initiatives.

Strategic Trust Catalyst: Provides a single source of truth for cross-functional dependencies, dissolving organizational friction and fostering immediate alignment between siloed teams.

Consumer & Market Impact: Bridging the Organizational Divide

The primary pain point solved is the hidden cost and inefficiency generated by institutional silos, leading to duplicated efforts and misaligned strategic investments.

Primary User Personas:

The Enterprise Architect (Silo Survivor): Needs to maintain a clean, efficient tech stack but struggles with shadow IT and redundant platforms bought by different divisions. *Quote: "This would save me hours every week hunting down common platforms, letting me focus on future-proofing our stack."

The Product Portfolio Leader (Efficiency Driver): Responsible for 20+ simultaneous projects and must ensure they share resources and don't conflict, often relying on messy spreadsheets. *Quote: "Finally, a way to see all our investments interact—this feels like strategic control."

The Underserved: Mid-Sized Non-Profits/NGOs (Resource Maximizer): Operating under tight budgets, these groups desperately need to share staff expertise and technical tools across distinct regional programs to maximize impact. *Quote: "We can now prove to our board exactly how we are leveraging every dollar through internal resource sharing."

Early Adoption Sectors: Large, geographically diverse **Enterprise Clients** (Banking, Pharma, Tech) and complex **Government Agencies** managing overlapping public services.

Feasibility Assessment: Maturation Pathway

NASA Technology Readiness Level (TRL): This scale measures how mature a core technology is, from a theoretical concept to a flight-proven system.

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

Why this level: The core algorithms for dependency identification and commonality clustering have been prototyped using synthetic data, demonstrating the principle of visual overlap mapping.

Next Stage (Level 5): Component and/or breadboard validation in a relevant environment. This involves integrating the core mapping engine with a dummy API layer and ingesting real (anonymized) configuration data from a small partner.

KTH Innovation Business Readiness Level (BRL): This scale measures the commercial viability and market understanding of the innovation, from initial market research to post-launch scaling.

Current BRL: Level 3 – Market validation and business model hypothesis creation.

Why this level: Strong conceptual fit and identified pain points (silos, redundancy). The value proposition is clear, but specific pricing models and initial target client profiles are still hypotheses requiring validation.

Next Stage (Level 4): Comprehensive business plan with validated core assumptions. This requires securing commitment from potential early adopters to refine the pricing structure and finalize the solution's feature set.

Prototyping & Testing Roadmap

Outline a phased, actionable roadmap to evolve from concept to reality, evolving both the product and the commercial model in tandem.

Phase 1: Proof-of-Concept (POC) & MVP Development (3 Months): Develop a minimum viable product focusing solely on the commonality mapping engine (the overlapping boxes visualization). Use mock data feeds and a simple UI for initial internal validation.

Phase 2: Targeted Field Trials (4 Months): Recruit 3-5 'Silo Survivor' Enterprise Architects for targeted, non-production trials. Integrate with limited, anonymized real-world data (e.g., project tracking data) to stress-test the clustering algorithms.

Phase 3: Iterative Refinement & Collaboration Overlay (3 Months): Based on usage feedback, refine the visualization for usability. Add the collaborative features (annotation, prioritization workflows). Simultaneously, validate a tiered subscription **business model** focused on portfolio size.

Phase 4: Full Beta Launch & API Integration (6 Months): Develop secure, native integrations with major enterprise platforms (e.g., ServiceNow). Prepare for scalable cloud deployment and robust technical support.

Strategic Launch & Market Integration: Inevitable Alignment

Go-to-Market Strategy: 'Lighthouse Client' Strategy (B2B): Target 3-4 Fortune 500 companies struggling conspicuously with merger integration or complex regulatory compliance (where cross-functional dependencies are critical). Their success stories will serve as high-credibility case studies.

Strategic Partnerships: Form deep technical alliances with **Enterprise Architecture Consultancies** who act as trusted advisors and channel partners to deploy IntersectMapper during organizational transformation projects.

Distribution Channels: Primarily **Direct-to-Enterprise (D2E)** sales cycle, targeting CIOs, CTOs, and Head of Strategy offices.

Macrotrend Alignment: IntersectMapper is perfectly positioned within the massive macrotrend of **Enterprise Digital Transformation & Resilience**. As organizations rely more heavily on complex cloud infrastructure, the need for a unified strategic visibility layer becomes non-negotiable. It signals the shift to proactive, data-driven **strategic synergy**.

Next Step

Secure initial funding to develop a functional Minimum Viable Product (MVP) and recruit a founding Chief Technology Officer (CTO) with expertise in graph databases and enterprise API integration to lead Phase 1 development.