PathWise: Intent-Based Event Navigation

Vision & Value Proposition

Deepened Participation: Moves attendees from passive observers to active problem solvers by framing their journey around their specific organizational challenges.

Measurable Engagement: Provides a clear 'Reason to Visit' for every booth interaction, drastically increasing the quality of leads for sponsors.

Strategic Differentiation: Positions the event as a diagnostic utility rather than just a networking opportunity, justifying higher ticket prices or premium sponsorship tiers.

Post-Event Intelligence: Delivers a 'Challenge Heatmap' to organizers, showing exactly what problems the industry is trying to solve in real-time.

Scalable Impact: Works equally well as a curated VIP experience for 50 C-suite executives or a digital navigation layer for 5,000 trade show attendees.

Attendee & Stakeholder Impact

The Time-Poor Attendee: There to solve specific problems and avoid 'booth fatigue.' PathWise eliminates the friction of discovery.

"I stopped feeling like I was being sold to and started feeling like the event was helping me do my job better."

The Strategic Event Producer: Under pressure to prove event value and engagement metrics beyond simple headcounts.

"PathWise gave me the data to show sponsors exactly why our audience is their target market, backed by their actual pain points."

The Sponsor Activation Manager: Non-obvious persona. Needs to justify booth spend to the CFO by proving high-intent traffic.

"Instead of 100 random badge scans, PathWise sent us 20 people who were explicitly looking for the solution we provide. That's a 10x ROI shift."

Feasibility Assessment

Technology Readiness (TRL 5): The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world. PathWise sits at 5 because the core tech (LLMs and recommendation engines) is mature, but the logic layer connecting floor plans to intent-mapping requires event-specific validation.

Operational Feasibility (BRL 4): The BRL scale (1–9) measures how ready an innovation is for real-world deployment. Current readiness is moderate; success depends on seamless integration with existing registration platforms and ensuring low-latency responses during peak registration hours.

Reliability & Privacy: The system must include a robust 'Offline Mode' for spotty venue WiFi and maintain strict GDPR compliance by anonymizing aggregate challenge data while allowing opt-in lead sharing.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a web-based intake prototype to test the recommendation logic using a small focus group of previous event attendees.

Phase 2 — Controlled Live Pilot: Deploy 'PathWise Lite' at a regional 200-person event, focusing on 5 key 'Challenge Tracks' to validate user flow and kiosk placement.

Phase 3 — Platform Integration: Integrate the AI logic directly into leading event apps (e.g., Cvent or Swapcard) to remove hardware friction and allow for turn-by-turn navigation.

Phase 4 — Scaled Deployment: Roll out a full-service offer including real-time exhibitor dashboards and automated post-event 'Solution Summary' reports for attendees.

Strategic Launch & Market Integration

Ecosystem Partnerships: Align with AV production companies to bundle PathWise into their digital signage packages, making it an easy 'add-on' for existing clients.

Show, Don't Tell: Launch with a high-profile case study from a major industry association, focusing on the increase in 'Sponsor Satisfaction' scores.

Macrotrend Alignment: Leverages the industry shift toward 'Event Intelligence'—moving away from broadcast-style keynotes toward curated, data-backed experiences.

Tiered Offerings: Provide a 'Self-Service' digital-only version for smaller budgets and a 'Premium Concierge' version with physical intake kiosks for flagship corporate events.

Next Step

Review your exhibitor list for your next event and map three common 'Attendee Challenges' to five specific exhibitors to test the recommendation logic on paper today.