VisionWiz: AI-Powered Conceptual Design Engine

Vision & Value Proposition

VisionWiz creates a future where 'napkin sketches' become the primary data source for corporate strategy.

Value Drivers:

Deeper Engagement: Turns doodles into 3D prototypes or thematic branding in real-time, creating 'Generative Participation'.

Reportable Outcomes: Generates a professional 'Vision Dossier' as an event deliverable, moving beyond standard post-event surveys.

Sponsor ROI: Offers exclusive 'Innovation Lab' activations where brands co-create assets with attendees.

Data Persistence: Captured insights live beyond the event, integrating directly into corporate CRM and product roadmaps.

Scalability: Cloud-based architecture supports intimate leadership boardrooms or 5,000-seat plenary halls.

Attendee & Stakeholder Impact

The Attendee (Innovation Lead): Overwhelmed by back-to-back sessions and looking for tangible takeaways.

Pain Point: Difficulty translating session 'ah-ha' moments into internal pitches.

'I walked in with a rough sketch and left the session with a 3D product mockup and a functional roadmap I could present to my team immediately.'

The Conference Producer: Accountable for high NPS and unique experiences that justify premium ticket prices.

Pain Point: Commodity conference formats lead to attendee disengagement.

'VisionWiz turned our standard workshop into a futuristic design lab; the buzz in the room was electric and the feedback scores hit record highs.'

The Chief People Officer (Non-obvious Persona): Needs to extract real strategic culture and insight from internal summits.

Pain Point: Strategic output from large groups is usually lost in messy flipcharts.

'Usually I get a stack of post-its; with VisionWiz, I received a synthesized report of our team's collective vision for the company's next three years.'

Feasibility Assessment

A. Technology Readiness (TRL 4-5)

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.

VisionWiz is at TRL 4-5; while core generative AI models are mature, specialized 'sketch-to-CAD' interpretation for professional workflows is in validation.

Needs validation: Interpreting metaphorical symbols (e.g. the 'wizard vessel') consistently under varied event lighting and high simultaneous user loads.

B. Operational Feasibility (BRL 3)

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

BRL 3: Commercial readiness requires integration with event tech stacks (apps and registration) and robust GDPR-compliant data capture protocols.

Cost Model: Likely a per-event license plus cloud-compute usage, making it highly scalable for different budget levels.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Develop a mobile web-app for 'photo-to-concept' processing to test with small internal design sprints.

Phase 2 — Controlled Live Pilot: Deploy at an invitation-only leadership offsite (50-100 pax) to stress-test onboarding and processing speed.

Phase 3 — Business Model Validation: Partner with a lead-generation sponsor to test a 'Design-to-Lead' capture funnel at a mid-sized industry event.

Phase 4 — Scale & Ecosystem Integration: Build API connectors for Slack and Microsoft Teams to export generated assets directly into attendee corporate workflows.

Strategic Launch & Market Integration

Strategic Partnerships: Collaborate with global AV production companies and speaker bureaus to bundle VisionWiz as an 'Executive Experience' package.

Rollout Strategy: Lead with a high-profile case study from a recognizable brand to prove that 'sketch-to-strategy' drives real business outcomes.

Macrotrend Alignment: Directly addresses the shift from 'information broadcast' to 'collective intelligence generation' and the demand for measurable ROI in live events.

Next Step: Identify five key sketches from your previous event and request a sample 'VisionWiz Render' to see how AI transforms your existing attendee data into professional assets within 24 hours.