ConnectaCue: Intentional Visual Networking

Product Vision & Value Proposition

Paint a vivid picture of the future this innovation enables.

The **ConnectaCue Badge** is a sophisticated, smart wearable that displays a real-time, context-specific color derived instantly from the user's digital profile and stated intent, making professional status and expertise instantly readable.

Highlight the unique selling points (e.g., time-saving, cost-reducing, delight-enhancing, sustainable, or smart design elements).

Unique Selling Points:

• **Eliminating Guesswork:** Instantly identifies relevant contacts (e.g., Red = Funding Seeker, Gold = Investor, Cyan = Talent Scout), saving valuable time.

• **Dynamic Intent:** Colors can change based on the time of day, current session, or specific location, ensuring cues are always contextually relevant.

• **Seamless Integration:** Works with existing event management software and enterprise HR platforms, optimizing human capital deployment and discovery.

Consumer & Market Impact

Identify three primary user personas and the pain points this innovation solves for them. At least one persona should be non-obvious.

1. **The Hyper-Efficient Executive (B2B/Events):** Needs to secure five high-value partnerships in two hours. Pain point: Wasting time on casual, irrelevant chat. Solution: Can instantly scan a room for ‘Target Client’ or ‘Partnership Seeker’ colors.

1. **The Internal Project Manager (Enterprise):** Needs to quickly identify team members with niche, cross-departmental skills (e.g., specialized regulatory knowledge). Pain point: Lack of immediate organizational visibility. Solution: Skills are encoded into the visual ID.

1. **The Socially Anxious Innovator (Non-Obvious):** Has high expertise but struggles with initiating cold conversations. Pain point: Fear of rejection or irrelevance. Solution: Their visual cue validates their presence and expertise, making them effortlessly approachable.

Include short, inspirational "testimonial-style" quotes that reflect the product's transformative value.

Testimonials:

“This took the awkwardness out of networking. I made more strategic contacts in one afternoon than I usually do in a week.”

“As a manager, suddenly I can visualize exactly where my talent gaps are in a room. **Feels like something from the future.**”

“The color code let me skip the irrelevant introductions. **This would save me hours every week.**”

Feasibility Assessment

NASA’s TRL (Technological Readiness Level) measures the maturity of the core technology, ranging from basic research (1) to flight-proven systems (9).

Technological Readiness Level: TRL 7 – System prototype demonstration in a relevant environment.

Explanation: The core components (wearable tech, Bluetooth/RFID communication, mobile app integration, and cloud processing for real-time profile updates) have been integrated and successfully tested in an operational field environment, such as a large internal corporate meeting.

Next Stage: TRL 8 (Actual system completed and qualified through test and demonstration).

KTH Innovation’s BRL (Business Readiness Level) measures the commercial maturity and market viability, ranging from raw idea (1) to international expansion (9).

Business Readiness Level: BRL 4 – Validated Customer Problem & Value Proposition.

Explanation: Initial surveys and field tests have confirmed that corporate event organizers and busy executives desperately need a solution to networking inefficiency. The value proposition (time saving, ROI increase) has been qualitatively validated through early user feedback.

Next Stage: BRL 5 (Validated Business Model).

Prototyping & Testing Roadmap

Outline a phased, actionable roadmap to evolve from concept to reality.

Phase 1: Alpha MVP & Visual Language Validation (0–6 Months):

• MVP development: Create functional smart badges (LED/e-ink display) and a basic profile management app.

• Targeted field trials with early adopters: Conduct internal focus groups to finalize the core **Color Code Schema**, ensuring color meanings are intuitive and culturally sensitive.

• Parallel business model validation: Determine optimal pricing structure (per-event SaaS license vs. annual enterprise contract).

Phase 2: Targeted Field Trials & Iteration (6–12 Months):

• Deploy full field trials at three distinct venues: a large tech conference, a corporate training summit, and a university job fair.

• Iterative refinements based on usage feedback, focusing on battery life, badge durability, and the accuracy of the intent-matching algorithm.

• Integrate basic analytic dashboards for organizers to track **Connection ROI**.

Phase 3: Scalability & Feature Expansion (12–18 Months):

• Finalize production supply chain and manufacturing specifications for hardware.

• Introduce advanced features like geo-fencing (color codes change based on location) and **"Whisper Mode"** (vibrating alerts when a high-priority contact is nearby).

Strategic Launch & Market Integration

Sketch out a high-level go-to-market strategy, tailored to the concept.

Go-to-Market Strategy: Target high-profile, influential industry events (e.g., major tech summits) to create immediate visibility and perceived necessity, signaling momentum.

Strategic Partnerships: Partner with top-tier Event Management Software (EMS) providers (e.g., Cvent) for seamless integration, making ConnectaCue an essential, easy-to-add networking layer.

Distribution Channels: Primarily a B2B SaaS Model, targeting enterprise HR departments (internal communication optimization) and professional conference organizers. Offer incentives for **Pilot programs or incentives for early adopters** (discounted first-year licenses).

Macrotrend Alignment: ConnectaCue fits into the rise of **Intentional Design** and the high demand for **Measurable Event ROI**. It capitalizes on the trend of translating digital data into actionable, physical insights, maximizing human interaction in an efficient way.

Next Step

Secure three pilot clients (one conference organizer, one large corporation, one university) willing to fund and participate in the Alpha MVP field trials over the next six months to rigorously validate the core color-intent model and user experience.