# ElevateConnect: Micro-Networking Matchmaking App

# Product Vision & Value Proposition

**The Vision:** ElevateConnect is the invisible infrastructure of opportunity, transforming serendipitous encounters into strategic connections. We eliminate the friction of traditional networking, offering the professional equivalent of a perfectly timed introduction, every time.

The app creates **Hyper-Efficient Micro-Networking**, leveraging brief, unavoidable shared spaces (elevators, queues, lobbies) to facilitate ultra-short, context-aware professional exchanges.

**Unique Selling Point (USP):** By enforcing a 10-second constraint, the app compels users to present only their most relevant information—a 'non-verbal elevator pitch'—ensuring connections are based on immediate mutual benefit, not forced social interaction. It is **Relevance-First Networking**.

The design emphasizes privacy and control. Interactions are triggered only when users opt-in and meet spatial/temporal criteria, with full contact exchange requiring asynchronous mutual approval post-encounter, ensuring **Respectful, High-Quality Lead Generation**.

# Consumer & Market Impact

**Persona 1: The Time-Starved Executive (B2B)**: Needs to vet potential partners quickly without scheduling meetings. Pain Point: Wasting time on irrelevant introductions at large events.

**Persona 2: The Freelance Developer (Co-Working Spaces)**: Constantly seeking project leads and specialist collaborators. Pain Point: Difficulty breaking the ice and knowing who among co-workers has complementary skills.

**Persona 3 (Non-Obvious): The Commercial Real Estate Manager (Enterprise Client Sector)**: Needs to offer premium, value-added services to attract and retain tenants in high-rise corporate towers. Pain Point: Office buildings becoming sterile transactional spaces post-pandemic. ElevateConnect offers a unique tenant amenity that fosters community and internal collaboration.

**Early Adoption Sector:** High-density professional environments, specifically **Corporate Real Estate (Class A Office Towers)** and **Large-Scale Industry Conferences**.

“Feels like something from the future. I got three high-quality leads just waiting for coffee.”

“This would save me hours every week. No more wading through awkward small talk to find the one person I actually needed to meet.”

“As a building manager, this is a killer amenity. It makes our tower feel like a genuine ecosystem of opportunity, not just floors of desks.”

# Feasibility Assessment

**NASA’s Technological Readiness Level (TRL):** Measures the maturity of the technology itself, from basic research (TRL 1) to flight-proven systems (TRL 9).

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

Why this level: Core components (geo-fencing, Bluetooth/Wi-Fi triangulation for hyper-localization, and secure data exchange protocols) are well-established. The challenge lies in integrating them reliably to pinpoint two individuals within a constrained 10-second window in a dense, noisy environment (like a crowded elevator or lobby).

Next Stage (TRL 5): Component and/or breadboard validation in a relevant environment (e.g., controlled testing within a single-story elevator simulation with real mobile devices).

**KTH Innovation’s Business Readiness Level (BRL):** Measures the maturity of the business model and market understanding, from initial idea (BRL 1) to sustainable revenue (BRL 9).

**Current BRL: 3 – Concept Definition.**

Why this level: The problem (inefficient networking) and the solution (micro-networking) are clearly defined. We have identified key target segments (corporate real estate, conferences). However, the specific revenue model (e.g., subscription, B2B licensing to buildings, premium features) and pricing strategy still need rigorous validation.

Next Stage (BRL 4): Business opportunity definition and initial market exploration, including validating the willingness of B2B partners to pay for the amenity service.

# Prototyping & Testing Roadmap

**Phase 1: Proof of Concept & Localization MVP (3 Months)**

**MVP Development:** Develop a stripped-down app focusing purely on accurate, low-latency proximity detection and the 10-second profile flash. Use test dummy data profiles.

**Targeted Field Trials:** Conduct controlled testing in a dedicated office building lobby/elevator system with 50 internal testers to refine the Bluetooth/geo-fencing calibration and minimize false positives/negatives.

**Phase 2: Feature Integration & Business Validation (4 Months)**

Integrate full-profile matching logic (based on industry/need keywords). Introduce the post-interaction mutual opt-in feature.

**Parallel Business Model Validation:** Secure initial Letter of Intent (LOI) discussions with 3 large commercial real estate firms to gauge interest in a building-wide license model (B2B SaaS).

**Phase 3: Beta Launch & Iterative Refinement (6 Months)**

Launch a closed beta pilot in one medium-sized co-working space and one industry conference.

Collect quantitative data on connection quality vs. connection volume. Iteratively adjust the proximity parameters (time duration, distance radius) based on user feedback to maximize connection relevance ("signal-to-noise ratio").

# Strategic Launch & Market Integration

**Go-to-Market Strategy: B2B Infrastructure Play.** Avoid costly consumer acquisition initially. Focus on licensing the platform to entities that own high-density professional spaces, ensuring a captive user base and immediate scalability.

**Strategic Partnerships:** Target **Commercial Real Estate (e.g., CBRE, JLL)** and **Large Conference Organizers (e.g., Tech conference groups)**. Position ElevateConnect as a mandatory upgrade to modern building/event infrastructure.

**Distribution Channels:** Primarily B2B licensing (annual subscription model based on building size/tenant count). Secondary channel: Premium individual user subscriptions for advanced metrics and filtering (D2C).

**Macrotrend Alignment:** ElevateConnect capitalizes on the macrotrend of **The Reimagined Office & Hyper-Local Collaboration**. As physical office spaces compete with remote work, they must offer superior connectivity and serendipity. ElevateConnect makes the office indispensable by embedding efficient networking into the architecture itself. It is also aligned with the need for **frictionless digital experiences**—using AI/location services to make connections automatic and passive.

**Next Step:** Secure a formal partnership agreement with a major commercial real estate group to initiate a paid TRL 5 pilot in a dedicated corporate office tower lobby environment.