SalesSync: Behavioral Lead Matching Platform

Vision & Value Proposition

Transformative Experience: SalesSync turns the traditional exhibit hall from a passive walk-through into a curated marketplace of high-value connections.

Value Drivers:

- Deeper Engagement: Attendees are paired with experts who match their cognitive communication style, reducing friction and building instant rapport.
- Measurable Outcomes: Provides organisers with a 'Chemistry Score' report showing the quality of matches, not just the volume of scans.
- Sponsor ROI: Exhibitors receive warm leads pre-qualified for psychological fit, significantly shortening the sales cycle.
- Post-Event Insight: Generates behavioral maps of the attendee base to inform future event programming and content tracks.

Attendee & Stakeholder Impact

The High-Value Attendee: Frustrated by irrelevant pitches and small talk. They need efficient, high-signal networking. 'For the first time at a conference, I felt like the person at the booth was actually on my wavelength within thirty seconds.'

The Sponsor Activation Manager: Under pressure to justify the cost of the floor space. They need leads that actually convert into revenue. 'SalesSync ensured our top closers were talking to the leads they were most likely to click with, doubling our booked follow-up meetings.'

The Event Producer: Accountable for NPS and repeat sponsor bookings. They need to differentiate their event from 'commodity' industry shows. 'This tool turned our 'messy' networking hour into a precision-engineered insight generator that sponsors are already asking to re-book for next year.'

Feasibility Assessment

A. Technology Readiness (TRL 4): 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. SalesSync is at level 4 because while LLMs and psychometric profiling are mature, the real-time application in noisy, time-pressured event environments requires specific API integration for live attendee data.

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. Commercial maturity is at level 3; the model relies on existing event app integrations (like Whova or Cvent) to minimize setup friction for non-technical teams.

Prototyping & Pilot Roadmap

Phase 1 — Internal Alpha: Develop a lightweight web-app using LinkedIn data to simulate matching for a 20-person internal leadership offsite.

Phase 2 — Live Beta: Deploy at a mid-scale industry association event (200-500 pax). Focus on one specific 'Matchmaking Zone' to test simultaneous user loads and data privacy opt-ins.

Phase 3 — Full Integration: Partner with a major AV or Event Tech provider to embed the matching engine directly into the official event app for a flagship corporate conference.

Phase 4 — Ecosystem Scale: Expand to multi-language support and integrate with Salesforce/HubSpot for seamless post-event lead distribution.

Strategic Launch & Market Integration

Strategic Partnerships: Target event registration platforms and 'Premium' AV production companies who are looking for high-margin upsell opportunities for their corporate clients.

Macrotrend Alignment: Directly addresses the shift from 'Information Broadcast' to 'Collective Intelligence' where the value of an event is defined by the connections made.

The 30-Day Next Step: Conduct a 'Paper Prototype' at your next small networking breakfast: manually assign 'Matchmaking' tags based on a 3-question registration survey and measure the change in attendee feedback scores regarding 'connection quality'.