Relevancy Beacon: Smart Event Networking Tool

Product Vision & Value Proposition

Vision: The future of professional events is friction-less and targeted. The Relevancy Beacon transforms crowded conferences from a game of chance into a precision hunting ground for high-value connections. It makes essential networking effortless and intelligent.

Value Proposition: This device is the ultimate networking accelerator, delivering time-saving efficiency and elevating professional serendipity.

Unique Selling Points (USPs):

• Real-time Relevancy Signaling: Dynamic color changes act as a passive, non-intrusive guide, eliminating awkward introductions with non-matches.

• AI-Driven Matching: Integration with professional profiles ensures matches are based on deep criteria, not just surface-level titles.

• Data for Hosts: Provides organizers with unprecedented insights into attendee interaction hot zones and successful connection metrics.

• Smart Design Element: The badge is sleek and intuitive, designed to be a subtle, desirable piece of event technology.

Consumer & Market Impact

Target Sectors: Professional Conferences (B2B), Trade Shows, High-level Executive Summits, and University/Alumni Events.

Persona 1: The Investor/VC (High-Volume Connector)

• Pain Point Solved: Sifting through hundreds of pitches to find truly synergistic opportunities.

• Impact Quote: "My time is non-negotiable. This would save me hours every week filtering noise and focusing only on founders who meet my exact criteria. Feels like something from the future."

Persona 2: The Event Host/Organizer (B2B Client)

• Pain Point Solved: Demonstrating tangible ROI and engagement value to sponsors and attendees.

• Impact Quote: "We can finally prove the value of our networking sessions with hard data. This tool ensures attendees feel they made meaningful, high-quality connections."

Persona 3: The Introverted Specialist (Non-Obvious Persona)

• Pain Point Solved: Anxiety and difficulty initiating conversations in large, overwhelming environments.

• Impact Quote: "I know who I need to talk to, but I hate walking up cold. The subtle green glow is the non-verbal cue I need to feel confident approaching someone important."

Feasibility Assessment

NASA Technology Readiness Level (TRL): The TRL scale measures the maturity of the underlying technology, from concept (1) to flight proven (9).

Current TRL: 6 (System/Subsystem Model or Prototype Demonstration in a Relevant Environment)

Why: The core technologies (BLE/NFC communication, low-power LED matrices, basic cloud matching algorithms) are well-established. Integrating these into a wearable badge prototype for field testing is feasible, but requires optimization for power consumption and ruggedness.

Next Stage (TRL 7): Demonstration of a prototype system in an operational environment (e.g., a small industry trade show).

KTH Innovation Business Readiness Level (BRL): The BRL scale assesses how mature the business plan and market strategy are, from concept generation (1) to market expansion (9).

Current BRL: 3 (First Market Engagement & Business Case Development)

Why: The problem definition is clear, and the value proposition is defined. Initial feedback from potential B2B event organizers would confirm pricing models and essential feature sets.

Next Stage (BRL 4): Comprehensive competitor analysis, refinement of the business model, and validation of initial pricing assumptions with potential early adopters.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development (0-4 Months)

• Develop Gen 1 hardware prototype focusing purely on Name Display and Dual-Color Relevance Signaling (High/Low).

• Finalize API integration with existing major event management software (e.g., Eventbrite, Cvent) to source profile data.

Phase 2: Targeted Field Trials & Iteration (4-8 Months)

• Deploy MVP at 3 diverse small-to-midsize industry conferences (e.g., Tech Startup, Finance, Medical).

• Collect quantitative usage data (interaction rates vs. match scores) and qualitative user feedback on badge weight, battery life, and indicator clarity.

Phase 3: Business Model Validation (6-10 Months)

• Simultaneously validate the commercial model (Subscription service for event organizers vs. Per-Badge Rental).

• Refine the relevance algorithm based on tested data: focusing on delivering "confirmed good matches" rather than just potential matches.

Phase 4: Gen 2 Production & Pre-Scale Setup (10-14 Months)

• Manufacture Gen 2 devices addressing battery life and incorporating enhanced features (e.g., directional signaling).

• Secure strategic inventory management and fulfillment partnerships necessary for large-scale B2B deployment.

Strategic Launch & Market Integration

Macrotrend Integration: Aligns perfectly with the trend of Contextual Computing and the increasing demand for Data-Driven Experience ROI in professional settings. Events must prove their worth, and the Beacon provides the necessary metrics.

Go-to-Market Strategy: B2B Focus (Event Organizers)

• Launch pilot program offering steep discounts to 10 Tier-1 industry conferences in exchange for testimonials and exclusive usage data.

Strategic Partnerships: Form deep integration partnerships with leading event management software platforms (Cvent, Bizzabo) to make adoption seamless for organizers.

Distribution Channels: Primary channel is Direct B2B Sales and Enterprise Leasing to large conference organizers and corporate event planners, ensuring maximum control over the technology and service quality.

Market Integration Goal: Establish the Relevancy Beacon as the de facto standard for premium professional event networking within 3 years, signaling quality and intentionality for any host utilizing the technology.

Next Step:

Conduct structured interviews with 5 professional event organizers to validate the pricing model, operational challenges, and preferred data reporting features of the Relevancy Beacon.