Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier

Product Vision & Value Proposition

CanvasChorus is the **future of collective creativity**. It is a seamless, real-time visual collaboration environment that eliminates the friction of sequential digital design workflows.

Imagine a design session where five contributors are sketching, ideating, and iterating on the same canvas simultaneously, with their unique contributions tracked and visualized. This fosters true **synchronous ideation**.

Unique Selling Points (USPs):

Real-time Gamified Contribution Tracking: Quantifies and celebrates individual input, driving engagement and accountability.

Spotlight Mode: Transforms the live canvas into a formal, polished presentation environment, instantly ready for stakeholders or classroom review.

Unlimited Scale & Dynamic Toolkit: Provides professional-grade tools within an infinitely scalable digital space, perfect for complex projects or large group workshops.

CanvasChorus doesn't just save time; it **elevates the quality of collaboration** and instills a feeling of **shared digital craftsmanship**.

Consumer & Market Impact

CanvasChorus is poised to catalyze creativity across remote teams and educational settings, leveraging the macrotrend toward **distributed, agile workforces**.

Primary User Personas & Pain Points:

The Remote Design Lead (Enterprise Client): Pain Point: Difficulty maintaining energetic, spontaneous brainstorming sessions and tracking contributions in virtual environments. Solution: Real-time visual tracking and fluid collaborative tools.

The Online Educator (Education Sector): Pain Point: Struggling to make group projects interactive and ensure all students participate equally in a digital classroom setting. Solution: Gamified input tracking and shared creative goals.

The Distributed Indie Game Jam Team (Non-Obvious/Hobbyist): Pain Point: Needing high-fidelity, real-time visual co-creation tools that are accessible and fun, enabling rapid prototyping across time zones. Solution: Shared ownership, quick iteration, and immediate presentation capabilities.

Inspirational Testimonials:

"We got more done in 30 minutes on CanvasChorus than we usually achieve in a half-day virtual meeting. It feels like **we’re finally in the same room**."

"For student engagement, this is transformative. Every participant knows their effort is seen and valued. It’s collaboration, **turbo-charged**."

Feasibility Assessment

Understanding Readiness Scales:

NASA's TRL (Technology Readiness Level): Assesses the maturity of the underlying technology, from basic principles observed to flight-proven systems.

KTH Innovation's BRL (Business Readiness Level): Assesses the maturity of the business model and market validation, from idea formulation to market penetration.

Technological Readiness Level (TRL): TRL 4 – Component and/or breadboard validation in a laboratory environment.

Explanation: The core technologies (low-latency vector graphics rendering, real-time synchronization protocols) exist and have been tested individually. A foundational proof-of-concept demonstrating simultaneous multi-user drawing on a single large canvas is functional.

Why TRL 4: While standard whiteboarding exists, integrating robust gamification layers and the specialized 'Spotlight Mode' requires specific development and optimization beyond commercial off-the-shelf solutions.

Next Stage (TRL 5): Validation of key components (e.g., synchronization architecture under high load) in a relevant operational environment (simulated high-density user sessions).

Business Readiness Level (BRL): BRL 3 – Initial market validation and opportunity assessment.

Explanation: The market need for deeper engagement tools in remote work/education is confirmed by existing adjacent market failures and general dissatisfaction with current tools. The value proposition is conceptually sound.

Why BRL 3: The target market segments have been identified, but specific willingness-to-pay models, competitive differentiation benchmarks, and the ideal subscription tiers have yet to be rigorously tested.

Next Stage (BRL 4): Development of the initial Minimum Viable Product (MVP) and securing 5-10 key prospective early adopters for structured feedback and business model refinement.

Prototyping & Testing Roadmap

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

Focus: Core functionality: low-latency canvas, basic shared toolkit, and foundational contribution tracking (non-gamified alpha).

Action: Build core synchronization backend and secure 3 Beta Partner teams (1 Education, 2 Enterprise) for internal testing.

Commercial Validation: Define three potential pricing tiers (Freemium, Pro Team, Enterprise Annual) for initial A/B testing during trials.

Phase II: Targeted Field Trials & Feature Expansion (5-9 Months)

Focus: Implementing the unique features: full Gamified Contribution System (visualized input history/leaderboards) and 'Spotlight Mode' refinement.

Action: Launch closed beta with 50 early adopters. Gather quantitative data on session duration, collaboration velocity, and user satisfaction (e.g., Net Promoter Score).

Phase III: Iterative Refinement & Scalability Testing (10-14 Months)

Focus: Stress testing the backend for 100+ concurrent users per session; optimizing mobile/tablet interaction; integrating necessary API hooks (e.g., SSO, cloud storage).

Action: Prepare for public launch (Version 1.0) by optimizing user onboarding and developing comprehensive educational content/tutorials.

Integrated Goal: Ensure that product feature enhancements are always validated against the **potential revenue uplift** provided by the refined business model.

Strategic Launch & Market Integration

CanvasChorus is positioned squarely within the **Digital Transformation of Knowledge Work** and the accelerating trend of **Creative Collaboration Tools**.

Go-to-Market Strategy:

Initial Channel Focus (D2C/B2B Hybrid): Target creative professionals directly via industry-specific marketplaces (e.g., design community forums, remote work platforms).

Strategic Partnerships: Integrate deeply with major collaboration suites (e.g., Slack, Microsoft Teams) to appear as a seamless, high-engagement add-on, leveraging existing user ecosystems.

Early Adopter Incentives: Offer a subsidized "Innovation Cohort" program for the first 100 enterprise users, providing premium features in exchange for detailed, structured feedback and public case studies.

Market Integration: The platform’s ability to turn complex group input into a presentation-ready product aligns perfectly with the need for **instant visualization** in agile project management. By quantifying collaboration, CanvasChorus establishes a new metric for team performance and engagement.

This product signals the inevitable shift from static digital whiteboards to **dynamic, shared creative studios**.

Next Step

Launch a small, targeted digital campaign to gather detailed input from 100 potential users regarding current collaboration frustrations and desired features for the CanvasChorus MVP.