SolveSphere: Interactive Delegate Challenge Dossier

Product Vision & Value Proposition

The Future of Engagement: SolveSphere enables the seamless transformation of any standard corporate venue into an intellectually stimulating, collaborative arena. We move beyond static presentations and lukewarm networking mixers, delivering an experience where **collaboration is mandatory, and insight is the reward**.

The product is a complete **Event-in-a-Box solution**, providing physical components (like the **Key** and **Magnifying Glass** clue sets illustrated in the concept sketch) integrated with a proprietary digital platform for time tracking, hint delivery, and results tabulation.

Unique Selling Points (USPs):

Scalability & Modularity: Easily adaptable to groups from 20 to 2000, customizing difficulty and theme on the fly.

Actionable Analytics: Provides HR teams with rich data on team communication patterns, leadership emergence, and problem-solving styles.

Delight-Enhancing Design: The physical puzzle elements and immersive narratives ensure a **premium, memorable experience** that delegates actively look forward to.

Efficiency for Planners: Reduces the complexity of organizing large-scale interactive activities through standardized, pre-tested kits.

Consumer & Market Impact

Primary User Personas & Solved Pain Points:

The Corporate Event Planner (Practicality): Solves the pain of **low delegate engagement** and the high cost/complexity of bespoke team-building activities. SolveSphere provides a standardized, high-quality, and reliable interactive element.

The HR Development Specialist (Measurability): Solves the pain of **proving ROI on training** and team building. The platform generates quantitative data on soft skill performance under pressure.

The Distributed Global Employee (Non-Obvious/Inclusion): Solves the pain of **organizational silo formation** and lack of personal connection during mandatory corporate meetings. SolveSphere forces collaboration across functional lines and geographies, creating shared high-stakes memories quickly.

Early Use Cases: Corporate leadership summits, new employee onboarding programs, sales kickoff events, and university career development centers.

Transformative Value Quotes:

"We finally saw how our cross-functional teams really communicate when the pressure is on. This is indispensable."

"Feels less like mandatory training and more like an intellectual adventure. This would save me hours of planning every quarter."

"After an hour of SolveSphere, I had connected more genuinely with my colleagues than in three days of conventional sessions."

Feasibility Assessment

Technology Readiness Level (TRL) Assessment (NASA TRL measures the maturity of the underlying technology):

TRL 5: Component and/or breadboard validation in a relevant environment.

Why TRL 5: The core technology (digital platform integration for clue delivery, tracking, and analytics) exists and has been demonstrated through small-scale, internal prototypes or proof-of-concept events. The puzzle mechanics are well-understood. However, the modular, highly-scalable architecture required for large corporate events (1000+ users simultaneously) needs further validation in a production environment.

Next Stage: TRL 6: System/subsystem model or prototype demonstrated in a relevant environment.

Business Readiness Level (BRL) Assessment (KTH BRL measures the maturity of the market and business model):

BRL 4: Preliminary business plan validated with early customer feedback.

Why BRL 4: The core problem (lack of engaging corporate events) is well-known, and initial market research confirms strong interest from corporate event planners for a scalable solution. A preliminary pricing structure and service model are drafted. However, formal pilots and comprehensive validation of the operational workflow (logistics, setup, support) and revenue streams are still pending.

Next Stage: BRL 5: Business model formally verified through initial customer engagement and small-scale operations.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development (0-3 Months):

Finalize core digital platform architecture to support concurrent usage tracking.

Design and fabricate the **"Key" and "Book" physical MVP puzzle kits** (3 themes).

Develop standardized, easily understandable instructional manuals for corporate logistics teams.

Phase 2: Targeted Field Trials & Iteration (4-6 Months):

Execute 5 closed-beta trials with internal teams or friendly early adopters (small groups, 50-100 participants).

Validate operational efficiency (setup time, required staffing) and delegate net promoter score (NPS).

Iteratively refine hint mechanics and complexity based on performance data and usage feedback.

Phase 3: Parallel Business Model Validation (7-9 Months):

Introduce a short-term introductory pricing model (license + per-delegate fee) for 3 major corporate clients.

Secure TRL 6 status by demonstrating the scalability of the platform for an event of 500+ delegates in a live setting.

Formalize the logistics partnership for kit fulfillment, shipping, and maintenance.

Strategic Launch & Market Integration

Go-to-Market Strategy: Launch through a **High-Impact Showcase** at major HR technology and corporate events trade shows. Focus initially on B2B sales targeting Fortune 500 companies known for high annual training budgets.

Strategic Partnerships: Partner with large-scale event management platforms (e.g., Cvent, Eventbrite Enterprise) to offer SolveSphere as a premium, integrated module. Seek partnership with a global logistics provider to ensure rapid, reliable deployment of physical kits worldwide.

Macrotrend Integration: SolveSphere aligns perfectly with the rising macrotrends of **Experience Economy** (prioritizing memorable experiences over simple services) and **Future of Work**, where critical soft skills (communication, agility) are increasingly valuable and must be trained dynamically. The platform establishes itself as the essential infrastructure for modern, measurable, skill-based corporate convening.

Actionable Next Step: Secure seed funding and engage a specialized UX/UI agency to design the intuitive interface for the delegate tracking and analytics platform.