Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier ConnectRibbon: Event Attendee Recognition System

Product Vision & Value Proposition

ConnectRibbon is the **future of personalized event participation**. It solves the universal problem of conference isolation by providing instant, visible context for every interaction.

Aspirational Design: The system integrates seamlessly with existing event badges, featuring a durable, elegant ribbon—customizable for brand identity—that signals specific attendee status, moving beyond simple names.

Core Value Proposition: We enhance quality of life for attendees by reducing social friction and anxiety, and improve efficiency for organizers by increasing perceived value and retention rates.

Unique Selling Points (USPs):

- **Immediate Context:** Instantly identify those who need guidance or connections (e.g., 'First Timer').
- **Modular & Universal:** Designed to clip onto nearly any standard badge holder via a robust, specialized attachment (coiled spring/clip mechanism implied by sketch).
- **Delight-Enhancing:** Fosters a sense of inclusion and VIP treatment for specific groups.

Consumer & Market Impact

ConnectRibbon targets the $30+ billion global conference and events sector, focusing initially on **large-scale professional associations** and **B2B trade shows**.

Primary User Personas & Pain Points Solved:

- **Persona 1: The 'First Timer' (Newbie Networker):** Pain Point: Overwhelmed by large crowds, struggles to initiate conversations. Solution: Instant visibility signals availability and willingness to connect.
- **Persona 2: The 'Veteran Vendor' (Exhibitor/Sponsor):** Pain Point: Difficulty quickly identifying high-value targets. Solution: Ability to spot 'First Timers' or 'Decision Makers' immediately for targeted outreach.
- **Persona 3: The 'Welcoming Committee' (Non-Obvious Persona: Event Volunteer/Staff):** Pain Point: Inefficiently identifying attendees who may need guidance or assistance. Solution: The visual cue allows staff to proactively welcome and check in on newcomers, significantly improving service quality.

Inspirational Testimonial Quotes:

“I used to spend the first day just trying to find someone familiar. This simple ribbon makes me feel seen and saves me hours of awkward wandering.” - First Timer Attendee

“For my sales team, this is like having a cheat sheet. We can prioritize the high-potential newcomers instantly.” - Exhibitor Manager

“This would save me hours every week in making sure our event staff are focusing their welcome efforts efficiently.” - Conference Planner

Feasibility Assessment

TRL (Technological Readiness Level) & BRL (Business Readiness Level)
Overview: NASA's TRL scale (1–9) measures the maturity of the underlying technology, from basic principle observation (1) to flight-proven systems (9). KTH Innovation's BRL scale (1–9) measures the commercial maturity of the idea, from basic idea (1) to established, self-sufficient venture (9).

Technological Readiness Level (TRL): 7

Stage: System prototype demonstration in an operational environment.

Why TRL 7: While the core components (ribbon, printing, standard clips) are mature, the specialized, durable, and universally compatible modular attachment mechanism shown in the sketch (coils) requires finalizing, testing under real event conditions (movement, stress), and optimization for cost-effective manufacturing.

Next Stage (TRL 8): Actual system completed and qualified through test and demonstration (e.g., successful pilot implementation at a major trade show).

Business Readiness Level (BRL): 4

Stage: Initial commercial viability defined.

Why BRL 4: The market need (inclusion, networking) is clear, and the specific offering is highly differentiated. Preliminary cost modeling and pricing strategies are developed, but deep validation with paying organizers (testing price elasticity and customization needs) is needed.

Next Stage (BRL 5): Defined business model tested with initial market feedback (e.g., successful paid pilot with multiple event clients leading to confirmed repeat purchases).

Prototyping & Testing Roadmap

Phase 1: Mechanism Finalization & Alpha Prototyping (0-3 Months)

Finalize engineering of the proprietary clip/coil attachment to ensure universal fit and high durability across different badge holders (**MVP development**).

Produce 100 alpha units in two core styles (e.g., 'First Timer,' 'Mentor').

Phase 2: Targeted Field Trials & Iteration (3-6 Months)

Execute **targeted field trials** with 3-5 small to mid-sized professional association events. Gather user feedback on comfort, visibility, attachment ease, and staff efficiency improvements.

Parallel business model validation: Test pricing models based on volume and customization levels.

Phase 3: Beta Launch & Scale Preparation (6-12 Months)

Iterative refinements based on usage feedback (e.g., material changes, faster manufacturing processes).

Develop the **Connect Data Dashboard** to track event organizer metrics (e.g., correlation between ribbon usage and reported networking success rates). Prepare for volume manufacturing.

Strategic Launch & Market Integration

Launch Strategy: High-touch, B2B sales initially targeting executive-level conference organizers and association managers who prioritize attendee engagement and retention. Position ConnectRibbon as an **Event ROI Enhancer**, not just a supply item.

Strategic Partnerships: Form key alliances with major event management software platforms (e.g., Cvent, Bizzabo) to offer ConnectRibbon as an integrated add-on during registration setup, signaling momentum.

Pilot Incentives: Offer subsidized or free pilot programs to first 10 flagship conferences, requiring public case studies detailing the increase in newcomer engagement.

Macrotrend Integration: ConnectRibbon fits perfectly within the broader trend of **Hyper-Personalization and the Experience Economy**. It leverages smart design to solve human interaction problems, reinforcing the idea that high-quality, memorable experiences drive event loyalty.

Distribution Channels: Primarily **D2B (Direct-to-Business)** sales supplemented by preferred vendor status with key convention centers and PCOs (Professional Conference Organizers).

Next Step: Develop and finalize the detailed CAD drawings and material specifications for the proprietary modular clip attachment, ensuring robust, cost-effective manufacturing compliance.