Deep Innovation Dossier: AuraMeet: Contextual Networking Intelligence

Product Vision & Value Proposition

AuraMeet envisions a future where professional networking is effortless and every interaction is inherently strategic. It is the **anti-waste networking tool**, ensuring time is spent on connections that genuinely advance shared goals.

The platform operates as a silent, intelligent partner, analyzing environmental cues and latent data streams to suggest a meeting with the precision of a master matchmaker. This is networking elevated from 'chance' to **inevitability**.

Unique Selling Points (USPs):

• **Predictive Matchmaking:** Goes beyond common interests to identify shared, time-sensitive intent, maximizing mutual ROI.

• **Ambient Insight Capture:** Seamlessly logs discussion themes and key takeaways, mimicking detailed note-taking without manual input—turning unstructured conversations into actionable data.

• **Frictionless Scheduling:** Integrates instantly with calendars, suggesting optimal times and locations, reducing administrative overhead by up to 40%.

AuraMeet delivers **Convenience, Quality of Connection, and Measurable Efficiency**—the digital equivalent of having a trusted advisor curate your entire professional calendar.

Consumer & Market Impact

AuraMeet targets the crucial intersections of modern business and social dynamics, focusing on high-signal users who value time above all.

Primary User Personas & Pain Points:

• **The Global Executive (High-Level Decision Maker):** Solves the pain of **'Networking Fatigue'**—sifting through endless low-value connections. AuraMeet provides a curated pipeline of individuals ready for strategic collaboration.

• **The Remote Conference Organizer (B2B Event Planner):** Solves the pain of **'Latent Value'**—ensuring attendees don't miss crucial, yet non-obvious, connections during crowded events, boosting event ROI.

• **The Underserved Specialist (Niche Expert):** Solves the pain of **'Invisible Expertise'**—the inability to efficiently surface their unique skills to the right audience outside their immediate geographical or digital sphere.

Target Sectors: Early adoption will be focused on **High-Value Consulting, Venture Capital, and Specialized Conference Ecosystems.**

Testimonial-Style Quotes:

• "Before AuraMeet, I was gambling with my time. Now, every handshake feels like a guaranteed step forward."

• "This changes the geometry of conferences. It feels like something from the future."

• "The Ambient Insight Capture alone saves me hours of manual follow-up every week."

Feasibility Assessment

The NASA Technological Readiness Level (TRL) scale measures the maturity of the core technology, while KTH Innovation's Business Readiness Level (BRL) measures the maturity of the commercial viability.

Technology Readiness Level (TRL) Assessment (NASA Scale):

• **Current TRL: 5 (Component and/or breadboard validation in a relevant environment).**

• **Explanation:** The core algorithms for profile matching (using existing LLM and ML frameworks) have been conceptually proven. However, the sophisticated **Ambient Insight Capture** component—which relies on contextual sensor fusion—requires real-world validation to handle environmental variability.

• **Next Stage: TRL 6 (System/subsystem model or prototype demonstration in a relevant environment).** This involves building the integrated MVP and conducting controlled environment field trials.

Business Readiness Level (BRL) Assessment (KTH Innovation Scale):

• **Current BRL: 4 (Early business model concept/hypothesis validation).**

• **Explanation:** Market research confirms a strong need among high-level executives. Hypotheses on pricing (B2B SaaS model) and segmentation exist, but these core assumptions require validation via limited pilot programs with paying beta users.

• **Next Stage: BRL 5 (Validated business model concept and confirmed market need).** This requires successful, small-scale pilot programs that prove willingness-to-pay and high retention rates.

Prototyping & Testing Roadmap

Phase 1: Alpha Development & Core Engine Lock (0-6 Months)

• **MVP Development:** Focus solely on the **Predictive Matchmaking Algorithm** (TRL 6 goal). Develop a secure, stripped-down app interface for scheduled-meeting suggestions.

• **Algorithm Validation:** Run blind A/B testing of match quality against conventional networking tools using pre-existing professional databases.

Phase 2: Targeted Field Trials & Insight Integration (6-12 Months)

• **Ambient Insight Integration:** Introduce the **Ambient Insight Capture** feature in a controlled, opt-in format. Test data accuracy and user experience in relevant environments (e.g., small corporate offices).

• **Business Model Validation:** Initiate paid pilot programs (BRL 5 goal) with 5-10 enterprise clients to confirm pricing structure and feature prioritization based on measurable ROI.

Phase 3: Iterative Refinement & Scalability Prep (12-18 Months)

• **Feedback Integration:** Refine algorithms based on real-world usage data, focusing on reducing false positives in matches.

• **Parallel Scale Testing:** Develop robust security and enterprise-level compliance frameworks necessary for large-scale adoption, preparing for integration into major scheduling platforms.

The roadmap prioritizes establishing **Trust** (through accurate matching) and **Frictionless Utility** (through seamless data capture) before scaling.

Strategic Launch & Market Integration

Macrotrend Alignment: AuraMeet is perfectly positioned within the acceleration of **Contextual Computing** and the critical shift toward **High-Signal Remote Work Infrastructure**. It serves the global demand for efficiency in a digitally saturated world.

Go-to-Market Strategy: A highly targeted, B2B-first approach.

• **Strategic Partnerships:** Integrate deeply with dominant professional scheduling and CRM platforms (e.g., Salesforce, Microsoft Outlook/Teams) to ensure frictionless user onboarding and data synthesis.

• **Pilot Incentives:** Offer subsidized, year-long contracts to anchor clients in high-signal industries (Venture Capital firms, Executive Search agencies) who can provide powerful case studies and testimonials.

• **Distribution Channels:** Primarily **Direct-to-Enterprise (D2E)** subscription model, focusing on organizational licenses that integrate with existing IT infrastructure.

Signaling Momentum: AuraMeet will not merely compete; it will define the category of **Relationship Intelligence Platforms**. By focusing on strategic outcomes rather than mere connection count, we signal inevitability in the professional landscape.

Next Step

Secure seed funding to finalize the **Predictive Matching Algorithm MVP (TRL 6)** and immediately initiate 90-day, high-signal pilot programs with three target enterprise clients to validate B2B pricing and feature retention.