Deep Innovation: EventFlow AI – The Hyper-Efficient Post-Event Connection Engine

Product Vision & Value Proposition

Vision: EventFlow AI inaugurates the era of the frictionless networking lifecycle. It envisions a future where the value generated at an event is captured, ranked, and actioned with zero manual effort, transforming networking from an art into a precise, scalable science.

Core Offering: EventFlow AI is the Post-Event Connection Engine that translates passive observation into proactive scheduling.

Unique Selling Point (USP): Its unique value lies in the AI-powered interaction scoring and autonomous scheduling. Unlike simple lead scanners, EventFlow assesses true engagement depth using visual and proprietary data streams (body language, conversation duration, proximity tracking).

Benefit: This innovation delivers a measurable lift in conversion rates by ensuring that the hottest leads—the ones scored highest (e.g., '5')—are secured for follow-up within 48 hours, eliminating the typical lag time that cools down potential deals.

Consumer & Market Impact

Persona 1: The Corporate Sales Executive (Enterprise Client). Pain Point: Struggles to prioritize and manually coordinate follow-up with the 5-10 most valuable contacts post-event. Impact: EventFlow AI provides an instantaneous, prioritized calendar of secured follow-ups.

Testimonial: “This would save me countless hours of administrative work and immediately boost my deal pipeline post-event.”

Persona 2: The Event Organizer/Host (B2B Sector). Pain Point: Needs to prove event ROI beyond simple attendance numbers. Impact: EventFlow AI offers deep, anonymized interaction analytics, validating the quality and success of their event matchmaking.

Testimonial: “Finally, a tool that quantifies the real, human connections our event creates. It’s the ultimate ROI metric.”

Persona 3: The Independent Consultant/Expert (Solo-preneur). Pain Point: Lacks dedicated sales support to execute swift, professional follow-up after securing a promising connection. Impact: The platform acts as a personal, high-efficiency business development assistant, ensuring small operators appear professional.

Testimonial: “Feels like having an entire administrative team working on my leads instantly. Pure transformation.”

Feasibility Assessment

TRL Definition: NASA's Technological Readiness Level (TRL) scale (1–9) measures the maturity of the underlying core technology, moving from basic scientific principle to system proven in operational environment.

TRL Assessment: Level 6 – System/subsystem model or prototype demonstration in a relevant environment.

Why Level 6: The AI interaction scoring algorithm combined with real-time, non-intrusive event data capture needs to be fully integrated and demonstrated accurately in a complex, real-world event setting. Next Stage (Level 7): Moving the integrated prototype system into field tests for operational testing and refinement.

BRL Definition: KTH Innovation’s Business Readiness Level (BRL) scale (1–9) measures the maturity of the business model, market understanding, and commercial strategy, moving from initial concept to scalable market deployment.

BRL Assessment: Level 3 – Technical solution is validated for a specific problem and target market.

Why Level 3: The core problem is clearly defined, but the value proposition and pricing model for event hosts vs. attendees need pilot validation. Next Stage (Level 4): Developing a clear financial model and defining the Minimal Viable Product (MVP) features required for initial market entry and testing the product's value capture mechanism.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development & Scoring Core (3-6 Months). Focus on building the backend scoring model (12345 ranking logic) integrated with standard CRM APIs. Initial “video” data will be limited to simple proximity and duration tracking logs.

Phase 2: Targeted Field Trials with Early Adopters (6-12 Months). Deploy the MVP with 3-5 small, friendly B2B conference organizers. Focus testing on the accuracy of the interaction scoring and the autonomous scheduling success rate. Parallel Validation: Test commercial models (subscription for attendee vs. data-as-a-service for host).

Phase 3: Iterative Refinement and Computer Vision Integration (12-18 Months). Refine the AI scoring based on sales team feedback. Introduce sophisticated computer vision algorithms for deeper, non-intrusive engagement analysis (e.g., sustained eye contact).

Phase 4: Scalability and Platform Hardening (18+ Months). Secure integration with major event management platforms and ensure the system can handle concurrent processing of data from multiple high-volume events simultaneously.

Strategic Launch & Market Integration

Strategic Partnerships: Target incumbent event technology and badging/ tracking companies. Integrating EventFlow AI into existing event hardware provides instant access to necessary data streams.

Launch Incentive: Offer a “Zero-Risk ROI Pilot Program” for early enterprise clients. The client pays a minimal fee, with a significant performance bonus contingent on a measurable increase in secured post-event meetings.

Distribution Channels: Primary channel will be B2B Enterprise Sales targeting Chief Revenue Officers (CROs) and Head of Sales/Marketing departments, selling the platform as a mandatory efficiency tool. Secondary channel: integrated solution via event platform marketplaces.

Macrotrend Alignment: This innovation directly supports the macrotrend of Data-Driven Sales Enablement and the increasing demand for verifiable ROI in experience marketing. EventFlow AI transforms subjective networking into an objective, highly efficient process.

Next Step: Secure initial pilot funding and identify three willing B2B event partners to test the fundamental interaction scoring accuracy in Q4 2024.