OmniCoach: AI-Driven Knowledge Synthesis

Vision & Value Proposition

From Moments to Assets: OmniCoach reimagines the conference as a data-capture opportunity, turning one-off sessions into a lifetime of on-demand mentoring.

Deepened Attendee Value: Participants transition from passive viewers to co-creators of a knowledge base they can query months after the event ends.

Measurable Strategic Output: Provides organisers with reportable metrics on knowledge retention and specific topic interest, justifying high-level spend.

Sponsor Integration: Offers sponsors the chance to 'own' a persistent AI mentor, extending brand presence long after the physical booth is packed.

Universal Scalability: Equally effective for a 12-person executive retreat or a global summit with 10,000 hybrid participants.

Attendee & Stakeholder Impact

The Attendee (Knowledge Seeker): Overwhelmed by information volume; needs practical application back at the office. Quote: 'The AI coach knows exactly what the speaker said and helps me apply it to my specific project.'

The Event Producer (ROI Hunter): Accountable for proving event value; needs tangible post-event products. Quote: 'OmniCoach turned our three-day summit into a year-long learning journey, making the budget renewal easy.'

The Chief People Officer (Strategic Persona): Focused on long-term skill gaps and ensuring gatherings lead to performance gains. Quote: 'We stopped paying for one-off inspiration and started investing in a scalable intelligence layer for the whole company.'

Feasibility Assessment

Technology Readiness Level (TRL): 6

The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

Why TRL 6: Core LLM and transcription technologies are mature, but the 'one-click' synthesis pipeline for complex live events is in the prototype phase.

Validation Needed: Real-time processing speed and accuracy across diverse accents and jargon in noisy event environments.

Operational Feasibility (BRL): 4

The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup & Integration: Low setup complexity; can be deployed by technical event teams and integrated with existing registration platforms.

Data Privacy: Requires robust consent workflows for capturing speaker and participant data for AI training purposes.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Test a 'lite' version with an internal workshop to convert one 30-minute session into five micro-learning modules.

Phase 2 — Controlled Live Pilot: Run at a mid-sized industry event (200-500 people) to stress-test high-concurrency usage of the AI Agent during peak networking hours.

Phase 3 — Iterate & Validate the Business Model: Test sponsor-branded mentor tiers and validate pricing models like per-head or flat-fee licensing.

Phase 4 — Scale & Ecosystem Integration: Build full connectors for major event apps and develop a speaker playbook for AI-optimized content delivery.

Strategic Launch & Market Integration

Strategic Partnerships: Align with AV production companies (Encore, Freeman) who already handle audio/video capture as primary resellers.

Macrotrend Alignment: Leverages the shift from information broadcast to collective intelligence generation as corporate travel budgets face scrutiny.

Rollout Strategy: Lead with a 'Show-Don't-Tell' demo; record a discovery call and send the prospect an AI Mentor of that call within 24 hours.

Market Approach: Focus on a single high-profile case study from a recognizable brand to drive word-of-mouth adoption among organisers.

Next Step

Identify one upcoming 60-minute internal training session and use an existing transcription tool to feed the text into a custom ChatGPT instance to demonstrate the 'AI Mentor' concept to stakeholders.