InterestLink: Dynamic Connection Badges Dossier

Product Vision & Value Proposition: The Future of Focused Networking

The Vision: InterestLink enables a future where every professional interaction is optimized, instantaneous, and relevant. It moves networking from a game of chance to a science of focused connection, allowing individuals to curate their visibility and control their conversational path.

Aspirational Solution: Imagine walking into a massive convention hall, and instead of scanning static name tags, your InterestLink badge instantly signals a shared passion for 'Sustainable Supply Chains' or 'Advanced Robotics' to a proximate peer. It’s **curated serendipity**.

Unique Selling Points:

- **Efficiency & Time-Saving:** Replaces 10 minutes of superficial small talk with 10 seconds of focused relevance.
- **Dynamic Customization:** Interests can be changed instantly via a companion app, adapting to different event sessions or professional goals throughout the day.
- **Smart Design:** Utilizes low-power E-Ink or flexible display technology for clarity, longevity, and a premium, minimalist aesthetic.
- **Data-Driven ROI:** Provides event organizers with anonymized data on successful connection types and engagement hotspots.

Consumer & Market Impact: Curated Serendipity

Persona 1: The Focused Executive (B2B): Needs to meet specific partners or investors quickly and efficiently. Pain point: Wasting time on unfruitful conversations.

Testimonial: “I only had two hours at the event. InterestLink helped me find the three people I needed to talk to immediately. This would save me hours every week.*”

Persona 2: The Domain Specialist (Academia/R&D): Looking for collaborators or niche expertise in complex fields. Pain point: Lack of granularity in traditional networking.

Testimonial: “Finding someone else specifically working on 'Quantum Computing Error Correction' usually takes days. With this, I found three peers within the first hour. It feels like something from the future.*”

Persona 3: The Event Organizer (Enterprise Client): Responsible for attendee satisfaction and engagement metrics. Pain point: Low reported ROI from networking sessions.

Testimonial: “Our post-event surveys show a direct correlation between InterestLink usage and positive feedback on connection quality. It’s now a key feature enhancement* we offer.”

Sectors for Early Adoption: High-value, high-cost events such as global technology summits, venture capital conferences, and specialized medical/engineering trade shows where time is the most expensive commodity.

Feasibility Assessment: Readiness for Scale

Technological Readiness Level (TRL): A scale (1–9) used by NASA to evaluate the maturity of core technologies, from basic concept to flight-proven systems.

Current State: TRL 6 - System/subsystem model or prototype demonstration in a relevant environment.

Explanation: The core components (E-Ink display, low-power Bluetooth, proximity sensing, companion app integration) are mature technologies. We have integrated these elements into a working prototype that successfully broadcasts and detects basic profiles in a controlled lab setting.

Next Stage: TRL 7 - System prototype demonstration in an operational environment. Focus shifts to deploying a robust, event-ready batch of badges for real-world testing under typical conference conditions (high user density, electromagnetic noise).

Business Readiness Level (BRL): A scale (1–9) used by KTH Innovation to assess the commercial maturity of an idea, from concept validation to market sustainability.

Current State: BRL 5 - Validated value offering/business model.

Explanation: We have validated the core pain points and the proposed value proposition through surveys and interviews with event organizers and professionals. We have a draft pricing model (SaaS model per event/per badge rental) that shows strong potential profitability, and early market size estimates are favorable.

Next Stage: BRL 6 - Market entry strategy and team in place. Focus shifts to securing initial pilot clients (event organizers) and formalizing operational partnerships for large-scale badge manufacturing and logistics.

Prototyping & Testing Roadmap: Phased Evolution

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

- Finalize companion app UI/UX for profile customization and interest tagging (using NLP for interest normalization).
- Develop **MVP Badge Hardware (v1.0):** Focus on battery life and seamless proximity detection via Bluetooth LE.
- Internal simulation testing (high-density connection stress test) to ensure reliable interest matching.

Phase 2: Targeted Field Trials & Commercial Validation (4-8 Months):

- Secure **Pilot Program 1.0** with a mid-sized industry specific conference (e.g., FinTech or BioTech, max 500 attendees).
- Iterative refinements based on usage feedback: Adjust proximity algorithms, refine interest categorization, and test organizer dashboard functionality.
- Parallel **Business Model Validation:** Test pricing tiers (per user vs. bulk event license) and logistical handling (shipping, setup, returns).

Phase 3: Scalability Refinement (9-12 Months):

- **Hardware Refinement (v2.0):** Improve display technology and miniaturize form factor.
- Integrate event scheduling and session tracking into the interest matching algorithm.
- Develop API hooks for integration with existing event management software (e.g., Cvent, Eventbrite).

Strategic Launch & Market Integration: Inevitable Adoption

Go-to-Market Strategy: B2B Event Solution Focus. Target event organizers as the primary client base, selling InterestLink as a premium, engagement-enhancing service rather than just hardware.

Strategic Partnerships: Establish formal agreements with **major conference organizers** (e.g., TED, CES) to embed InterestLink as the standard networking technology. Partner with logistics providers experienced in high-volume, secure hardware management.

Pilot Incentives: Offer subsidized or free pilot programs to flagship industry events in exchange for robust attendee data and high-profile endorsements.

Macrotrend Alignment: InterestLink capitalizes on the macrotrend toward **Data-Driven Interactions** and the post-pandemic need for **High-Quality, Intentional Connections** in the professional sphere, moving away from low-value mass gatherings. It integrates seamlessly into the future of 'Smart Events.'

Next Step

Secure an initial commitment from two flagship professional event organizers to participate in a subsidized Q3 2024 pilot program, providing the necessary operational environment to achieve TRL 7 and BRL 6 milestones.