Deep Innovation Dossier: MomentumMatch: Timed Professional Connection Platform

Product Vision & Value Proposition

MomentumMatch is the definitive solution for high-efficiency, high-intent professional relationship building, eliminating the friction and guesswork of traditional networking events. This innovation transforms sprawling, unfocused gatherings into a series of curated, productive micro-meetings.

The platform offers a **seamless, high-velocity experience** where AI algorithms pre-qualify and match attendees based on explicit business objectives, expertise sought, and industry sector, ensuring that every time-box results in a relevant, actionable conversation.

Unique Selling Points (USPs):

• Structured Timing & Automated Rotation: Guarantees equity and prevents conversations from stalling, maximizing the number of quality contacts made per event.

• Integrated CRM and Follow-Up Tools: Provides one-click rating, note-taking, and automated scheduling prompts, turning connections into qualified leads instantaneously.

• Measurable ROI: Event organizers gain granular data on engagement, match quality, and post-session follow-up rates, proving the tangible value of the networking investment.

Consumer & Market Impact

MomentumMatch solves the universal pain point of 'wasted networking time' across multiple professional demographics, converting potential connections into concrete business opportunities.

Persona 1: The Sales Executive / Conference Attendee

• Pain Point: Spending hours in large rooms searching for high-value contacts; difficulty filtering noise.

• Testimonial: “I used to leave conferences with 50 useless business cards. Now I leave with 10 high-value leads and immediate follow-up actions planned. This would save me hours every week.”

Persona 2: The Corporate Event Planner

• Pain Point: Organizing expensive events where networking success is intangible or unmeasurable; low attendee engagement.

• Testimonial: “The engagement tracking proved the ROI instantly and drastically improved our attendee satisfaction scores. Deploying MomentumMatch felt like something from the future of professional events.”

Persona 3: The Internal Knowledge Seeker / R&D Lead (Non-Obvious)

• Pain Point: Difficulty connecting siloed internal experts quickly across different departments for project acceleration or knowledge transfer.

• Testimonial: “We accelerated our cross-departmental project roadmap by 30% after running a single MomentumMatch internal session. The clarity and cross-pollination we achieved were invaluable.”

Early Sector Adoption: The platform is immediately relevant for **large industry conferences** (B2B events) and **enterprise L&D/HR initiatives** focused on internal talent mobility and collaboration.

Feasibility Assessment

TRL (NASA's Technological Readiness Level) & BRL (KTH Innovation's Business Readiness Level): TRL measures how close a technology is to being deployed, while BRL measures how close the business model and organization are to market viability.

Technological Readiness Level (TRL): TRL 6 - System Subsystem Model or Prototype Demonstration in a Relevant Environment.

• Why this level? The core components—timed session management, video conferencing integration, and basic matching logic—are functional, but the integrated, high-load platform requires validation under real-world event conditions (e.g., managing hundreds of simultaneous, rotating sessions).

• Next Stage: TRL 7 - System Prototype Demonstration in an Operational Environment (Conducting a successful, full-scale pilot at a major industry conference).

Business Readiness Level (BRL): BRL 4 - Preliminary Market Strategy Defined.

• Why this level? The general offering (SaaS/Event Licensing) is understood, and preliminary target markets (event organizers, corporations) are identified. However, detailed pricing models, scalability projections, and key strategic partnership structures have not yet been commercially validated.

• Next Stage: BRL 5 - Validated Business Model Canvas (Testing pricing tiers and partnership agreements with early clients to prove commercial viability and scalability).

Prototyping & Testing Roadmap

Phase 1: MVP Development & Internal Alpha (0–3 Months)

• Define core functional requirements (timed rotation, basic profile fields, end-of-session rating).

• Develop Minimum Viable Product (MVP) focusing exclusively on the core time-boxing mechanism and basic industry-based matching.

• Run internal corporate alpha trials with small teams to stress test the rotation logic and data reliability.

Phase 2: Targeted Field Trials & Iterative Refinement (4–9 Months)

• Launch closed beta trials at 3-5 small external networking events or internal corporate initiatives.

• Gather extensive qualitative and quantitative usage feedback, focusing on session dropout rates and reported match quality.

• Refine AI matching logic to incorporate objectives (e.g., 'seeking investment' vs. 'offering mentorship').

Phase 3: Commercial Pilot & Business Model Validation (10–15 Months)

• Secure and execute contracts with 2 mid-to-large industry conferences for full platform deployment.

• Simultaneously test and validate enterprise subscription models and per-attendee event licensing fees.

• Integrate advanced features: CRM synchronization (Salesforce/HubSpot) and automated follow-up scheduling.

Strategic Launch & Market Integration

Go-to-Market Focus: B2B Event Technology and Corporate HR Solutions. The initial strategy will target event organizers who seek to increase the measurable value and efficiency of their offerings.

Strategic Partnerships:

• Virtual Event Platform Integration: Partner with incumbent virtual/hybrid event platforms (e.g., Bizzabo, Cvent) to offer MomentumMatch as a premium, efficiency-focused add-on module.

• Association Alliances: Forge partnerships with major professional and trade associations whose primary value proposition includes high-quality networking.

Distribution Channels: Primarily B2B SaaS licensing model, sold directly to event organizers and enterprise clients (HR/L&D/Sales departments).

Macrotrend Alignment: MomentumMatch is perfectly positioned within the **Future of Work** trend, emphasizing digital tools that enforce measurable productivity and efficiency in professional interactions. It also capitalizes on the rise of the **Hybrid Event Model**, where structured, high-value connection building is essential to justify both virtual and in-person attendance.

This platform signals an inevitable shift toward optimizing professional time, making high-ROI networking the new normal.

Next Step

Conduct detailed qualitative interviews with 15 professional event planners and 15 sales executives to finalize the priority feature list and validate the core value proposition for the MVP.