Synapse: Idea-First Collaboration Hub

Vision & Value Proposition

Synapse shifts the event's role from a simple gathering to a high-velocity innovation engine where 'Creative DNA' is the primary currency.

Deeper Attendee Engagement: Moves participation from polite small talk to active project-based matchmaking.

Measurable Outcomes: Generates a heat map of the room's collective ambition and creative priorities for post-event reporting.

Differentiation: Provides a tech-forward alternative to standard event apps, positioning the conference as a future-facing experience.

Sponsor ROI: Offers brands the ability to align with specific 'Ethos' categories or project themes rather than just logo placement.

Scalability: The swipe-based interface works equally well for a 20-person executive retreat as it does for a 10,000-person tech festival.

Attendee & Stakeholder Impact

The High-Impact Attendee: A creative professional tired of repetitive networking introductions. Synapse solves the 'LinkedIn fatigue' by matching them with collaborators based on shared passion. Quote: 'I didn't just exchange business cards; I found three people who actually care about the same future I am building.'

The Conference Producer: Responsible for engagement scores and justifying ticket prices. Synapse provides real-time data on attendee interests and connection density. Quote: 'Synapse turned a standard networking break into a measurable innovation session with zero extra AV gear.'

The Chief People Officer (Non-obvious): An executive attending to find internal talent and cultural drivers. Synapse helps them identify 'hidden' innovators within their own organization during internal events. Quote: 'This gave me a map of the cultural leaders in our company that a standard CV would never show.'

Feasibility Assessment

Technology Readiness Assessment: 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.

Current TRL: 4 (Technology validated in laboratory environment). The recommendation engine and psychometric logic are proven, but the live-event latency needs testing.

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

Current BRL: 3 (Analytical and experimental critical function). Validation is needed for multi-platform integration and reliable performance under high simultaneous user loads on event WiFi.

Data Privacy: The system requires a 'privacy-first' consent model where profiles are only revealed after a mutual idea match is made.

Prototyping & Pilot Roadmap

Phase 1 - MVP & Internal Validation: Build a web-based portal to test 'Ethos Card' creation at a small leadership offsite (50 people). Measure successful match rates.

Phase 2 - Controlled Live Pilot: Deploy at a medium-sized industry conference. Stress-test 'Blind Idea Swiping' during the transition from keynote to networking lunch.

Phase 3 - Iterate & Validate: Refine the UI based on user feedback. Introduce 'Sandbox Chats' for rapid brainstorming and test sponsor-branded project themes.

Phase 4 - Scale & Ecosystem Integration: Develop APIs for major registration platforms (Cvent/Eventbrite) and create an implementation playbook for 3rd party AV teams.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with AV production companies and speaker bureaus who can bundle Synapse as a 'participation layer' for their keynote offerings.

Rollout Strategy: Launch with a high-profile 'Innovation Showcase' case study to demonstrate the volume of project ideas generated in a single day.

Macrotrend Alignment: Addresses the shift toward 'Collective Intelligence' and the demand for events that produce strategic outputs rather than just engagement scores.

Next Step: Identify a 50-person high-stakes workshop in your upcoming calendar and run a 'low-tech' version of Blind Idea Swiping using physical cards to validate the matching logic before committing to a full software build.