SummaLive: Instant AI Presentation Intelligence

Vision & Value Proposition

Deeper Attendee Engagement: Participants shift from transcribing notes to active listening and meaningful dialogue.

Measurable Outcomes: Real-time summary downloads provide immediate data on which session topics generated the most interest.

Format Differentiation: Positions your event as a tech-forward leader, moving beyond the standard 'slides-and-a-microphone' experience.

Sponsor Opportunity: Summaries can be branded or include direct calls-to-action for session sponsors, providing measurable lead generation.

Institutional Memory: Insights are captured and delivered instantly, preventing knowledge loss during the travel home.

Infinite Scalability: The cloud-based AI processes one speaker or fifty simultaneous breakout rooms with equal precision.

Attendee & Stakeholder Impact

The Attendee (The Knowledge Seeker): Trying to capture every detail while remaining present. This innovation removes the friction of note-taking. 'I finally spent the session listening instead of just typing.'

The Event Producer (The NPS Guardian): Accountable for session quality and repeat attendance. This provides a tangible 'gift' for attendees to take home. 'Our engagement scores spiked because we gave them high-value content, not just a PDF deck.'

The C-Suite Executive (The Strategy Lead): Needs to know the pulse of the room and the core themes discussed across multiple tracks. 'I received a briefing of the entire event's collective output before the closing keynote.'

Feasibility Assessment

Technology Readiness Level (TRL): 7

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.

Maturity: Core components like Whisper (Speech-to-Text) and GPT-4 (Summarization) are proven. The challenge is the real-time orchestration in noisy AV environments.

Business Readiness Level (BRL): 5

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

Deployment Fit: High operational feasibility. Integrates via standard HDMI/ Audio bypass, requiring minimal change to existing AV workflows.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Test the summarization engine on recorded sessions to calibrate for speed and accuracy.

Phase 2 — Controlled Live Pilot: Deploy at a single-track 50-person corporate offsite to test QR code stability and data capture.

Phase 3 — Business Model Validation: Test 'Sponsor-Led Summaries' to see if exhibitors will pay to have their links embedded in the digital takeaways.

Phase 4 — Scale & Ecosystem Integration: Build API hooks for major event apps (Cvent/Whova) to deliver summaries directly into the attendee's personal profile.

Strategic Launch & Market Integration

Partnerships: Target AV production companies as the primary distribution channel; they are the 'boots on the ground' for every major event.

Go-To-Market: Lead with a 'White Glove' pilot for a recognisable industry association to create a cornerstone case study.

Macrotrend Alignment: Directly addresses the shift from 'Information Broadcast' to 'Collective Intelligence' as audiences demand more value for their time.

The Next Step: Run a controlled pilot with a single keynote speaker to validate the speed of the summary generation against the live closing remarks.