Deep Innovation: EventStream Connect - An Innovation Feasibility Assessment & Launch Roadmap Dossier

Product Vision & Value Proposition

EventStream Connect envisions a future where every minute spent at a B2B conference is a precise, measurable step toward a business goal. This solution transcends outdated event apps by offering a frictionless, intelligent layer of engagement built directly into the conference experience.

The platform’s core value proposition is the transformation of abstract attendance figures into concrete, actionable lead data, fundamentally guaranteeing sponsor ROI.

Unique selling points include the proprietary AI Matchmaker for curated, high-value peer networking, and the 'Smart Follow-Up' module, which ensures content delivery and connection requests are autonomously managed, offering a significant time-saving advantage for organizers and attendees alike. It’s not just event tech; it’s business development perfected.

Consumer & Market Impact

Primary User Personas & Pain Points:

1. The Corporate Event Planner: Solves the pain of proving event value and managing logistics (lack of measurable data).

1. The High-Level Sponsor/Exhibitor: Solves the pain of poor lead quality and wasted networking time (unquantified visibility).

1. The Introverted Technical Expert (Non-Obvious): Solves the pain of forced, awkward networking by using AI to facilitate highly relevant 1:1 connections based on shared tech interests and roles, ensuring meaningful engagement.

Target Sectors: Enterprise clients hosting large annual conferences, specialized tech summits (e.g., Triangle TechX), and professional association events.

"Finally, we can quantify exactly what our $50k sponsorship delivered. This saved my team weeks of manual lead processing." (Sponsor Lead)

"As someone who hates small talk, the AI matchmaker made sure the three people I met were genuinely relevant to my research. Feels like something from the future." (Technical Expert)

Feasibility Assessment

Technological Readiness Level (TRL): TRL 6 – System/subsystem model or prototype demonstrated in a relevant environment.

Why TRL 6: Core components (real-time Q&A, content delivery) use established SaaS frameworks. However, the proprietary AI matching algorithms and 'Smart Follow-Up' routing require integration and testing within a live, high-volume conference setting (relevant environment) to confirm scalability and performance.

Next Stage: TRL 7 – System prototype demonstration in an operational environment (Deploying in a full-scale pilot conference).

Business Readiness Level (BRL): BRL 4 – Proof of concept validated by target customers.

Why BRL 4: Preliminary feedback from event planners confirms high commercial interest in the measurable ROI features. Initial business model hypotheses (tiered subscription) have been drafted, but specific pricing and market penetration strategies require field testing.

Next Stage: BRL 5 – Viability demonstrated via initial customer cases/contracts (Securing a paid pilot agreement with a major corporate host).

Prototyping & Testing Roadmap

Phase 1 (MVP Development – 3 months): Build core mobile interface and backend infrastructure focusing strictly on real-time content delivery, audience Q&A, and basic lead capture features (The "Essential Engagement Suite").

Phase 2 (Targeted Field Trials – 2 medium-sized B2B events): Deploy the MVP with two early adopter corporate clients. Focus trials specifically on testing the reliability of data capture and quantifying immediate attendee feedback.

Phase 3 (Iterative Refinement & AI Integration – 4 months): Refine the platform based on usage feedback. Concurrently integrate and test the sophisticated AI Matchmaker and 'Smart Follow-Up' routing logic in a shadow environment before full deployment.

Phase 4 (Parallel Business Model Validation): Offer flexible pricing models (per-attendee vs. annual enterprise license) during field trials to determine optimal revenue pathways and secure anchor contracts. Show how both the product and the commercial model will evolve in tandem.

Strategic Launch & Market Integration

Strategic Partnerships: Integrate with major CRM platforms (Salesforce, HubSpot) and existing event management software (Cvent, Eventbrite) to ensure seamless data flow and rapid adoption by established users.

Pilot Incentives: Offer 'ROI Guarantee' pilot programs to the first five major corporate clients, providing deep discounts in exchange for comprehensive data case studies.

Distribution Channels: Primarily B2B SaaS distribution, targeting Chief Marketing Officers (CMOs) and VP of Events/Experiential Marketing departments, supplemented by direct sales focused on major industry expo organizers.

Macrotrends: This platform aligns perfectly with the overarching macrotrend of The Quantified Enterprise, where every corporate expenditure must demonstrate clear, measurable ROI. It also taps into the growing necessity for Hybrid Event Fluency, providing digital engagement layers that seamlessly bridge in-person interactions with follow-up digital workflows.

Next Step: Secure anchor client commitment for a TRL 7 operational environment pilot test and finalize integration pathways with top-tier CRM providers (e.g., Salesforce).