VibeCheck: Gamified Live Event Micro-Feedback Platform

Vision & Value Proposition

VibeCheck moves feedback collection from a post-event chore to an active, real-time engagement mechanic.

Deeper Engagement: Attendees interact with dynamic, responsive digital avatars embedded in the event app or on venue signage, converting feedback into a delightful micro-interaction.

Measurable Sponsor ROI: Gives sponsors immediate, visual proof of audience sentiment and message resonance directly after their sessions, elevating sponsorships beyond simple logo placement.

On-Demand Scalability: Works seamlessly via QR-activated web widgets for intimate executive roundtables or large-scale multi-track industry conferences.

Attendee & Stakeholder Impact

The Time-Poor Attendee: Wants to voice opinion instantly without filling out tedious multi-page forms. 'I loved tapping the expressive face at the room exit; it felt like a quick high-five instead of homework.'

The Event Producer: Needs reliable, real-time session sentiment to pivot programming and prove event success metrics. 'VibeCheck gave us an 80% response rate on our keynotes, letting us instantly prove track value to our steering committee.'

The Sponsor Activation Manager: Demands concrete proof of attendee resonance to justify their budget. 'Instead of generic impressions, we received a detailed breakdown of positive emotional responses during our product announcement.'

Feasibility Assessment

Technology Readiness (TRL 5): 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. VibeCheck leverages mature web components and lightweight animations but must be validated under erratic venue Wi-Fi and high-concurrency peak usage.

Operational Feasibility (BRL 4): The BRL scale (1-9) measures how ready an innovation is for real-world deployment. Integrations with event platforms like Whova or Cvent are achievable via standard webhooks, requiring simple visual onboarding templates for onsite AV crews.

Setup & Costs: Simple deployment via iframe embeds or QR codes allows non-technical event staff to configure sessions in minutes. Offered on a SaaS event-license model.

Prototyping & Pilot Roadmap

Phase 1 - MVP & Internal Validation: Build a single-avatar web widget to test with an internal audience during a team-building offsite or company meeting.

Phase 2 - Controlled Live Pilot: Deploy at a small-scale industry association seminar, stress-testing QR code placement and cellular network performance at the session exit.

Phase 3 - Integration & Scale: Build native API integrations for primary event registration platforms and design automated, brandable sponsor PDF reports.

Phase 4 - Ecosystem Playbook: Standardize setup guides for AV partners and speaker bureaus to scale delivery without requiring specialized tech support.

Strategic Launch & Market Integration

Strategic Partnerships: Target relationships-first distribution by partnering with AV production agencies, keynote speaker networks, and major venue operators.

Rollout Strategy: Launch with a high-profile case study from a reputable tech event, offering a free 'show, don't tell' demo tier for event planners' internal planning sessions.

Macrotrend Alignment: Captures the transition from 'broadcast' conferences to 'interactive co-creation,' meeting modern corporate demands for data-driven, measurable event ROI.

Next Step

Develop a simple 1-question prototype containing a single animated avatar asking 'Like me!' and test response rates against a standard text poll at your next team meeting.