FairRecall: Post-Event Relationship Manager - AI Innovation Dossier

Vision & Value Proposition

FairRecall shifts the event experience from a passive exchange of paper to a proactive generation of strategic insight.

Deeper Engagement: Attendees transition from hoarding cards to active relationship management while the memory is fresh.

Measurable Outcomes: Organisers can track networking volume and lead quality, providing concrete data for post-event reports.

Sponsor ROI: Offers exhibitors a seamless way to ensure their business cards don't end up in a desk drawer, but instead enter a prioritized sales pipeline.

Beyond the Event: Insight is captured during the commute ('Transit Recap' mode), ensuring data lives in the CRM rather than being lost in transit.

Scalability: Designed to function equally well for a 20-person executive retreat or a 20,000-person international trade show floor.

Attendee & Stakeholder Impact

The Time-Poor Attendee: An exhausted professional traveling home after a three-day fair. Pain: Losing the context of why they took a specific card. Impact: Immediate sorting via voice-to-text. Quote: 'I used to spend my Monday morning trying to remember who was who; now my follow-ups are ready before I reach my front door.'

The Trade Show Director: Accountable for NPS and exhibitor retention. Pain: Inability to prove that networking actually happened. Impact: FairRecall provides aggregated data on connection density. Quote: 'We can finally show sponsors exactly how many meaningful leads our floor generated in real-time.'

The Head of Sales (Non-obvious): The manager waiting for the team to return from the event. Pain: Waiting weeks for leads to be entered into Salesforce. Impact: Automated CRM integration during the team's return flight. Quote: 'My team is landing with a hot lead list already categorized by priority.'

Feasibility Assessment

Technology Readiness Level (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.

Assessment: OCR and AI categorization are mature (TRL 8-9), but the 'Transit Recap' mobile UX specifically optimized for post-event fatigue needs validation.

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. FairRecall sits at BRL 4.

Fit: Setup is low-complexity for event teams as it is attendee-driven. Success depends on integration with major CRM platforms and reliable offline performance for use in planes or trains.

Prototyping & Pilot Roadmap

Phase 1 - MVP: Build a basic mobile wrapper that combines high-accuracy OCR with a voice-to-text 'note-taking' layer.

Phase 2 - Controlled Pilot: Deploy at a mid-sized industry association conference. Test specifically during the final 'rush' and the 2-hour window post-closing.

Phase 3 - Iteration: Refine AI categorization based on industry-specific jargon and build the export bridge to HubSpot and Salesforce.

Phase 4 - Scaling: Partner with registration platforms to offer FairRecall as a premium 'add-on' for high-value pass holders.

Strategic Launch & Market Integration

Strategic Partnerships: Integrate with AV and production companies like Freeman or production agencies that manage large-scale exhibitor booths.

Macrotrend Alignment: Connects directly to the shift from 'information broadcast' to 'collective intelligence,' where the value of an event is the data captured between people.

Market Approach: Lead with a 'show-don't-tell' case study showing a 40% increase in post-event conversion rates for a marquee tech sponsor.

Next Step: Identify a corporate partner with an upcoming internal sales kickoff and pilot the 'Transit Recap' feature with 20 high-performing reps to validate the voice-to-CRM workflow.

Next Step

In the next 30 days, commission a high-fidelity clickable prototype of the 'Transit Recap' interface and pitch it to a single lead sponsor at a major upcoming trade show as a 'VIP Lead Recovery' pilot.