SketchStick: Collaborative Creation Platform: Deep Innovation Dossier

Product Vision & Value Proposition ✏

SketchStick envisions a future where every idea, regardless of the drawer's artistic skill, is instantly ready for stakeholder review, achieving **Radical Velocity** in visual communication.

The product functions as an **Intelligent Translator**, interpreting basic human intent—such as the stick figures shown illustrating an interaction—and instantaneously generating sophisticated, stylized graphics, mockups, or short explainer segments.

Unique Selling Points: Real-time multi-user collaboration; AI-driven 'Style Synthesis' allowing one-click application of corporate branding; and **Zero-Friction Export** to all major presentation and document formats.

SketchStick elevates the quality of ideation across the board, making high-fidelity visuals an immediate and expected component of any internal concept review, moving ideas from 'draft' to 'deliverable' instantly.

Consumer & Market Impact

SketchStick targets sectors demanding **High-Velocity Ideation**, including tech startups, management consulting firms, and enterprise innovation labs.

Persona 1: The Time-Strapped Product Manager. Solves the **Visualization Bottleneck**, accelerating the move from sketch to MVP concept definition. Quote: “This would save me hours every week, eliminating the design backlog for initial concepts.”

Persona 2: The Consultant/Strategist. Enables **Real-Time Conceptualization** during live client sessions, improving engagement and reducing post-meeting production time. Quote: “Allows me to leave a meeting with deliverables, not just notes. It feels like something from the future.”

Persona 3: The Underserved Educator/NPO Leader (Non-Obvious). Provides high-quality visual tools without budget constraints for curriculum development and outreach materials. Quote: “Suddenly, my presentation visuals are as engaging as the big university decks.”

Feasibility Assessment

NASA’s Technological Readiness Level (TRL) assesses technology maturity (from paper concept to operational system).

TRL Assessment: Level 5 (Component and/or breadboard validation in a relevant environment).

Reason: Core AI components (sketch recognition, generative graphics) exist, but the specific 'SketchStick engine' for collaborative, multi-style asset generation needs extensive validation in a relevant business workflow environment.

Next Stage: TRL 6 (System/subsystem model or prototype demonstration in a relevant environment).

KTH Innovation’s Business Readiness Level (BRL) assesses commercial maturity (from basic idea to scalable enterprise).

BRL Assessment: Level 3 (Business Model defined and value drivers identified).

Reason: The core value proposition (speed, democratization) is clear. However, detailed pricing models (freemium vs. enterprise licensing) and key partnership agreements need validation and testing.

Next Stage: BRL 4 (Initial offering defined and value chain confirmed).

Prototyping & Testing Roadmap

Phase 1: Alpha Engine Development (0–3 Months): Focus on core AI logic and single-user basic beautification Minimum Viable Product (MVP). Secure foundational data sets for stick-figure-to-vector conversion.

Phase 2: Targeted Field Trials (3–6 Months): Engage 5 early adopter **Product Manager teams**. Focus on integration speed (e.g., Slack export) and asset fidelity validation. Parallel test of initial subscription vs. seat-based pricing models.

Phase 3: Collaborative Feature Refinement (6–9 Months): Introduce real-time **multi-user sketching** and the 'Style Synthesis' branding tool. Refine user flow based on co-creation workflow metrics.

Phase 4: Beta Launch & Pilot Program (9–12 Months): Launch a public beta. Initiate a **special Educational Pilot Program** offering free, limited use to validate the market segment and gather feedback on specialized diagramming functionality.

Strategic Launch & Market Integration

Strategic Partnerships: Integrate deeply with collaboration platforms (e.g., Atlassian, Microsoft Teams, Slack) to capture users where brainstorming already occurs, positioning SketchStick as the **default visual shortcut tool**.

Go-to-Market: Primarily a **B2B SaaS Model** with tiered Enterprise licensing based on the volume of AI-generated assets and collaboration features.

Early Adopter Strategy: Offer 'Enterprise Velocity' incentives for early large design-reliant firms, framing SketchStick as an essential efficiency and workflow acceleration tool.

Macrotrend Fit: The platform capitalizes directly on the macrotrend of **AI-Augmented Knowledge Work** and the **Democratization of Creativity**, signaling **Inevitable Velocity** in digital content creation.

Next Step

Secure seed funding and immediately commence development of the Minimum Viable AI Engine (MVAE) focused on core concept recognition and basic high-fidelity asset generation.