Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier

Product Vision & Value Proposition

The Spin-to-Learn platform redefines professional development by merging the thrill of gamification with the intimacy of personalized mentorship. We envision a future where accessing high-value expert guidance is not a networking chore, but an exciting, instant reward.

The core mechanic—the interactive prize wheel—serves as a dynamic interface for knowledge transfer. Attendees literally 'spin' their way to exclusive 1:1 sessions, instantly cutting through networking noise and elevating the perceived value of any event.

Unique Selling Points (USPs) include being **delight-enhancing** through gamification, **time-saving** by automating scheduling and fulfillment, and **data-rich** by tracking precise attendee interests based on the wheel sectors (e.g., finance, technology, strategy).

The platform delivers **curated, high-ROI value** by ensuring every prize is a meaningful interaction, not just ephemeral content, making the experience memorable and valuable for all participants.

Consumer & Market Impact

Persona 1: The Event Organizer (The 'ROI Hunter'): Needs to justify high ticket prices and speaker fees. Pain Point: Low sustained engagement post-event and difficulty demonstrating tangible value. Solution: Provides quantifiable engagement metrics and a memorable, high-value experiential offering.

Persona 2: The Eager Attendee (The 'Knowledge Seeker'): Wants specific answers and genuine connections but fears awkward networking. Pain Point: General session content is too broad; direct access to experts is difficult. Solution: A clear, fun mechanism for instantly securing personalized, 1:1 time on a specific topic.

Persona 3: The Corporate L&D Lead (The 'Efficiency Builder'): Seeks innovative, measurable ways to boost internal training and mentor utilization across decentralized teams. Pain Point: Traditional internal mentorship programs often suffer from low participation and difficult matching. Solution: Creates a centralized, gamified system for employees to earn time with internal experts, boosting engagement and efficient time allocation.

Early Use Cases: Large professional conferences (Tech, Finance, HR), internal corporate development programs, and university career fairs.

“This transforms our conference floor from a transaction zone into a **thrilling learning environment**.” (Event Organizer)

“I always dread forced networking, but winning a 15-minute slot with a keynote speaker felt like **hitting the jackpot**.” (Eager Attendee)

“We can now allocate our senior leadership's time precisely where it's needed most. This would **save us hours every quarter** on manual scheduling and matching.” (Corporate L&D Lead)

Feasibility Assessment

NASA’s Technological Readiness Level (TRL) measures the maturity of the underlying technology, from basic research (1) to flight proven (9).

Technological Readiness Level: Level 5 - Component and/or breadboard validation in relevant environment.

Why Level 5? The core components (digital interactive wheel mechanics, basic scheduling APIs, CRM hooks, and mobile interface design) are established technologies. However, the unique integration of gamified mechanics with automated mentorship matching and fulfillment requires end-to-end system testing in a live, relevant event environment.

Next Stage (Level 6): System subsystem model or prototype demonstration in a relevant environment. This involves stress-testing the full integrated platform (spin, match, schedule, notify) with real users and experts at a mid-sized event.

KTH Innovation’s Business Readiness Level (BRL) measures the maturity of the business model and market validation, from idea (1) to established market presence (9).

Business Readiness Level: Level 3 - Proof of Concept/Commercial Hypothesis.

Why Level 3? The core value proposition is identified, and market segmentation (event organizers, L&D) is clear. However, revenue models (e.g., per-event license vs. annual subscription) need refinement, and preliminary customer feedback on willingness-to-pay is required. We have a hypothesis but lack concrete validation of market acceptance and optimal pricing.

Next Stage (Level 4): Validated Value Proposition. Requires gathering initial qualitative and quantitative feedback from target customers to solidify the commercial viability and desired feature set, focusing on the optimal pricing structure for event organizers.

Prototyping & Testing Roadmap

Phase I: **Minimum Viable Product (MVP) Development** (0-3 Months): Focus on the core loop. Build a functional digital wheel interface and integrate with a basic scheduling API. Develop an administrative dashboard for organizers to define prizes and track engagement counts.

Phase II: **Targeted Field Trials** (3-6 Months): Launch Alpha Trials at three distinct events (e.g., a corporate internal summit, a specialized industry conference). Use these trials to gather quantitative data on spin frequency, mentor utilization rates, and qualitative user feedback.

Phase III: **Iterative Refinement & Feature Expansion** (6-9 Months): Based on trial data, refine the matching algorithm, enhance the analytics dashboard, and integrate advanced features like custom branding and deeper CRM integration (e.g., Salesforce). **Parallel business model validation** must occur here, testing different pricing tiers based on user scale.

Phase IV: **Beta Launch & Scalability Assessment** (9-12 Months): Prepare the platform for high-volume usage. Initiate a broader, limited Beta Program offering subsidized licenses to ten anchor clients, focusing heavily on testing system reliability and integration with large-scale event management systems.

Strategic Launch & Market Integration

Initial go-to-market strategy will be B2B, targeting professional event management companies and corporate L&D leaders directly.

Key to market entry is forming **strategic partnerships** with major event platforms (e.g., Cvent, Hopin) to offer Spin-to-Learn as a premium engagement add-on integrated seamlessly into their existing ecosystems.

Early Adopter Incentives: Offer a **'First 50 Events Free Trial'** incentive for organizers. Pilot programs focusing on the use case of **internal corporate mentorship** will demonstrate the platform’s year-round utility beyond external conferences.

Distribution Channels: Primarily **SaaS Direct-to-Client (D2C)** via an accessible web platform, supported by industry-specific sales outreach, and secondarily through event management technology marketplaces.

Macrotrend Alignment: Spin-to-Learn capitalizes on the growing demand for **Experiential Learning** and the increasing need for **Measurable Event ROI**. It leverages the macrotrend of **Gamification of Professional Tasks**, securing its place as part of the future normal where personalized interaction replaces generic mass content.

Next Step

Design high-fidelity wireframes of the organizer dashboard and the attendee spinning interface, securing commitments from two anchor clients willing to participate in a subsidized proof-of-concept trial within the next 90 days.