FairPulse: Real-Time Event Sentiment Ecosystem

Vision & Value Proposition

Real-Time Collective Intelligence: Moves beyond the post-event survey that nobody reads, capturing the room's energy while it is still fresh.

Active Participation: Turns feedback into a gamified experience, encouraging attendees to shape the event narrative in real-time.

Measurable ROI for Sponsors: Provides brands with hard data on attendee sentiment at specific activations, justifying higher sponsorship tiers.

Long-Term Strategic Assets: Generates a 'sentiment map' of the event floor that informs the design and layout of future conferences.

Scalability: Works equally well for a 50-person executive retreat as it does for a 5,000-person industry trade show.

Attendee & Stakeholder Impact

The Busy Attendee: Context: Moving between sessions with little time. Pain: Wants to provide feedback but hates long forms. Transformation: 'I could let the organizers know I loved the keynote with a single tap on my way to coffee.'

The Event Producer: Context: Managing logistics under high pressure. Pain: No way to know if an area is underperforming until it is too late. Transformation: 'The live dashboard showed a dip in engagement in Hall B, allowing us to pivot our floor staff immediately.'

The Sponsor Activation Manager: Context: Non-obvious persona needing to prove value to the CMO. Pain: Difficulty quantifying 'brand vibe' beyond lead scans. Transformation: 'We proved that 92% of visitors left our booth with a positive sentiment, securing our budget for next year.'

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.

FairPulse sits at TRL 5 because components like touch-screens and sentiment analysis exist, but integrated event-specific reliability (offline-first sync for bad WiFi) needs validation.

Business Readiness (BRL 3): The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Fit for event teams: Simple setup is required; the cost model should be event-based or 'per-head' to align with typical conference budgeting.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Deploy a tablet-only version at a small-scale internal workshop (50 people) to test UI friction.

Phase 2 — Controlled Live Pilot: Run at a single-track 500-person conference with 3 pulse stations and 1 insight zone.

Phase 3 — Iterate & Validate: Refine data visualization dashboards based on organizer feedback; test sponsor-branded insight zones.

Phase 4 — Scale & Ecosystem Integration: Develop an API to sync sentiment data directly into platforms like Cvent or Salesforce for post-event follow-up.

Strategic Launch & Market Integration

Strategic Partnerships: Collaborate with AV production companies who can offer FairPulse as a value-add 'engagement package' for their clients.

Macrotrend Alignment: Leverages the shift from 'information broadcast' to 'insight generation' and the rising demand for data-backed event ROI.

Next Step: Identify your next event with 100+ attendees and deploy a 'low-fidelity' pilot using QR codes and physical 'thumbs up/down' stations to validate the flow.