PresencePulse: Smart Attendance Etiquette Automator

Vision & Value Proposition

PresencePulse envisions a frictionless event environment where time is the most respected currency. It transforms the schedule from a static document into a living, breathing ecosystem that adapts to the real-world movements of participants.

Deeper Engagement: Attendees are freed from the 'late-arrival' anxiety, allowing them to remain present in their current interaction while the AI manages their next commitment.

Measurable ROI: Provides organizers with 'Time Reclaimed' metrics, quantifying the productivity gains from reduced waiting periods and optimized session turnovers.

Market Differentiation: Moves beyond standard event apps by offering an active 'concierge' service that handles the social friction of professional etiquette.

Sponsor Value: Enables dynamic seat-filling; if a VIP no-show is detected early, the slot can be instantly offered to a high-priority lead or sponsor prospect.

Scalability: Designed to function seamlessly for intimate executive retreats and massive convention center floors with thousands of simultaneous sessions.

Attendee & Stakeholder Impact

The VIP Attendee: A high-level executive juggling back-to-back sessions and networking. Pain: The stress of appearing unprofessional when sessions overrun. Context: Needs to maintain reputation without constantly checking their watch. Quote: 'I can finally finish a meaningful conversation knowing the system has already apologized and updated my next host.'

The Event Producer: Responsible for the flow and NPS of a multi-track conference. Pain: The 'ghost' effect where 20% of registered attendees don't show, leaving rooms looking empty. Context: Needs to optimize room capacity in real-time. Quote: 'PresencePulse gives me a 10-minute head start to open up seating for the standby line.'

The Non-Obvious Persona (The Session Speaker): The expert on stage or in a workshop. Pain: Starting late or to a half-empty room because of transit delays between halls. Context: Wants to ensure their content reaches the maximum audience. Quote: 'I get a vibration on my watch letting me know my key stakeholders are 2 minutes away, so I can time my opening perfectly.'

Feasibility Assessment

A. Technology Readiness: TRL 4 (Validated in Lab). 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. The underlying tech (GPS, Calendar APIs, LLM-based messaging) is mature, but the predictive logic for indoor 'event hall' transit needs specific training.

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

Setup Complexity: Low. Can be integrated as a plug-in for major event apps (Cvent, Whova) or operate as a standalone web-app with calendar sync.

Reliability: The primary failure mode is 'dead zones' in venues; the AI must be able to switch to 'last known location' or WiFi-based proximity triggers.

Privacy & Consent: Requires a robust 'Privacy-First' opt-in model. Data must be anonymized post-event to comply with GDPR/CCPA, focusing on the movement flow rather than individual tracking.

Cost Model: Scalable per-user licensing, making it accessible for both boutique offsites and global summits.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a 'Calendar-Only' trigger version. Test with a 20-person leadership retreat. Success Metric: Percentage of delays accurately flagged vs. manual notifications.

Phase 2 — Controlled Live Pilot: Deploy at a mid-sized industry conference (200-500 people). Focus on a 'VIP Track' where 1-on-1 meetings are frequent. Stress-test the notification engine during peak session turnover.

Phase 3 — Iterate & Validate: Refine the AI's 'politeness' tone based on user feedback. Validate a 'Sponsor-Led' model where exhibitors pay for the service to ensure their meeting suites stay full.

Phase 4 — Scale & Ecosystem Integration: Develop an API for AV teams so session countdown clocks can be dynamically adjusted based on 'Total Attendee Proximity' data.

Strategic Launch & Market Integration

Strategic Partnerships: Target high-end speaker bureaus and executive search firms who want to offer this as a 'white-glove' service for their clients at major summits.

Rollout Strategy: Lead with a 'Cost of Wasted Time' case study. Showcase how an event saved 500+ aggregate hours of waiting, translating that into a dollar value for the sponsoring organization.

Macrotrend Alignment: PresencePulse capitalizes on the 'Experience Economy' shift—where the quality of the attendee's journey is as important as the content delivered. It addresses the growing demand for 'Agile Events' that respect the hybrid, time-starved nature of modern professionals.

Next Step: Select a small-scale executive roundtable event in the next 30 days to run a 'Paper Prototype'—manually simulating the AI notifications to validate user appetite for the feature.