Synapse: Collaborative AI Workflow Platform

Vision & Value Proposition

Unlocking Collective Intelligence: Synapse shifts the corporate event from a passive listening experience to an active, collaborative intelligence hub. Rather than just taking notes, attendees collectively build and share practical AI toolkits tailored to their specific industry or role.

Deeper Attendee Engagement: Participants move away from passive consumption to co-creating functional assets. For example, during a workshop, attendees can co-create a standard set of prompts for 'composing follow-up emails' or 'translating session takeaways,' instantly usable by everyone in the room.

Measurable, Reportable Outcomes: Organizers receive a tangible, exportable library of custom AI workflows and prompts built by the audience, demonstrating immediate ROI and concrete proof of the event's intellectual output.

New Value for Sponsors & Exhibitors: Sponsors can host curated workflow templates or prompt libraries (e.g., 'The Sponsor's Ultimate Lead-Nurturing Prompt Package'), integrating their brand directly into the attendees' post-event productivity stack.

Seamless Scalability: The system scales effortlessly from intimate, 15-person leadership offsites to large-scale conferences of over 5,000 attendees, providing localized, collaborative digital workspaces for any group size.

Attendee & Stakeholder Impact

Persona 1: The Active Attendee (e.g., Sarah, Director of Operations)

- **Context & Pain Point:** Struggles to immediately apply high-level keynotes to her day-to-day workflow and needs a quick way to draft actionable summaries for her team back home.
- **The Transformation:** Synapse provides her with instant access to collaborative prompts built by her peers to synthesize session notes into standard emails or translate core concepts for global teams.
- 'Instead of writing generic notes, I co-created an email synthesizer prompt with three other attendees. I used it to update my entire team in real time.'

Persona 2: The Event Organizer (e.g., Marcus, Lead Conference Producer)

- **Context & Pain Point:** Under pressure to prove event ROI and engagement beyond post-event surveys that yield low response rates.
- **The Transformation:** He deploys Synapse to capture high-value, collaborative prompt toolkits generated during the event, providing an intellectual asset package that attendees value for months after.
- 'Synapse turned our event into a live innovation lab. We didn't just host speakers; we co-created over 200 custom productivity workflows for our industry.'

Persona 3: The Sponsor Activation Manager (e.g., David, Tech Sponsor)

- **Context & Pain Point:** Tired of passive logo placements and wants direct, practical engagement with decision-makers on the exhibition floor.
- **The Transformation:** Sponsors a 'Productivity Hub' on Synapse, offering pre-configured prompt templates that help attendees solve immediate business challenges using the sponsor's framework.

- 'Sponsoring Synapse let us insert our business methodology directly into the prompts the attendees were building and downloading.'

Feasibility Assessment

A. Technology Readiness Level (TRL)

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.

Current Standing: Synapse sits at **TRL 6**. The underlying generative AI APIs and collaborative document models are mature, but integration into the unpredictable environment of live events requires careful optimization.

Proven Capabilities: Centralized prompt libraries, collaborative editing, role-based access control, and API connections to major LLMs are fully functional.

To Be Validated: Real-time performance under congested venue WiFi, intuitive non-technical onboarding for users with mixed digital literacy, and high concurrent load management during live interactive sessions.

B. Operational Feasibility & Business Readiness Level (BRL)

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

Current Standing: Synapse sits at **BRL 5**. The business case is strong, but pricing structures and deployment playbooks for rapid-turnaround event environments must be refined.

Setup & Deployment: Can be pre-configured by the event team using intuitive web interfaces. Attendees log in via magic links or QR codes integrated with standard event apps (e.g., Cvent, Whova).

Reliability under Pressure: Features offline editing capability. If connection drops, user inputs are saved locally and synced automatically once connection is restored.

Data Privacy & Compliance: Fully GDPR and CCPA compliant, ensuring attendee-generated prompts do not expose proprietary corporate data to public training sets.

Commercial Model: Tiered pricing model consisting of a flat fee per event, plus a variable rate per active user, enabling scalability for corporate buyers.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation (Weeks 1–4)

- Build a lightweight version of Synapse focused purely on two high-demand use cases: 'Email Composition' and 'Translation Workflows.'
- Pilot internally with a team of 15–20 event organizers during their own planning sessions.
- Success Metrics: Average time to create a shared prompt, ease-of-use rating (>4.2/5), and network latency under simulated load.

Phase 2 — Controlled Live Pilot (Weeks 5–8)

- Run a live test at a small-scale, closed-door executive offsite (50–100 participants).
- Embed a Synapse interactive session midway through the agenda, tasking attendees with collaborative problem-solving using custom prompts.
- Success Metrics: Active participation rate (>80%), volume of prompts shared, and qualitative user satisfaction scores.

Phase 3 — Iterate & Refine Business Model (Weeks 9–12)

- Refine UI/UX based on pilot feedback, adding simplified templates for non-technical users.
- Test monetization strategies, including sponsor-branded templates and post-event premium export features.

Phase 4 — Scale & Ecosystem Integration (Weeks 13+)

- Build deep API integrations with major event management software, registration platforms, and enterprise CRMs.
- Formulate a standard 'Implementation Playbook' for event production agencies to deploy Synapse autonomously.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with top-tier AV and event production agencies who can bundle Synapse into their interactive technology offerings. Collaborate with progressive keynote speakers who can use Synapse live on stage to make their sessions interactive.

Rollout Strategy: Launch with a flagship corporate client case study showcasing how a Fortune 500 company used Synapse to crowdsource over 500 operational AI workflows in a single afternoon. Offer a 'freemium' tier for smaller events (under 50 users) to spark viral, word-of-mouth adoption among organizers.

Macrotrend Alignment: Directly addresses the industry shift from passive 'broadcast' content to active, 'collective intelligence generation.' Meets the rising enterprise demand for immediate, measurable corporate ROI and provides a hands-on, low-risk environment for employees to build AI literacy.

Immediate Next Step

Within the next 30 days: Build a simple, web-based prototype featuring one curated prompt template for 'Post-Event Executive Summary Creation.' Share this via a QR code at your next internal meeting or small client workshop to gather direct feedback on user onboarding, prompt relevance, and output quality.