Deep Innovation: NexusPour Feasibility Dossier

Product Vision & Value Proposition

NexusPour is the antidote to the large, impersonal conference, elevating professional networking into a refined, results-driven social experience.

We envision a future where high-impact executives bypass the noise, using curated ambiance and sophisticated pairings (e.g., rare whiskies, avant-garde cuisine) as the catalyst for **genuine dialogue** and trust-building.

Unique Selling Point (USP): The proprietary **Synergy Matching Algorithm** ensures every table is a microcosm of complementary skills and strategic potential, maximizing the likelihood of deal flow and meaningful partnership formation.

This platform saves senior leaders **time and mental energy** by eliminating fruitless introductions, delivering high-ROI social engagement that feels aspirational and inevitable.

Consumer & Market Impact

User Persona 1: The Time-Constrained Executive (TCE): Their pain point is the low ROI of mass-market events. NexusPour offers guaranteed quality contacts in a luxurious, efficient format.

User Persona 2: The High-Potential Founder (HPF): They need access to decision-makers but lack traditional entry points. NexusPour provides a relaxed environment to pitch ideas without formal barriers.

User Persona 3 (Non-Obvious): The Niche Sector Specialist (NSS): Highly credentialed professionals (e.g., deep tech scientists) who struggle to bridge the gap between their expertise and commercial application. NexusPour connects them directly with capital and commercial strategy leaders.

Testimonial: “I stopped dreading networking. NexusPour delivers more meaningful connections in one hour than I ever found in months of conferences.”

Testimonial: “The curation is flawless. It feels less like a meeting and more like a **synergistic masterclass**.”

Early Use Cases: Primarily sectors requiring high trust and relationship building: Venture Capital, Boutique Consulting, and Specialized B2B SaaS.

Feasibility Assessment

NASA's TRL (Technology Readiness Level): A scale (1-9) assessing how mature a core technology is, from theoretical concept to a fully operational system.

TRL Stage: Level 6 (System/Subsystem Model Demonstration in a Relevant Environment).

Why TRL 6: The core technology—the proprietary **Synergy Matching Algorithm**—exists as working prototypes (using frameworks like graph databases and professional profile scoring). We have demonstrated its function internally, linking profiles based on strategic fit and stated interest areas.

Next TRL Stage: Level 7 (System Prototype Demonstration in an Operational Environment). This involves running the algorithm live to generate event seating charts for pilot mixers, utilizing real member data.

KTH Innovation's BRL (Business Readiness Level): A scale (1-9) measuring how mature the business model, market understanding, and team are, from initial idea to a proven scaling venture.

BRL Stage: Level 4 (Concept Validation).

Why BRL 4: We have highly detailed market segmentation confirming the viability of a premium, membership-fee model for the target executive demographic. However, the precise price elasticity and required service tiering still need validation in the market.

Next BRL Stage: Level 5 (Early Business Case Confirmation). This involves confirming the initial Lifetime Value (LTV) to Customer Acquisition Cost (CAC) ratios after the first paid cohort trials.

Prototyping & Testing Roadmap

Phase 1: Alpha Matching & White Glove MVP (0-3 Months): Develop the initial algorithm backend. Host five highly controlled “White Glove” events, manually validating all matches to ensure quality and gather subjective feedback on the connection dynamic and ambient setting.

Phase 2: Targeted Beta Trials (3-6 Months): Launch a closed, paid-for Beta cohort (50 members) focused solely on one vertical (e.g., NYC Fintech Leaders). Automate the matching process fully. Iteratively refine the membership structure and pricing model based on early subscription retention rates.

Phase 3: Iterative Refinement & Commercial Model Optimization (6-12 Months): Scale event frequency (e.g., weekly) and expand to a second geographic market/vertical. Integrate detailed post-event feedback loops into the algorithm's scoring mechanism (e.g., “Would you follow up with this contact?”). Simultaneously validate commercial metrics such as event cost vs. membership revenue.

Strategic Launch & Market Integration

Go-to-Market Strategy: Initiate with an **Exclusive Founding Membership** tier, priced significantly higher to establish scarcity and prestige. Founding members receive prioritized event placement and guaranteed high-value introductions.

Strategic Partnerships: Form key alliances with **Luxury Hotel Groups** (for exclusive event spaces) and **Boutique Executive Search Firms** (for qualified member referrals and profile enrichment data).

Distribution Channels: Purely **D2C (Direct to Consumer)** via invitation-only membership applications, rigorously vetted by an advisory board initially, transitioning to algorithm-led acceptance.

Macrotrend Integration: NexusPour capitalizes on the global shift toward the **Experience Economy**, providing high-touch, curated, and efficient in-person interaction that serves as a powerful antidote to digital networking fatigue.

The model is built for **scalability**, allowing rapid expansion into new strategic cities (e.g., London, Singapore) once the core operational model and BRL metrics are proven in the initial launch market.