Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier

Product Vision & Value Proposition

The Future of Intentional Connection: The Conversation Catalyst Table (CCT) is the elegant, indispensable interface for meaningful physical interaction. It transforms passive waiting or casual socializing into **high-yield networking sessions** instantly accessible to everyone.

A Solution for Focus: Drawing inspiration from the sketch's nodal structure, each table is a curated **Thematic Hub**, pre-loaded with conversation cards, digital prompts, and atmospheric design tailored to subjects like 'Deep Tech' (Uffitads) or 'Lifestyle Trends' (Swag).

Unique Selling Proposition: CCTs deliver **structured serendipity**. They eliminate the awkward 'ice-breaker' phase, dramatically increasing the quality and relevance of connections while saving time for busy professionals. The integrated design fosters delight and **intellectual stimulation** in overlooked spaces.

Consumer & Market Impact

Primary User Personas & Pain Points Solved:

- **The Intentional Professional:** Needs to network efficiently without wasting time on irrelevant small talk. *Quote: "This would save me hours every week filtering noise to find the right person."
- **The Structured Socializer (Introverted/Anxious):** Requires a clear framework or prompt to initiate conversations comfortably. *Quote: "I finally feel like I belong in a networking event because the topic is defined for me."
- **The Venue Operator (Non-Obvious Persona):** Needs to maximize venue utility, attract specific demographics, and offer premium engagement services. *Quote: "This elevates our corporate lounge offering; it feels like something from the future."

Early Use Cases: Ideal for **Corporate Events**, where maximizing ROI on attendee time is crucial; **Co-working Spaces**, to foster organic collaboration; and **University Settings**, for interdisciplinary project matching.

Emotional Resonance: The CCT promises the valuable outcome of a truly productive discussion, providing social comfort and professional acceleration.

Feasibility Assessment

NASA’s TRL (Technology Readiness Level) measures the maturity of the core technology. KTH Innovation’s BRL (Business Readiness Level) measures the commercial maturity and readiness to launch.

Technology Readiness Level (TRL) - NASA Scale:

Stage: TRL 5 - Component and/or breadboard validation in a relevant environment.

Why: The core technology (simple physical prompts, standard screen integration, basic QR code/app functionality) exists, but the integrated system needs validation in real-world social environments (e.g., a bustling cafe).

Next Stage (TRL 6): System prototype demonstration in a relevant environment (e.g., pilot in a partner co-working space).

Business Readiness Level (BRL) - KTH Innovation Scale:

Stage: BRL 3 - Early stage market validation and IP/value proposition defined.

Why: The core value proposition (structured connectivity) is defined and validated by market pain points, but a validated business model, pricing strategy, and competitive analysis are pending formal testing.

Next Stage (BRL 4): Comprehensive competitive analysis and preliminary customer segment validation performed.

Prototyping & Testing Roadmap

Phase 1: Concept to Minimal Viable Product (MVP) (3 Months): Develop a low-cost, physically minimal CCT prototype (e.g., standard table with themed card decks and a tablet). Focus: **Validate theme mechanics and prompt effectiveness.**

Phase 2: Targeted Field Trials (6 Months): Deploy 5 CCTs across two distinct environments (e.g., a corporate incubator and a public cafe). Focus: **Iterative refinements** based on usage feedback (e.g., optimal theme duration, moderator necessity) and **Parallel business model validation** (subscription service vs. event rental).

Phase 3: Beta Expansion (9 Months): Integrate advanced digital features (anonymous polling, cross-table connection mapping) and scale up deployment to 20 tables with established partners. Focus: **Prove scalability and establish key performance indicators (KPIs)** like connection quality and table utilization rates.

Strategic Launch & Market Integration

Go-to-Market Strategy: Target high-end B2B spaces first (luxury hotel lobbies, tech conferences, corporate training centers) as they value curated experiences and ROI on social capital.

Strategic Partnerships: Establish initial partnerships with **major event organizers** and **premium co-working chains** to gain instant access to target demographics. Offer incentive programs for **Early Adopter Venue Operators**.

Distribution Channels: Primarily **B2B Service Model** (Hardware lease + Subscription for content rotation/analytics platform). Secondary model: Direct sales/licensing of the CCT format to enterprise clients.

Macrotrend Alignment: The CCT fits within the growing trend of **Conscious Consumption of Time** and the demand for **High-Quality, Post-Digital Experiences**. It reinforces the role of intentional interaction in the **future normal**.

Next Step

Secure initial funding to design and fabricate three distinct low-fidelity physical table prototypes, corresponding to the 'Swag', 'Mont', and 'Deins' themes, for immediate controlled user testing.