

## A roadmap in 5 steps

A roadmap is a plan for the development and launch of new products. It is not a timeline, but it's a vision, shared by the marketing manager, the development manager and the general manager. How do you make a roadmap?

**Firstly** you reserve time of the managers mentioned above. You do that by telling them you have found a way to predict the future, but you need their help to do that.

**Secondly** you tell them to write down their goals for the coming 2 years.

The marketing manager makes a wish list, with these items:

- Which consumer needs he wants to address in the coming 2 years.
- Which new markets he wants to enter in the coming 2 years.
- Which products must be renewed in the coming 2 years
- Of which products the price has to be reduced strongly
- Which products the competitors are going to launch in the coming 2 years.

The development manager makes this wish list:

- Which relevant consumer needs he sees in the coming 2 years
- Which new technologies he wants to apply in the coming 2 years
- Which product functions he wants to develop in the coming 2 years
- Which modules he wants to make cheaper in the coming 2 years
- Which technologies the competition is working on

The general manager makes this wish list:

- What ambitions does the business for which he is responsible have for the coming 2 years?
- What should be the market positions in the coming 2 years ?
- What will the competitor do to conquer markets in the coming 2 years?
- Which development and marketing budgets are available in the coming 2 years?

**Thirdly** you put the managers in the same room two or three times and you let them:

- Exchange their wish lists,
- Understand each others wish lists,
- Agree on the priorities of each of the goals,
- make an overview of which products should be in which market in a year from now
- make an overview of which products should be in which market in two years from now
- together plan back which projects and man power are needed to realise that.
- together let them align developments, launches, capacities and budgets and reprioritise.

**As a fourth step** you put developments and launches in a timeline, hand this roadmap to the managers, let them sign it and let them use it as a guideline in their work.

**Five** you make an appointment with the 3 managers for an update in six months time. You do that by telling them you have found a way to predict the future even better, but need their help...

Good Luck!

**For advanced players:**

- Agree on a budget ratio between improvements and breakthrough developments.
- When making the roadmap, take into account the failure of projects, plan for extra developments.
- Stretch the horizon from 2 to more years and plan strategic developments.

This is the second news letter of innovationtools. Innovationtools provides support in the first phases of development to make product development successful. This news letter with hints and tips is sent to those interested about once a month. Earlier issues can be found on [www.innovationtools.nl](http://www.innovationtools.nl). If you know someone who might like to read it, please forward it. Thanks very much for doing so! Subscribe or unsubscribe via [maurits@innovationtools.nl](mailto:maurits@innovationtools.nl)

Best regards,  
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