

Product Roadmap - Template V. 2.1



Company Name: <Enter company name.>

Product Name: <Enter product name.>

- **Date:** <Enter date.>
- **Contact:** <Enter your name.>
- **Department:** <Enter department name.>
- **Location:** <Enter location.>
- **Email:** <Enter email address.>
- **Telephone:** <Enter telephone number.>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date.>	<Revision #.>	<Enter your name.>	<Enter name.>

Table of Contents

1. INTRODUCTION.....3

 1.1. DOCUMENT OBJECTIVE.....3

2. MARKET/TECHNOLOGY OVERVIEW.....3

 2.1. SECTION OBJECTIVE.....3

 2.2. MARKET OVERVIEW3

 2.3. TECHNOLOGY OVERVIEW3

3. PRODUCT ROADMAP3

 3.1. SECTION OBJECTIVE.....3

 3.2. PRODUCT ROADMAP3

4. SUPPORTING DATA4

 4.1. SECTION OBJECTIVE.....4

 4.2. ASSUMPTIONS4

 4.3. RESEARCH INFORMATION4

 4.4. PRODUCT DIAGRAM/ARCHITECTURE4

Evaluation Copy

1. Introduction

1.1. Document Objective

This document describes a product roadmap for the <Enter name of product or product line>. A product roadmap is a plan or vision that describes the company's long-term strategy for the product's evolution during the course of time.

2. Market/Technology Overview

2.1. Section Objective

This section describes the market to which the product is targeted towards and the technological landscape that affects the product.

2.2. Market Overview

<Define and describe the target markets and customer profile to which the product is targeted. List key characteristics of the target market and the customer. Note market trends and size as well as the economic, political and competitive landscape.>

2.3. Technology Overview

<Define and describe technologies that affect the product, such as foundational, competitive and emerging technologies. Note trends, standards, and dominance. Address technologies in the product and those used to manufacture the product.>

3. Product Roadmap

3.1. Section Objective

This section describes the product roadmap for <Enter name of product or product line>.

3.2. Product Roadmap

Roadmap	<Enter Year>	<Enter Year+1>	<Enter Year+2>	<Enter Year+3>
Product Locus (Line, Family, Group, Unit).				
Product Name/Code Name				
Target Market				
Market Strategy				
Product Strategy				

Roadmap	<Enter Year>	<Enter Year+1>	<Enter Year+2>	<Enter Year+3>
Unique Selling Proposition				
Value Proposition				
Enhancements and Added Features				
Technologies Used in Product				
MSRP †				

† Manufacturer's suggested retail price

4. Supporting Data

4.1. Section Objective

This section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

4.2. Assumptions

<Describe any assumptions made when writing this document.>

4.3. Research Information

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

4.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>