

# "Timed Release" Product Roadmap Templates



**280 Group™** Optimal Product Management and Product Marketing™  
Helping companies deliver products that delight their customers and produce massive profits™

This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contractors, training, certifications, books and templates. [www.280group.com](http://www.280group.com) 408-834-7518

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## Creating A “Timed Release Internal Roadmap

- Choose quarterly, six month or annual timeframe
- Gather all requirements, prioritize and include as many as realistic in each release
- If features miss a release they go with the next one
- Helps focus the team and relieve pressure to put every feature into the “Next” release
- More difficult to include new features that require significant effort
- Compare release schedule against:
  - Competitive
  - Market
  - Technology

Sample from Product Management Lifecycle Toolkit  
www.280group.com

# Quarterly Timed Release Roadmap

2010

2011

Q1  
Release

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Q2  
Release

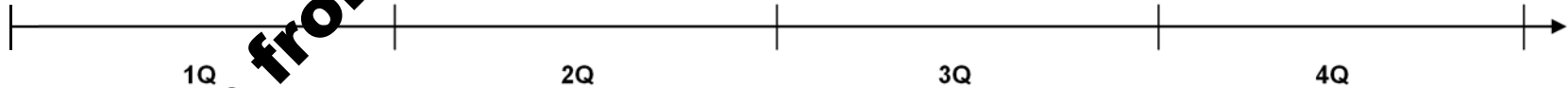
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Q3  
Release

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Q4  
Release

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5



Sample from Product Management Lifecycle Toolkit  
www.280group.com

# One Year Timed Release Roadmap

2010

2011

Q1  
Release

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Q2  
Release

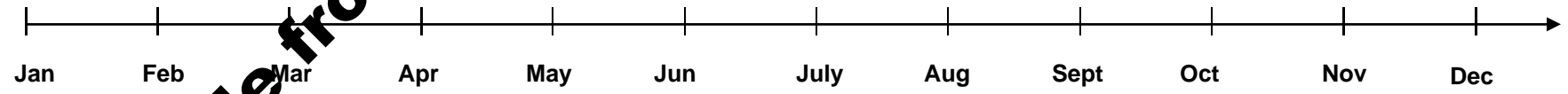
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Q3  
Release

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Q4  
Release

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5



Sample from Product Management Lifecycle Toolkit  
www.280group.com

# Two Year "Timed Release" Internal Product Roadmap

2010

2011

Project Code Name

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Sample from Product Management Lifecycle Toolkit  
www.280group.com

# Three Year "Timed Release" Internal Product Roadmap

2010

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2011

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2012

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Sample from Product Management Lifecycle Toolkit  
www.280group.com

# Four Year "Timed Release" Internal Product Roadmap

2010

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2011

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2012

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2013

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Sample from Product Management Lifecycle Toolkit  
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# Five Year "Timed Release" Internal Product Roadmap

2010

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2011

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2012

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2013

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

2014

Project Code Name

## Release X

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

Sample from Product Management Lifecycle Toolkit  
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# Quarterly/Yearly "Timed Release" Internal Product Roadmap

