**One Week Product Roadmap**

***CLASS WORKBOOK***

Street Smart Product Manager

# EXERCISE 1: LEARN YOUR PRODUCT

***A. Write down your product’s business model.***

Sales Model:

Delivery Model:

Pricing/Revenue Model:

# EXERCISE 2: GATHER KEY INSIGHTS

***A. What is your company / business unit / department / product’s revenue goals for the year?***

***B. What is your company / business unit / department / product’s primary growth strategy?***

Some examples (check off any that apply):

|  |  |
| --- | --- |
| * New customer acquisition * Account expansion * Up-sells, cross-sells * New market penetration | * Innovation in existing market * New product or market innovation * Improving economics * M&A and post-merger integration |

Or add other ones here:

***C. What other key KPIs/OKRs/metrics/goals should you be aware of?***

***C. What is your current product strategy?***

Some examples (check off any that apply):

|  |  |
| --- | --- |
| * Investing in the core product/platform * Driving customer success * Reducing churn, increasing retention * Improving customer satisfaction or NPS * Delivering on client commitments * Delivering on needed features/functions to onboard new customers (for revenue recognition) * Encouraging repeat buyers | * Investing in adjacent or extension capabilities * Launching a new product or innovation * Moving / upgrading to a new platform, architecture or technology * Post-merger integration * Integration with a 3rd party system, technology or partner * Resolving tech debt |

Or add other ones here:

***D. List out the things that are top of mind for your boss.***

# EXERCISE 3: CREATE YOUR EVALUATION CRITERIA

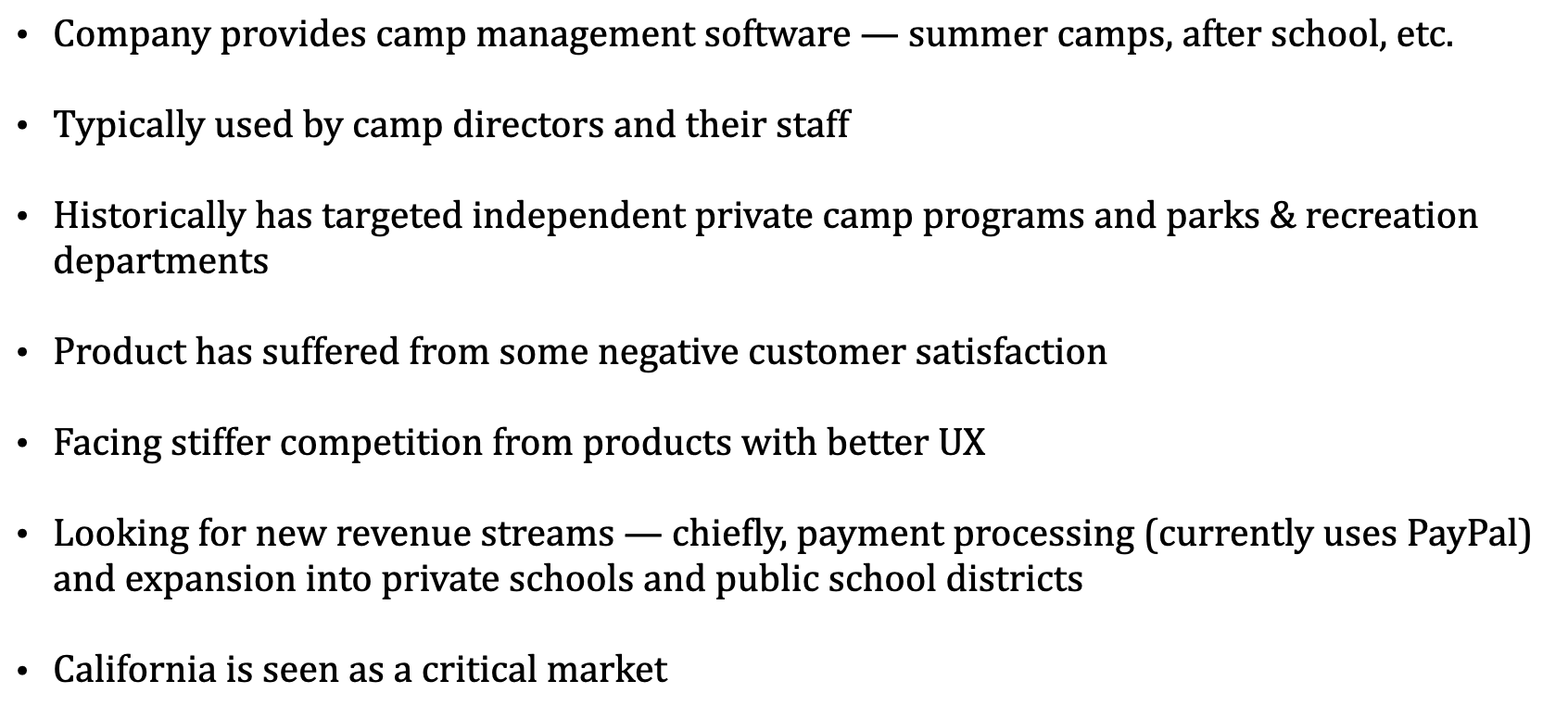
***A. What criteria will you use to evaluate your backlog items and what weights will you assign them?***

Remember to try to keep the list to 3-6, and the weights should add up to 100%.

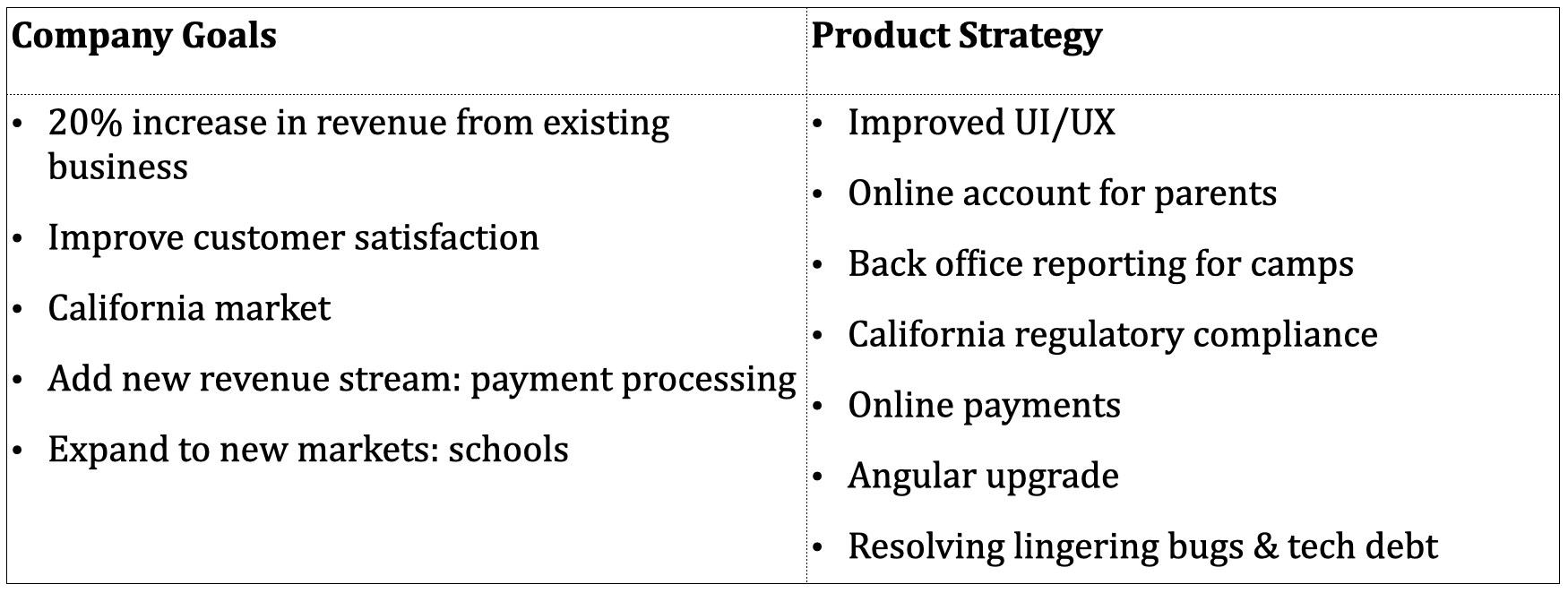
|  |  |
| --- | --- |
| **Criteria** | **Weight** |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

# For the In-Class Example

***Company Description:***

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***Company Goals and Product Strategy Priorities:***

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# Your Notes