**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