

## Technology Roadmapping – [Company]

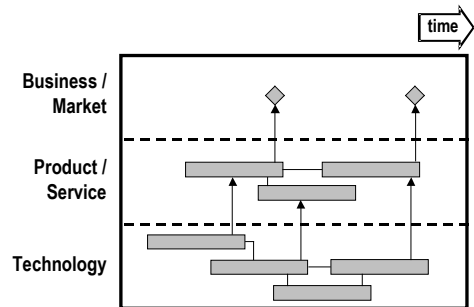
Workshops – [dates]

### Briefing note

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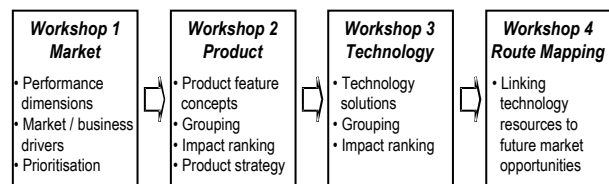
#### Background

Aligning technology capabilities with marketing opportunities represents a key challenge for effective business strategy and planning. Technology roadmapping (TRM) is a particular method that has been used widely in industry<sup>1</sup> to plan and communicate the linkages between technology development programmes, product evolution and market goals.



#### Process

The University of Cambridge Centre for Technology Management has developed a 'fast start' technology roadmapping process (T-Plan). The fast start process supports rapid initiation of roadmapping in the firm, identifying market and business drivers, future product features and potential technological solutions. The process comprises four facilitated workshops, with multidisciplinary participation from both commercial and technical functions.



#### Objectives

1. [Company objective 1]
2. [Company objective 2]
3. [Company objective 3, etc]

#### Preparatory work

Review relevant information (e.g. strategic plans, marketing reports, product plans, technology assessments, etc.) and bring relevant documentation to workshops.

<sup>1</sup> Motorola, Lucent, Philips, ABB, NASA, BAE SYSTEMS, Consignia, TRW, US Sectoral Foresight Programs, etc.