

Workshop 1: Market

0:00 Introduction

- *Introduction to technology management and roadmapping*
- *Review of company objectives*
- *Overview of T-Plan fast start technology roadmapping process and Workshop 1*
- *Objectives of overall process and Workshop 1*

0:30 Performance dimensions

- *Brainstorm product performance dimensions (e.g. ease of use, cost, etc.)*
- *Note high priority performance dimensions*

1:00 Market / business drivers

- *Brainstorm market / business drivers ('level up' from performance dimensions)*
- *Focus on underlying customer / business desires and motivation*
- *Consider trends and drivers affecting key customers*
- *Group drivers (aim for maximum of 10 areas)*
- *Map links to performance dimensions*

2:00 Tea / coffee

2:15 Prioritisation of drivers

- *Identify market segments*
- *Prioritise market / business drivers in terms of importance for key segments – i.e. based on customer and business need and competitor threat – a measure of 'urgency'*
- *Prioritisation should include both value to customer and Company*

2:45 SWOT analysis

- *Strengths, weaknesses, opportunities & threats*

3:15 Gaps

- *Identify key gaps in market knowledge (customers, competitors, legislation)*

3:30 Close