

# ***Fast-Start Technology Roadmapping***

***[Company]***

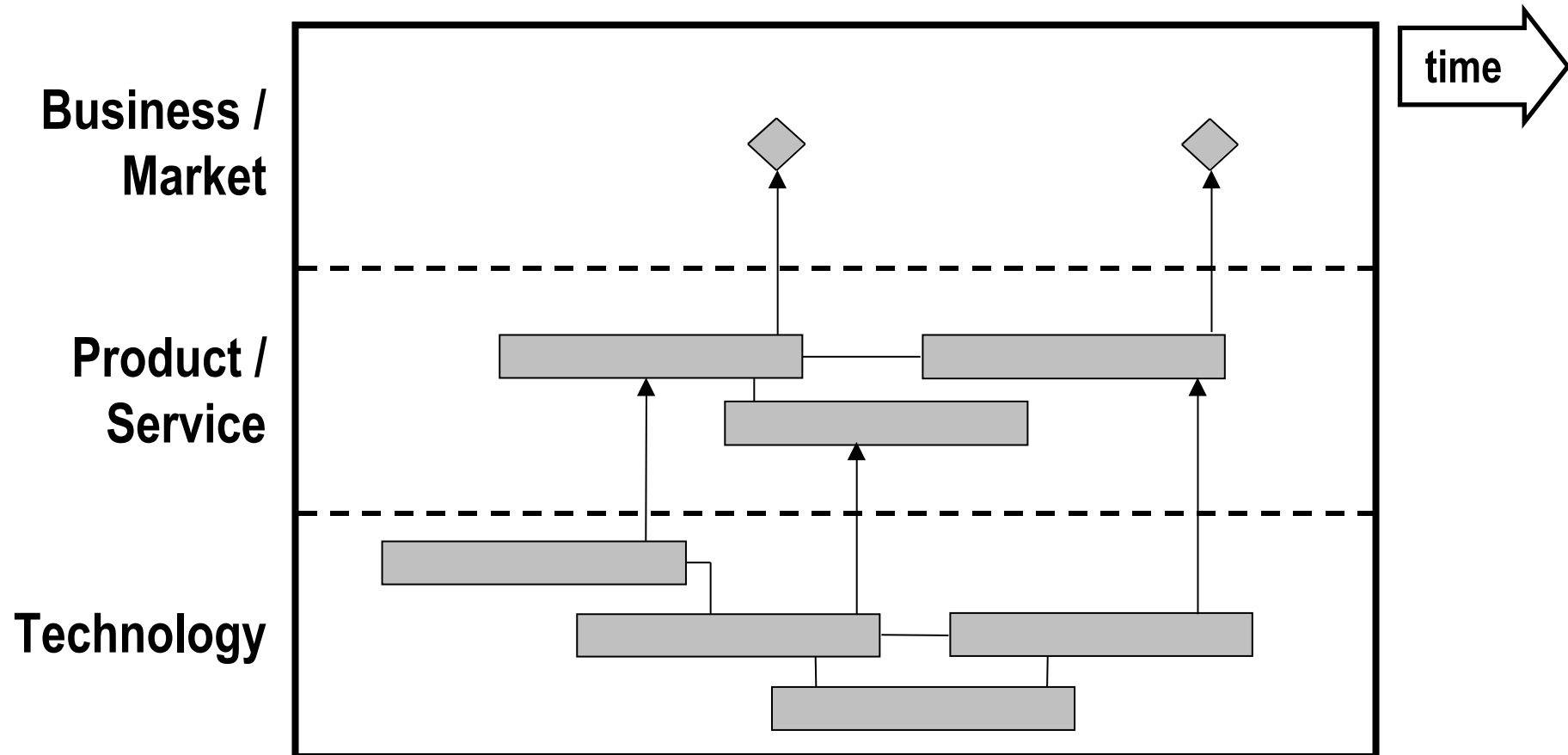
***Workshop 4  
(Charting)***

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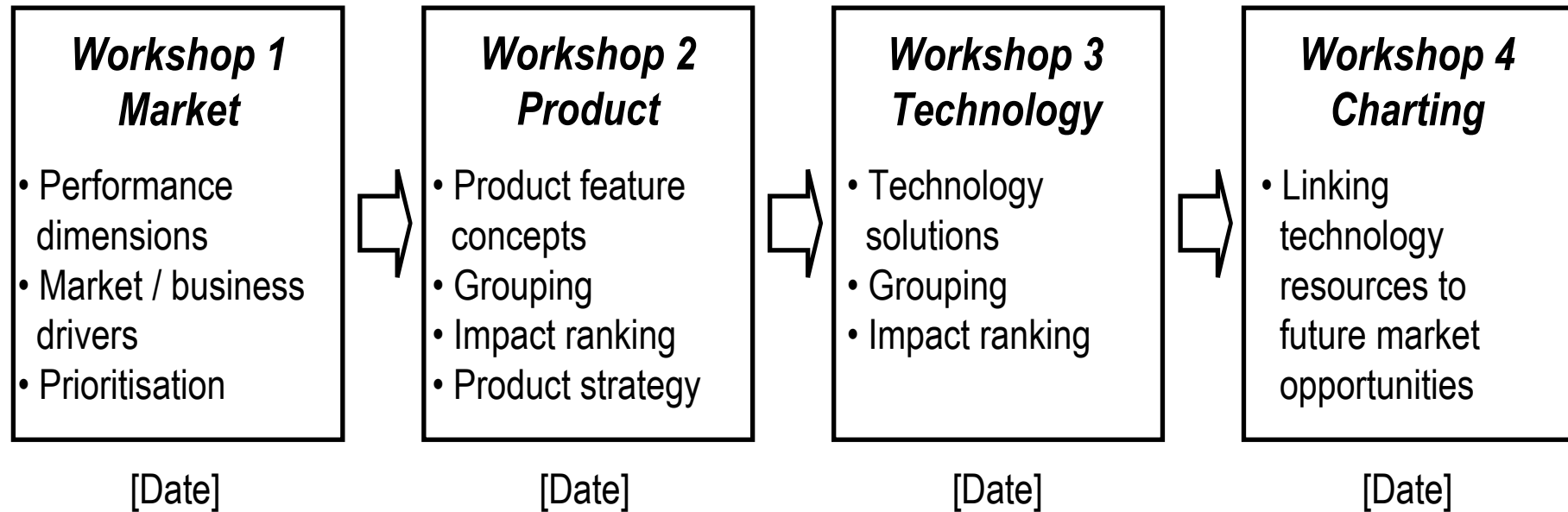
## ***Workshop Overview***

- **Define focus and format of route map**
- **Chart market milestones**
- **Chart evolution of product features**
- **Chart preferred technology solutions**
- **Chart other resources**
- **Note links between levels**
- **Gaps**
- **Way forward**

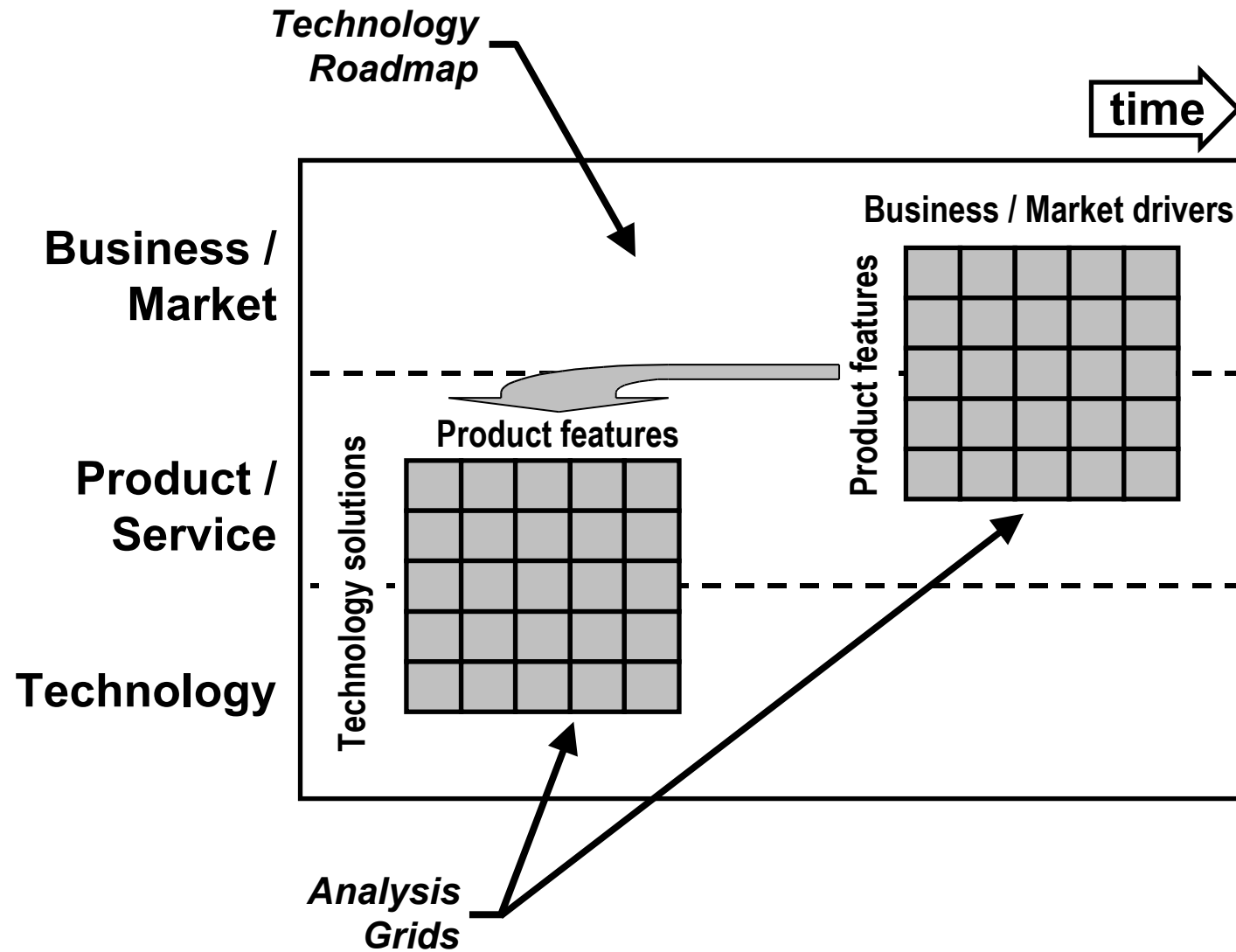
## *Technology Roadmap (TRM) - Schematic*



# ***T-Plan: Fast-Start Technology Roadmapping Procedure***



# Roadmap Input Data Development



# Charting

- Define focus and time-base of roadmap (*i.e. product evolution strategy*)
- Chart drivers, trends and known market triggers (*i.e. STEEP factors from workshop 1, strategic milestones, legislative events, competitor activity*)
- Chart future product evolution, referring to key product feature areas
  - *i.e. by how much and by when?*
  - *'Vision' reflects market need and technology capability*
- Chart preferred technological response / solution strategy, referring to key technology areas
- Chart evolution of other key resources
  - *e.g. skills, knowledge, alliances, investment*
- Draw linkages between market, product and technology elements
- Note associated issues / queries / ideas on map

## ***Gaps / way forward***

- **Identify key ‘gaps’ in current knowledge**
- **Consider how best to ‘roll-out’ the process**

- *Consider market, product and technology aspects & key challenges*
- *Consider sources of information and mechanisms for filling gaps*
- *What should the TRM look like? What key information should it convey ?*
- *What are the success factors and potential barriers for TRM process development  
- first implementation and as an ongoing process ?*
- *Benefits / problems with TRM process / approach?*
- *Next steps?*



## ***Keeping roadmapping alive***

- **Single (isolated) application of roadmapping**
  - e.g. for assessment of particular opportunities
- **Re-visiting a roadmap that has previously been developed**
  - Start with existing roadmap
  - Review underlying assumptions, key conclusions, assess progress, and update roadmap
  - Use the existing roadmap as a starting point for other activities (e.g. core competence assessment)
- **Rolling out the roadmapping process to other parts of the business**
  - Top-down (driven by senior management) or bottom-up ('organic') approaches
  - Demonstrate and communicate the value of roadmapping to the business
  - Ensure that staff are trained in the application and facilitation of the approach

***The full potential of roadmaps is only realised when they become part of the thinking in the firm, are integrated with other activities, and are kept current.***

***The 'first-cut' roadmap is a starting point...***