

# Strategic Roadmap Creation SOP (AI-Driven)

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**Purpose:** Strategic roadmap from Vision to Great through keystone product identification and sequencing

## Overview

This SOP creates strategic roadmaps that bridge the gap between Vision and achieving greatness through systematic identification of keystone products. The roadmap focuses on solving real-world problems identified through Market Research and Client Success Blueprint work, sequencing product development to build sustainable competitive advantage over time.

**Total Time:** 2-3 hours using AI-powered prompts

**Approach:** Strategic product identification and long-term sequencing

**Output:** Multi-year roadmap with keystone products and strategic milestones

## Core Philosophy

The Strategic Roadmap is about identifying the essential products we need to build to solve real problems for our ideal people and achieve our vision. This is not operational project management - it's strategic product planning that:

- **Identifies Keystone Products** - Essential products that solve core problems
- **Maps Problem-Solution Fit** - How each product addresses specific gaps
- **Sequences Strategic Development** - Order that builds competitive advantage
- **Creates Long-term Vision** - Multi-year perspective from idea to greatness
- **Focuses on Real Problems** - Products that genuinely help ideal people succeed

## Prerequisites

- Completed Vision and Mission document
- Market and Client Research report
- Client Success Blueprint

- Understanding of keystone product concept (products that enable other products/success)

## The 3-Prompt Strategic Roadmap Process

### Prompt 1: Problem-Solution Mapping and Product Identification (60 minutes)

**Objective:** Identify keystone products by mapping real problems from research to potential solutions that align with our vision and capabilities.

#### Pre-Prompt Questions for User:

1. **Product Philosophy:** Do you prefer building comprehensive solutions or focused tools?
2. **Development Approach:** Do you like creating new solutions or improving existing approaches?
3. **Value Delivery Style:** Do you prefer products that educate, automate, or facilitate?
4. **Complexity Preference:** Do you gravitate toward simple solutions or sophisticated systems?
5. **Impact Focus:** Do you want to solve problems completely or provide better tools for self-solution?

#### AI Problem-Solution Mapping Prompt:

Plain Text

Based on our Vision/Mission, Market Research, and Client Success Blueprint, identify keystone products that solve real problems for our ideal people and build toward vision achievement.

Strategic Foundation:

- Vision: [INSERT VISION STATEMENT]
- Mission: [INSERT MISSION STATEMENT]
- Hedgehog Concept: [INSERT HEDGEHOG INTERSECTION]
- Value Proposition: [INSERT VALUE PROPOSITION]

Market Research Insights:

[INSERT KEY MARKET PROBLEMS AND OPPORTUNITIES]

Client Success Blueprint Insights:

- Ideal people we serve: [INSERT SUMMARY]
- Real problems they face: [INSERT PROBLEM ANALYSIS]
- Success definitions: [INSERT SUCCESS CRITERIA]
- Value alignment: [INSERT VALUE ALIGNMENT]

### User Product Philosophy:

- Product philosophy: [INSERT PRODUCT PHILOSOPHY]
- Development approach: [INSERT DEVELOPMENT APPROACH]
- Value delivery style: [INSERT VALUE DELIVERY STYLE]
- Complexity preference: [INSERT COMPLEXITY PREFERENCE]
- Impact focus: [INSERT IMPACT FOCUS]

### Analyze and Identify:

#### PROBLEM-SOLUTION MAPPING:

#### Core Problem Categories:

For each major problem category identified in research:

##### Problem Category 1: [Name]

- Specific Problems: [List specific problems within this category]
- Impact on Ideal People: [How these problems affect their success]
- Current Solution Gaps: [What's missing in existing solutions]
- Our Unique Angle: [How our approach could be different/better]
- Solution Opportunity: [Potential product/service to address this]

##### Problem Category 2: [Name]

[Repeat above format]

##### Problem Category 3: [Name]

[Repeat above format]

#### KEYSTONE PRODUCT IDENTIFICATION:

#### Primary Keystone Products:

Products that solve core problems and enable other solutions:

##### Keystone Product 1: [Name]

- Problem Solved: [Specific problem this addresses]
- Target People: [Which ideal people this serves]
- Core Value: [Primary value delivered]
- Keystone Effect: [How this enables other products/success]
- Competitive Advantage: [Why we can build this better]
- Success Metrics: [How we'll measure product success]
- Vision Alignment: [How this advances our vision]

##### Keystone Product 2: [Name]

[Repeat above format]

##### Keystone Product 3: [Name]

[Repeat above format]

Secondary Products:

Products that build on keystone products or serve adjacent needs:

Secondary Product 1: [Name]

- Builds On: [Which keystone product this extends]
- Additional Value: [Extra value this provides]
- Market Expansion: [How this broadens our reach]

Secondary Product 2: [Name]

[Repeat above format]

PRODUCT-VISION ALIGNMENT:

Vision Achievement Pathway:

- How keystone products collectively advance our vision
- What transformation they create for ideal people
- How they build sustainable competitive advantage
- What market position they establish

Success Enablement:

- How products help ideal people achieve their success definitions
- What problems they eliminate or reduce
- What new capabilities they provide
- How they improve success probability

Focus on products that solve real problems and build toward vision achievement rather than feature lists or technical specifications.

**Expected Output:** Mapped problems to keystone product opportunities with clear vision alignment and success enablement.

**Time Required:** 60 minutes

## Prompt 2: Strategic Sequencing and Development Phases (60 minutes)

**Objective:** Sequence keystone products strategically to build competitive advantage, market position, and sustainable growth toward vision achievement.

**Pre-Prompt Questions for User:**

1. **Risk Tolerance:** Do you prefer to validate with simple products first or build comprehensive solutions?
2. **Market Entry:** Do you want to enter with differentiation or establish category leadership?
3. **Resource Reality:** What's your realistic capacity for product development?

4. **Revenue Priority:** Do you need early revenue or can you invest in long-term value?
5. **Competitive Strategy:** Do you prefer to avoid competition or compete directly with better solutions?

### AI Strategic Sequencing Prompt:

Plain Text

Sequence the identified keystone products strategically to build from vision to greatness, considering market dynamics, resource constraints, and competitive advantage development.

Keystone Products:

[INSERT KEYSTONE PRODUCT ANALYSIS FROM PROMPT 1]

Secondary Products:

[INSERT SECONDARY PRODUCT ANALYSIS FROM PROMPT 1]

Strategic Context:

- Vision achievement pathway: [INSERT VISION PATHWAY]
- Competitive landscape: [INSERT MARKET COMPETITION INSIGHTS]
- Resource capabilities: [INSERT CAPABILITY ANALYSIS]

User Strategic Preferences:

- Risk tolerance: [INSERT RISK TOLERANCE]
- Market entry approach: [INSERT MARKET ENTRY]
- Resource reality: [INSERT RESOURCE REALITY]
- Revenue priority: [INSERT REVENUE PRIORITY]
- Competitive strategy: [INSERT COMPETITIVE STRATEGY]

Develop:

STRATEGIC DEVELOPMENT PHASES:

Phase 1: Foundation (Years 1-2)

Foundation Products:

- [Product Name]: [Why this product first, what it establishes]
- [Product Name]: [How this builds on the first, what it enables]

Strategic Objectives:

- Market position to establish
- Competitive advantage to build
- Customer base to develop
- Capabilities to prove
- Revenue foundation to create

Success Criteria:

- Market validation indicators
- Customer success metrics
- Competitive differentiation proof
- Financial sustainability markers

#### Phase 2: Expansion (Years 2-4)

##### Expansion Products:

- [Product Name]: [How this builds on foundation, what new value it creates]
- [Product Name]: [What market expansion this enables]

##### Strategic Objectives:

- Market leadership to establish
- Competitive moats to deepen
- Customer success to scale
- Revenue growth to accelerate
- Vision progress to demonstrate

##### Success Criteria:

- Market leadership indicators
- Competitive advantage sustainability
- Customer success at scale
- Revenue growth metrics
- Vision achievement progress

#### Phase 3: Dominance (Years 4-7)

##### Dominance Products:

- [Product Name]: [How this creates market dominance]
- [Product Name]: [What transformation this enables]

##### Strategic Objectives:

- Market category to own
- Competitive barriers to create
- Customer transformation to deliver
- Vision achievement to complete
- Legacy impact to establish

##### Success Criteria:

- Market category ownership
- Sustainable competitive barriers
- Customer transformation evidence
- Vision achievement metrics
- Industry impact indicators

#### PRODUCT INTERDEPENDENCIES:

##### Dependency Mapping:

- Which products enable others
- What sequence is required for success

- How products build on each other
- What risks exist in sequencing

#### Capability Building:

- What capabilities each product develops
- How capabilities compound over time
- What competitive advantages emerge
- How vision achievement accelerates

#### STRATEGIC MILESTONES:

##### Year 1 Milestones:

- [Milestone]: [Product/market achievement]
- [Milestone]: [Competitive position achievement]
- [Milestone]: [Customer success achievement]

##### Year 2-3 Milestones:

- [Milestone]: [Market expansion achievement]
- [Milestone]: [Product evolution achievement]
- [Milestone]: [Vision progress achievement]

##### Year 4-7 Milestones:

- [Milestone]: [Market leadership achievement]
- [Milestone]: [Vision achievement completion]
- [Milestone]: [Legacy impact establishment]

Focus on strategic logic and competitive advantage building rather than detailed project timelines.

**Expected Output:** Strategic sequencing of products with clear phases, dependencies, and competitive advantage development.

**Time Required:** 60 minutes

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## Prompt 3: Implementation Framework and Success Metrics (45 minutes)

**Objective:** Create implementation framework with success metrics, resource requirements, and strategic decision points for roadmap execution.

#### Pre-Prompt Questions for User:

1. **Success Measurement:** Do you prefer leading indicators or outcome metrics?
2. **Decision Making:** Do you like frequent pivots or committed long-term execution?
3. **Resource Planning:** Do you prefer lean validation or comprehensive development?
4. **Market Feedback:** How quickly do you want to incorporate market learning?

## 5. **Vision Commitment:** How do you balance vision commitment with market adaptation?

### AI Implementation Framework Prompt:

Plain Text

Create implementation framework with success metrics, resource requirements, and strategic decision points for executing the strategic roadmap toward vision achievement.

Strategic Roadmap:

[INSERT STRATEGIC PHASES FROM PROMPT 2]

Product Sequencing:

[INSERT PRODUCT DEPENDENCIES FROM PROMPT 2]

Strategic Milestones:

[INSERT MILESTONE FRAMEWORK FROM PROMPT 2]

User Implementation Preferences:

- Success measurement preference: [INSERT SUCCESS MEASUREMENT]
- Decision making style: [INSERT DECISION MAKING]
- Resource planning approach: [INSERT RESOURCE PLANNING]
- Market feedback integration: [INSERT MARKET FEEDBACK]
- Vision commitment balance: [INSERT VISION COMMITMENT]

Develop:

IMPLEMENTATION FRAMEWORK:

Product Development Approach:

For Each Phase:

Phase 1 Implementation:

- Development Methodology: [How to build foundation products]
- Resource Requirements: [Time, skills, tools needed]
- Market Validation Approach: [How to test and learn]
- Success Measurement: [Key metrics and indicators]
- Decision Points: [When to pivot, continue, or accelerate]

Phase 2 Implementation:

[Repeat above format for expansion phase]

Phase 3 Implementation:

[Repeat above format for dominance phase]

SUCCESS METRICS FRAMEWORK:



## Strategic Success Metrics:

### Vision Progress Indicators:

- [Metric]: [How this measures vision achievement progress]
- [Metric]: [What this reveals about market transformation]
- [Metric]: [How this shows competitive advantage building]

### Market Position Metrics:

- [Metric]: [How this measures market position strength]
- [Metric]: [What this shows about competitive differentiation]
- [Metric]: [How this indicates category leadership progress]

### Customer Success Metrics:

- [Metric]: [How this measures genuine customer value delivery]
- [Metric]: [What this shows about customer transformation]
- [Metric]: [How this indicates customer success at scale]

### Product Success Metrics:

#### For Each Keystone Product:

#### [Product Name] Success Metrics:

- Adoption Metrics: [How to measure product uptake]
- Value Metrics: [How to measure value delivery]
- Success Metrics: [How to measure customer success]
- Strategic Metrics: [How to measure vision advancement]

## RESOURCE PLANNING FRAMEWORK:

### Capability Development:

#### Phase 1 Capabilities Needed:

- [Capability]: [Why needed, how to develop]
- [Capability]: [Resource requirements, timeline]

#### Phase 2 Capabilities Needed:

[Repeat above format]

#### Phase 3 Capabilities Needed:

[Repeat above format]

### Investment Priorities:

- High-Impact Investments: [What to prioritize for maximum strategic impact]
- Foundation Investments: [What's essential for long-term success]
- Competitive Investments: [What's needed to maintain advantage]
- Vision Investments: [What's required for vision achievement]

## STRATEGIC DECISION FRAMEWORK:

### Decision Points and Criteria:

Major Decision Point 1: [When/What]

- Success Criteria: [What indicates continue/pivot/accelerate]
- Market Indicators: [What market signals to watch]
- Customer Feedback: [What customer input matters most]
- Competitive Response: [How to factor competitive moves]
- Vision Alignment: [How to maintain vision commitment]

Major Decision Point 2: [When/What]  
[Repeat above format]

Major Decision Point 3: [When/What]  
[Repeat above format]

Adaptation Framework:

- How to incorporate market learning without losing strategic focus
- When to pivot products while maintaining vision commitment
- How to accelerate or slow development based on market response
- What changes require roadmap revision vs. tactical adjustment

RISK MANAGEMENT:

Strategic Risks and Mitigation:

Risk 1: [Strategic risk to roadmap success]

- Impact: [How this could affect vision achievement]
- Probability: [Likelihood of occurrence]
- Mitigation: [How to prevent or minimize impact]
- Contingency: [What to do if risk materializes]

Risk 2: [Strategic risk to roadmap success]  
[Repeat above format]

Risk 3: [Strategic risk to roadmap success]  
[Repeat above format]

Focus on strategic implementation guidance rather than operational project management details.

**Expected Output:** Complete implementation framework with success metrics, resource planning, and strategic decision points.

**Time Required:** 45 minutes

## Implementation Schedule

**Same Day Option (After Vision/Mission/Client Success Blueprint):**

- 8:00-8:15 PM: Gather user inputs for all prompts

- 8:15-9:15 PM: Execute Prompt 1 (Problem-Solution Mapping)
- 9:15-9:30 PM: Break and review
- 9:30-10:30 PM: Execute Prompt 2 (Strategic Sequencing)
- 10:30-11:15 PM: Execute Prompt 3 (Implementation Framework)

#### **Next Day Option:**

- 9:00-9:15 AM: Gather user inputs for all prompts
- 9:15-10:15 AM: Execute Prompt 1 (Problem-Solution Mapping)
- 10:15-10:30 AM: Break and review
- 10:30-11:30 AM: Execute Prompt 2 (Strategic Sequencing)
- 11:30 AM-12:15 PM: Execute Prompt 3 (Implementation Framework)

## **Quality Control Checkpoints**

#### **After Prompt 1:**

- Keystone products solve real problems identified in research
- Product-vision alignment is clear and compelling
- Solutions leverage our unique capabilities and positioning
- Products enable customer success as defined in blueprint

#### **After Prompt 2:**

- Strategic sequencing builds competitive advantage over time
- Product dependencies and enablement are logical
- Phases progress systematically toward vision achievement
- Milestones provide clear progress indicators

#### **After Prompt 3:**

- Implementation framework is practical and actionable
- Success metrics align with vision and customer success
- Resource requirements are realistic and achievable
- Decision framework maintains strategic focus while enabling adaptation

## **Success Criteria**

- Roadmap bridges vision to greatness through keystone products

- Products solve real problems for ideal people
- Strategic sequencing builds sustainable competitive advantage
- Implementation framework enables execution while maintaining strategic focus
- Success metrics measure progress toward vision achievement
- Framework scales from solopreneur to market leadership

## Integration with Business Development

The Strategic Roadmap drives:

- **Product Development:** What to build and when to build it
- **Market Strategy:** How to establish and maintain competitive advantage
- **Resource Allocation:** Where to invest time, energy, and resources
- **Success Measurement:** How to track progress toward vision achievement
- **Strategic Decision Making:** When to pivot, accelerate, or stay the course

This roadmap creates the strategic bridge from vision to greatness through systematic keystone product development that solves real problems and builds sustainable market leadership.