

# Roadmapping



LECTURE  
SUMMARY

## Covered in this lecture:

Reasons why we do roadmaps  
and alternatives

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*Taught by:*



- ▶ Every company does roadmapping differently
- ▶ Roadmaps are usually inaccurate, but they are good to have as a general guide
- ▶ Why do companies do roadmaps?
  1. Executives and investors like to see quarter-based maps
  2. You could be against an actual deadline
- The alternative is to sort things depending on priorities
  - >> Near-term, Mid-term, Long term
- This method keeps everyone in line but doesn't impose strict deadlines

*See you next lecture!*