# Cam Car Product Roadmap

**Timeframe: Q3 2025 – Q4 2026**

**🔹 Phase 1: Concept & Planning (Q3 2025)**

**Goal: Validate product-market fit and define business case**

* Conduct market research & competitive analysis
* Identify core features (AI driving assistance, compact design, app integration)
* Perform Voice of Customer (VoC) studies & interviews
* Define value proposition and target personas
* Develop initial business cases and high-level cost-benefit analysis
* Build Project Charter and secure internal approvals

**🔹 Phase 2: Design & Prototyping (Q4 2025 – Q1 2026)**

**Goal: Design the vehicle and build prototypes early**

* Design user interface for smart driving features
* Finalize battery, drivetrain, and AI sensor components
* Build digital mockups and functional prototypes
* Conduct user testing on UI and mobility model
* Define initial go-to-market strategy
* Begin sourcing suppliers and parts
* Refine financial model and update business case

**🔹 Phase 3: Development & Testing (Q2 – Q3 2026)**

Goal: Build MVP and validate with early users

* Assemble minimum viable product (MVP)
* Integrate AI navigation, safety sensors, and mobile app features
* Conduct controlled test drives and gather feedback
* Address safety certifications and compliance checks
* Finalize branding, pricing, and positioning
* Begin development of mobile companion app

**🔹 Phase 4: Pre-Launch & Marketing (Q3 – Q4 2026)**

**Goal: Prepare for public launch**

* Launch limited beta to early adopters / influencers
* Train customer support and sales teams
* Run pilot in selected urban markets
* Execute digital marketing campaigns (focus on Gen Z, urban commuters)
* Finalize distribution channels and logistics
* Collect pre-orders and partner with dealerships or D2C channels

**🔹 Phase 5: Full Launch & Expansion (Q4 2026+)**

**Goal: Go-to-market and begin scaling**

* Launch Cam Car in target metro markets
* Monitor user satisfaction and usage data
* Collect customer feedback and improve the next version
* Evaluating international market opportunities
* Explore upsell features: premium AI packages, in-car subscriptions

**Key Features by Launch**

* AI-assisted parking and collision detection
* Eco-mode driving with battery optimization
* App-based remote controls (lock/unlock, climate control)
* Integrated rear and side cameras
* Smart navigation for city routes
* Compact design for easy urban parking