Simple Product Roadmap

Version 3

Legend: TBC · LOW RISK · HIGH RISK · ISSUE · BAU

Timeline: 2015 — Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec | 2016 — Jan, Feb, Mar

MARKETING
- Press Launch
- Media Campaign
- Celebrity Partnerships
- Ongoing Marketing

DEVELOPMENT
- MOBILE WEB v1
- MOBILE WEB v2
- RICH MOBILE WEB APPS
- HTML5 Apps
- PC PLATFORM v1
- PC PLATFORM v2
- ONGOING RELEASES
- RESEARCH
- ANDROID v1
- ANDROID v2
- ANDROID BAU

KPI
- 5% MARKET SHARE
- 15% MARKET SHARE
- 28% MARKET SHARE
- [n]% MARKET SHARE

DASHBOARD

DELIVERY	BUDGET	RESOURCE	MARCOM	DEPENDENCIES	RISKS	ISSUES	ON RADAR
RED	AMBER	GREEN	GREEN	GREEN	**COMPETITOR** Tyrell corp – new product.	**DELIVERY** Tech issues (BOB)	**AUG 2011** New mobile opportunity
Delays expected to Version 1	Budget will need bolstering in Q2 2011	All resource on track.	Public perception is very healthy. Positive.	Partnerships and services all in place and on track.	**MARKET** Lower pricing expected Q3	**BUDGET** Investment needed Q2	**JUN 2011** New Suppliers possible.