ENGINEERS 4 EUROPE

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Roadmap

ENTREPRENEURSHIP 4 ENGINEERS

Workbook

Sub-Module 3.4

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Introduction

Welcome to the activities of Module 3.4 – Roadmap.

As an aspiring entrepreneur, you have reached the stage where you know your target audience, the product or service to develop, and the viability of your business opportunity.

This workbook will guide you in mapping out what actions to take, how to execute them, and when to achieve your goals and objectives.

Module Overview

Pre-requisites

- Opportunity identification
- Product-Market fit

Recommended materials

Book
- T-plan: The Fast Start to Technology Roadmapping. Planning Your Route to Success - Robert Phaal; Clare Farrukh; David Probert - Published by University of Cambridge, Institute for Manufacturing, 2001

Paper
- Phaal, R., Farrukh, C. J. P., & Probert, D. R. (2004). Technology roadmapping—a planning framework for evolution and revolution. Technological Forecasting and Social Change

Video
- https://www.youtube.com/watch?v=aBJo0yEAadQ
- https://www.youtube.com/watch?v=khb7tXe25To

Website
- https://www.cambridgeroadmapping.net

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Activity Instructions

Before the activity

- Check you fulfil the pre-requisites.
- Watch the sub-module videos.
- Verify you have the information for executing the activity.

During the activity

- Read the example provided.
- Make sure to take the comments and suggestions into account.
- Follow the sequence in a first pass.
- Iterate to make sure there is a logical sequence of activities in the roadmap.

After the activity

- Do the self-assessment.
- Review the materials and make sure you were thorough.
- Identify improvement items or needs for additional information.
- Iterate until the results are satisfactory.
- Review and update regularly.

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ACTIVITY EXAMPLE

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Example – Key Milestones

Milestone	Description	Deadline	Business/Market	Risk(s)
Start Team	Get the key personnel to initiate activities	Mid-2020	Museum Visit Digital Map Guide	Identify good computer scientist
Product 1 - Pilot	Start beta testing with key partner museums	Mid-2022	Museum Visit Digital Map Guide	Establish partnership with relevant museum
Product 1 - Launch	Start sales of app to museums.	1st Trimester 2023	Museum Visit Digital Map Guide	Tech scalability
Product 2 - Pilot	Start beta testing with key partner museums	Mid-2025	Museum Personalized Audio Guide	Performance of context-relevant IA-driven comments
Product 2 - Launch	Start sales of app to museums.	Mid-2026	Museum Personalized Audio Guide	Tech infrastructure SLA capabilities

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Example – Activities & Tasks

Activity	Type	Description	Task(s)	Start	End	Resource(s)	Risk(s)
Comp. Scientist	Personnel	Hire a comp. scientist for location algorithm.	1. Write profile 2. Publish opportunity 3. Interview	Start of 2020	Mid-2020		Quality of hire
Eco-location	Technology	Develop sound-based location		Mid-2020	Mid-2021	IP Alpha	IP Negotiations
Positioning	Technology	Develop indoor mapping		Jan-2021	Mid-2021	Software Libraries	
Product 1	Product	Product development and validation	1. Design UX 2. Design UI 3. Test users	Jan-2021	Mid-2022	Test Users	
AI Engineer	Personnel	Hire a engineer for AI development	1. Write profile 2. Publish opportunity 3. Interview	Start of 2022	Mid-2022		Quality of hire
Themed-LLM	Technology	Training of LLM for cultural knowledge		Jan-2023	Mid -2024		Conversational quality personalized discourse
AI Voice	Technology	Conversational Voice based LLM app		1st Trimester 2024	Early-2025		Conversational quality voice
Product 2	Product	Product development and validation	1. Design UX 2. Design UI 3. Test users	Jan-2021	Mid-2022	Test Users	

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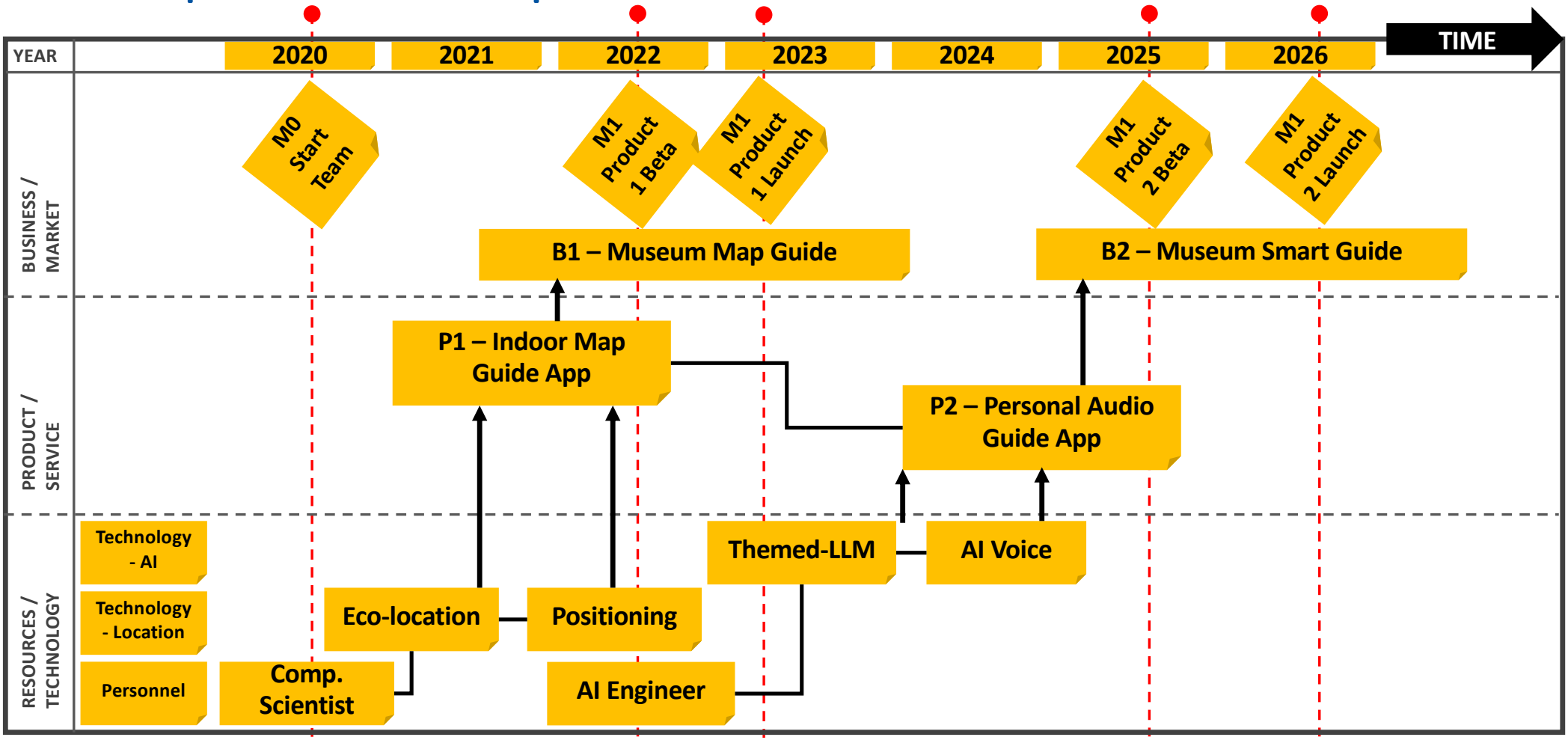
Example – Roadmap



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ACTIVITY TEMPLATES

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Template – Key Milestones

Milestone	Description	Deadline	Business/Market	Risk(s)

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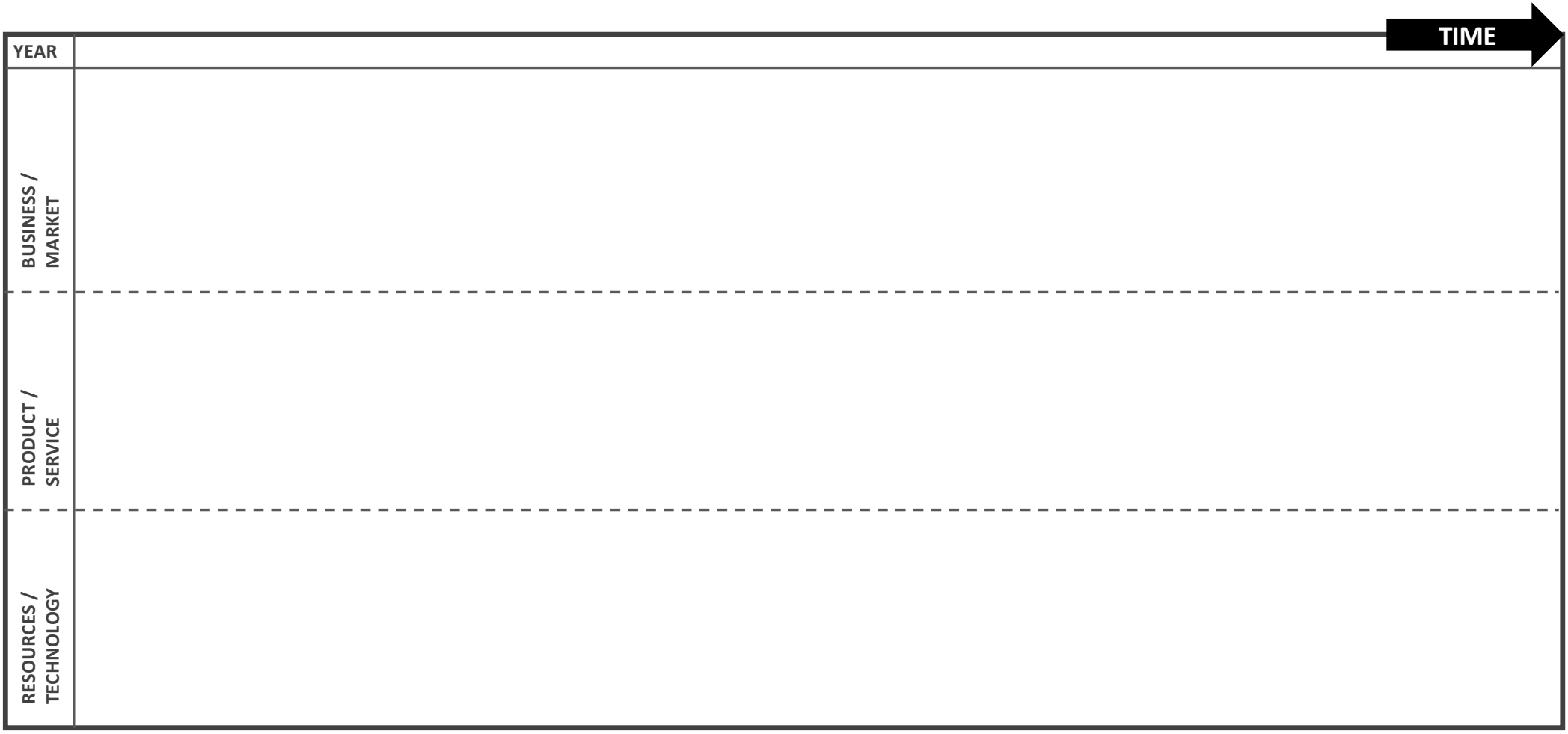
Template – Activities & Tasks

Activity	Type	Description	Task(s)	Start	End	Resource(s)	Risk(s)

Template – Roadmap



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ACTIVITY SELF-ASSESSMENT

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Self-Assessment

Scoring Guide:
1 – Strongly disagree; 4 – Neutral; 7 – Strongly agree

Questions Read carefully the questions. Your answers are your own guidance for future development and improvement.	**Scoring**						
	1	2	3	4	5	6	7
1. I have completely understood the Road mapping concept and tool.							
2. It is clear and logical to me the need to map the activities necessary to execute the project, align them towards the objectives and deliveries.							
3. I understand the steps needed to develop my roadmap.							
4. I comprehend the need for iteration, review and update of the roadmap.							
5. I know how to use the recommended tool.							
6. I have used the recommended tool successfully.							
7. I gain relevant insights into my development journey by using the roadmap.							

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