Internal roadmap

[Company logo]

Remember, the below is not prescriptive and the overarching releases and tasks will need to be tailored to your business and launch tier.

Legend:
- Scheduled (gray)
- In progress (yellow)
- Complete (green)
- Overdue (red)

		Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
New product	Market analysis	Complete											
	Pricing	Complete	Complete										
	Persona research	Complete	Complete										
	Positioning			Complete									
	Goal setting			Complete									
	Metrics dashboard			Complete									
	GTM plan			Complete									
	Collateral creation			Scheduled	Overdue								
	Sales enablement				In progress								
	Internal launch				Scheduled								
	External launch				Scheduled								
	New user onboarding				Scheduled	Scheduled							
	Analysis						Scheduled						
	Feedback						Scheduled						
	Collateral iterations												
	Enablement iterations												
New feature	Goal setting					Scheduled							
	Metrics dashboard					Scheduled							
	GTM plan					Scheduled							
	Asset management					Scheduled							
	Sales enablement						Scheduled						
	External launch						Scheduled						
	New user onboarding						Scheduled	Scheduled	Scheduled				
	Feedback								Scheduled				
	Analysis								Scheduled				
New market	Market analysis								Scheduled				
	Pricing								Scheduled				
	Persona research								Scheduled				
	Positioning									Scheduled			
	Goal setting										Scheduled		
	Metrics dashboard										Scheduled		
	GTM plan										Scheduled		
	Collateral creation										Scheduled		
	Sales enablement											Scheduled	
	External launch												Scheduled
	New user onboarding												Scheduled
	Analysis												Scheduled
	Feedback												Scheduled
	Collateral iterations												Scheduled
	Enablement iterations												Scheduled