

Desired Outcomes

For all participants to leave feeling confident you can lead a team to create a strategic roadmap

Materials Needed

- Printed sticky notes for opportunities, building blocks, and gaps
- Blank sticky notes for overflow
- 15x sticky-back 18x24 sheets
- 20+ Sharpies
- Tape
- Voting dots

Attendees: 25 max

- 4 teams of 6-7 people
- 5 teams of 5

Arrive & Introductions [10m]

- Introductions for team
- **Goal:** Compressed timeline, but we want folks to walk out knowing how to put together a strategic roadmap
- Split group into 4-5 teams.

Topic & visions [20m]

- Topic—Uber is ubiquitous in the ride sharing space. They offer limos, private cars, group rides, and bikes and scooters.
- Current State
- Bare minimum to exist
- Worst-case scenario
- Vision

Plot Opportunities [30m]

- Visualizing opportunities enable us to get a clear picture of our future, and make better decision.
- [10m] Using the stickies provided, capture as many opportunities you can think of to realize this vision. Keep in mind the timeframe: now, short-term, long-term.
- [20m] Share and post individually, combine any like topics.
- Use sharpies to draw dependencies as needed.

Document Contributions [25m]

- [10m] Using the stickies provided, capture any known projects we can leverage, companies we can partner with or acquire, etc. to realize opportunities faster
- [15m] Share and post individually, combine any like topics.
- Use sharpies to draw dependencies as needed.

What's Missing? [20m]

- [10m] Step back and look at our timeline. Using the stickies provided, capture anything missing. This can be building blocks, infrastructure, features, knowledge, etc.
- [10m] Share and post individually, combine any like topics.

Vote [10m]

- Vote to determine the opportunities you think are most realistic and valuable (time + revenue potential)

Wrap up & Q&A [5m]

- Slides and workshop materials can be found at [URL]