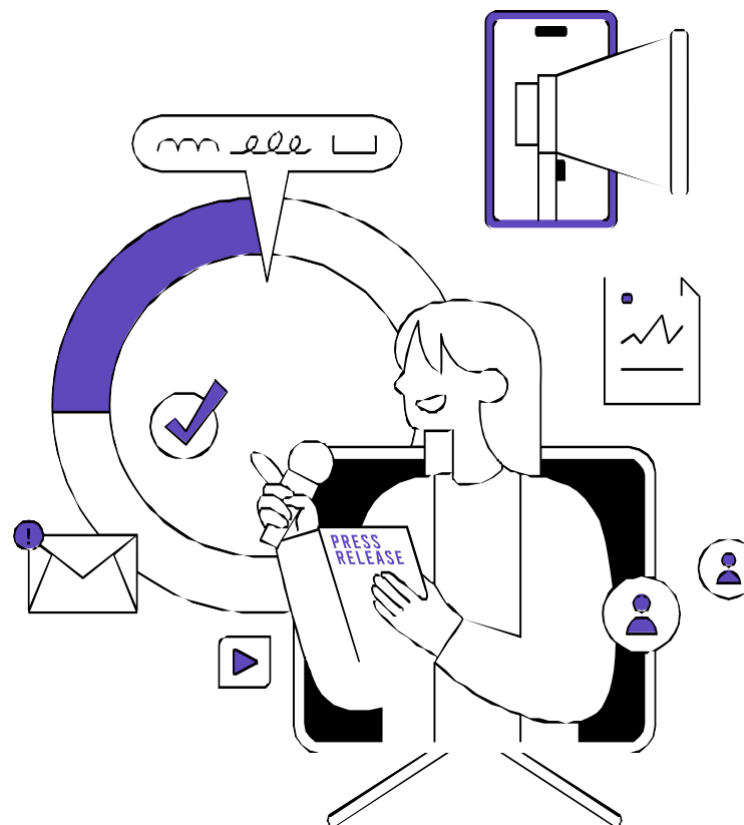




TeamUp 2025

Roadmapping

September 23, 2024

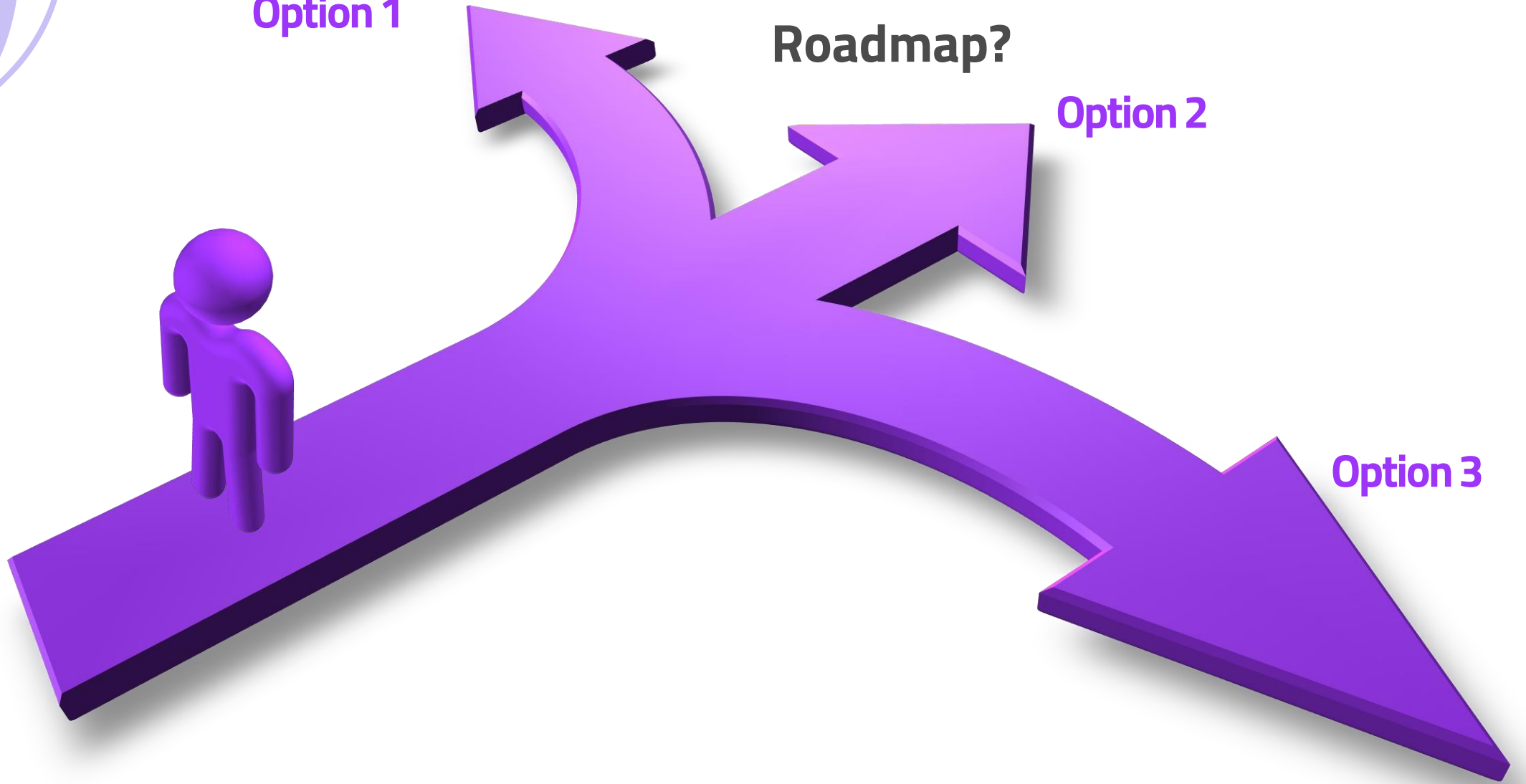


What is a Business Roadmap?

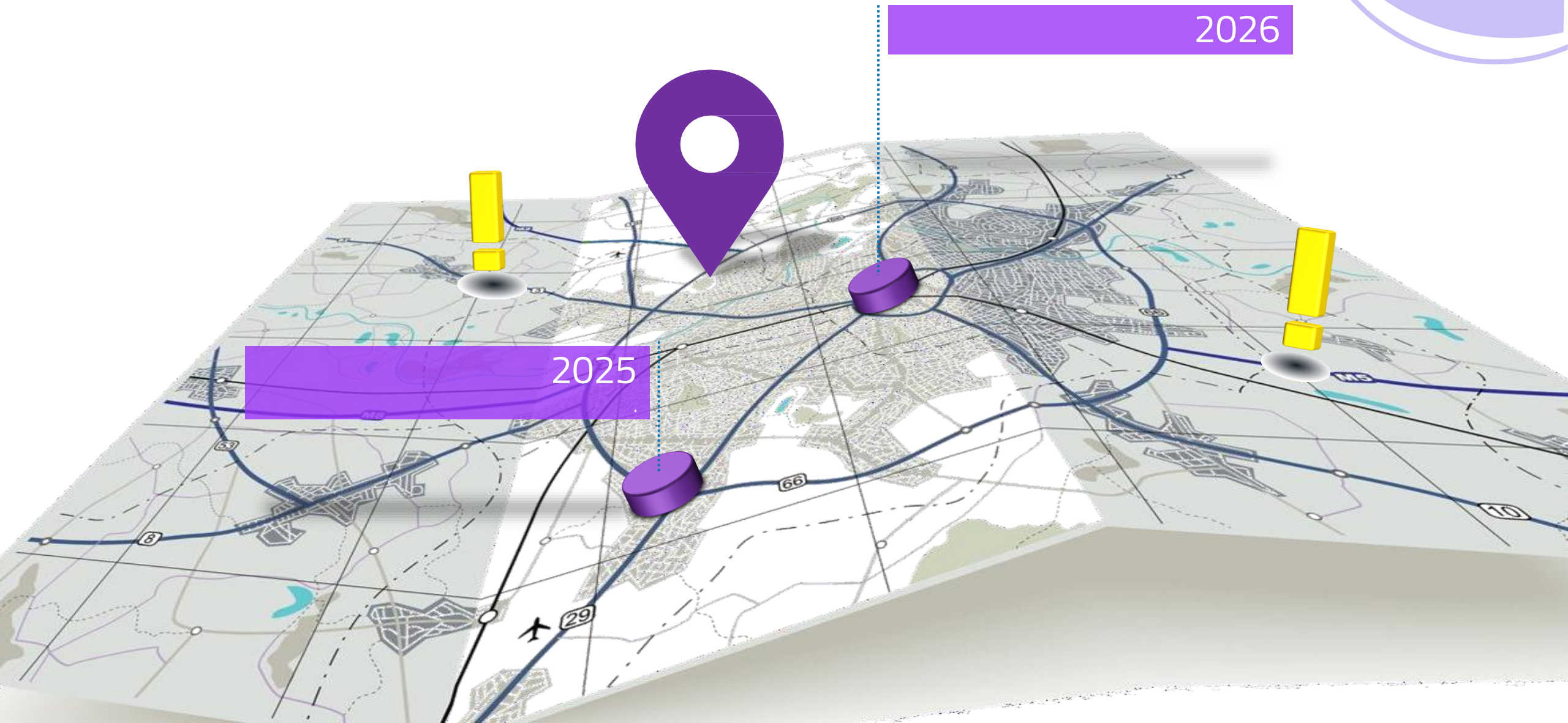
Option 1

Option 2

Option 3



Why is a Business Roadmap is needed?



Criteria	Explanation
1. Goals	The Team can define main 6-month Strategic Objectives, milestones for each key objective and has clarity on how 6-months milestones relate to the long-term strategy of the startup
2. Capabilities	The Team identifies what capabilities it needs to establish or invest to reach its objectives, identifies the main blocks of its business capabilities associated with each milestone
3. Financial Resources	The Team forecasts the financial resources it needs for next 6-month period, indicates fixed and monthly costs, aggregates all costs into specific budget lines



Co-funded by the
European Union

Deliverable 2

Roadmap of Team (name)

Make sure your Team's Deliverable is
uploaded [HERE](#) before the deadline!

Deadline: September 29th, 2025 (10:00 AM)





Co-funded by the
European Union

Roadmap of Team (name)

Deliverable 2

Roadmap of Team (name)

Make sure your Team's Deliverable is uploaded [HERE](#) before the deadline!
Deadline: September 29th, 2025 (10:00 AM)

What's the purpose?

Draw up an action plan in a flexible document that captures and concisely presents key goals, dates and plans of action to be followed over the next 6 months, including both business and team aspects.

Step 1

Define your goals

- Define your main 6-month Strategic Objective
- Breakdown your Strategic Objective into 6 key Objectives
- Make a very rough idea, measurable and numerical objectives, so you have a specific reference to measure your progress. Don't put the numbers too high, it's qualitative thinking, but don't put too low either.
- Example: Any objective - indicate any value Proposition with 10 Clients
- Define a set of indicators for each key objective
- Example: indicator - 30 customer interviews or surveys completed
- Clear clarity on how these 6 months milestones relate to the long-term strategy of the company

DELIVERABLE 2: OBJECTIVES AND MILESTONES

Placeholder for mapping strategic objective

Strategic Objective	Objective 1	Objective 2	Objective 3	Objective 4	Objective 5	Objective 6
Milestone 1: This is a placeholder						
Milestone 2: This is a placeholder						
Milestone 3: This is a placeholder						
Milestone 4: This is a placeholder						
Milestone 5: This is a placeholder						
Milestone 6: This is a placeholder						

Step 2

Define your capabilities

- A capability is typically made up of processes, people and physical things, such as technology or equipment
- Identify what capabilities you need to establish or invest in to reach your objectives
- Your business capabilities describe what your business does
- Identify the main blocks of your business capabilities
- Example: Capabilities: Modern kitchen or state-of-the-art equipment
- For each block, define a set of capabilities associated with each milestone

DELIVERABLE 2: CAPABILITIES

	Capability 1	Capability 2	Capability 3
Milestone 1: This is a placeholder	This is a placeholder	This is a placeholder	This is a placeholder
Milestone 2: This is a placeholder	This is a placeholder	This is a placeholder	This is a placeholder
Milestone 3: This is a placeholder	This is a placeholder	This is a placeholder	This is a placeholder
Milestone 4: This is a placeholder	This is a placeholder	This is a placeholder	This is a placeholder
Milestone 5: This is a placeholder	This is a placeholder	This is a placeholder	This is a placeholder
Milestone 6: This is a placeholder	This is a placeholder	This is a placeholder	This is a placeholder

Step 3

Plan the financial resources needed

- Forecast the financial resources you need for a 6-month period
- Indicate your fixed and your monthly costs
- Aggregate your costs into specific budget lines

DELIVERABLE 2: 6-MONTHS BUDGET

Item	Cost
Personnel	XXXXXXX €
Consumables	XXXXXXX €
Equipment and Software	XXXXXXX €
Subcontracting	XXXXXXX €
Other	XXXXXXX €
TOTAL	XXXXXXX €

Step 4

Build your 6-month Roadmap

- Based on your Objectives, Milestones and Capabilities
- Select the roadmap template you like the most
- Get team's Contribution of Feedback and ideas to other templates on slide 10
- Complete the template and build your Roadmap

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026	MARCH 2026
Project Overview	[Timeline]					
Business Objectives	[Timeline]					
Strategic Objectives	[Timeline]					
Key Milestones	[Timeline]					
Business Capabilities	[Timeline]					
Financial Resources	[Timeline]					

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	M1	M2	M3	M4	M5	M6
Business Objectives	[Timeline]					
Strategic Objectives	[Timeline]					
Key Milestones	[Timeline]					
Business Capabilities	[Timeline]					
Financial Resources	[Timeline]					

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	M1-M2	M3-M4	M5-M6	OBJECTIVES
Business Objectives	[Timeline]			
Strategic Objectives	[Timeline]			
Key Milestones	[Timeline]			
Business Capabilities	[Timeline]			
Financial Resources	[Timeline]			

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	M1	M2	M3	M4	M5	M6
Business Objectives	[Timeline]					
Strategic Objectives	[Timeline]					
Key Milestones	[Timeline]					
Business Capabilities	[Timeline]					
Financial Resources	[Timeline]					

More templates

Plan the financial resources needed

- [https://www.creativebusinesscard.com/creative-businesscard-templates-for-sale/](#)
- [https://www.creativebusinesscard.com/creative-businesscard-templates-for-sale/](#)
- [https://www.creativebusinesscard.com/creative-businesscard-templates-for-sale/](#)

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	M1	M2	M3	M4	M5	M6
Business Objectives	[Timeline]					
Strategic Objectives	[Timeline]					
Key Milestones	[Timeline]					
Business Capabilities	[Timeline]					
Financial Resources	[Timeline]					

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	M1	M2	M3	M4	M5	M6
Business Objectives	[Timeline]					
Strategic Objectives	[Timeline]					
Key Milestones	[Timeline]					
Business Capabilities	[Timeline]					
Financial Resources	[Timeline]					

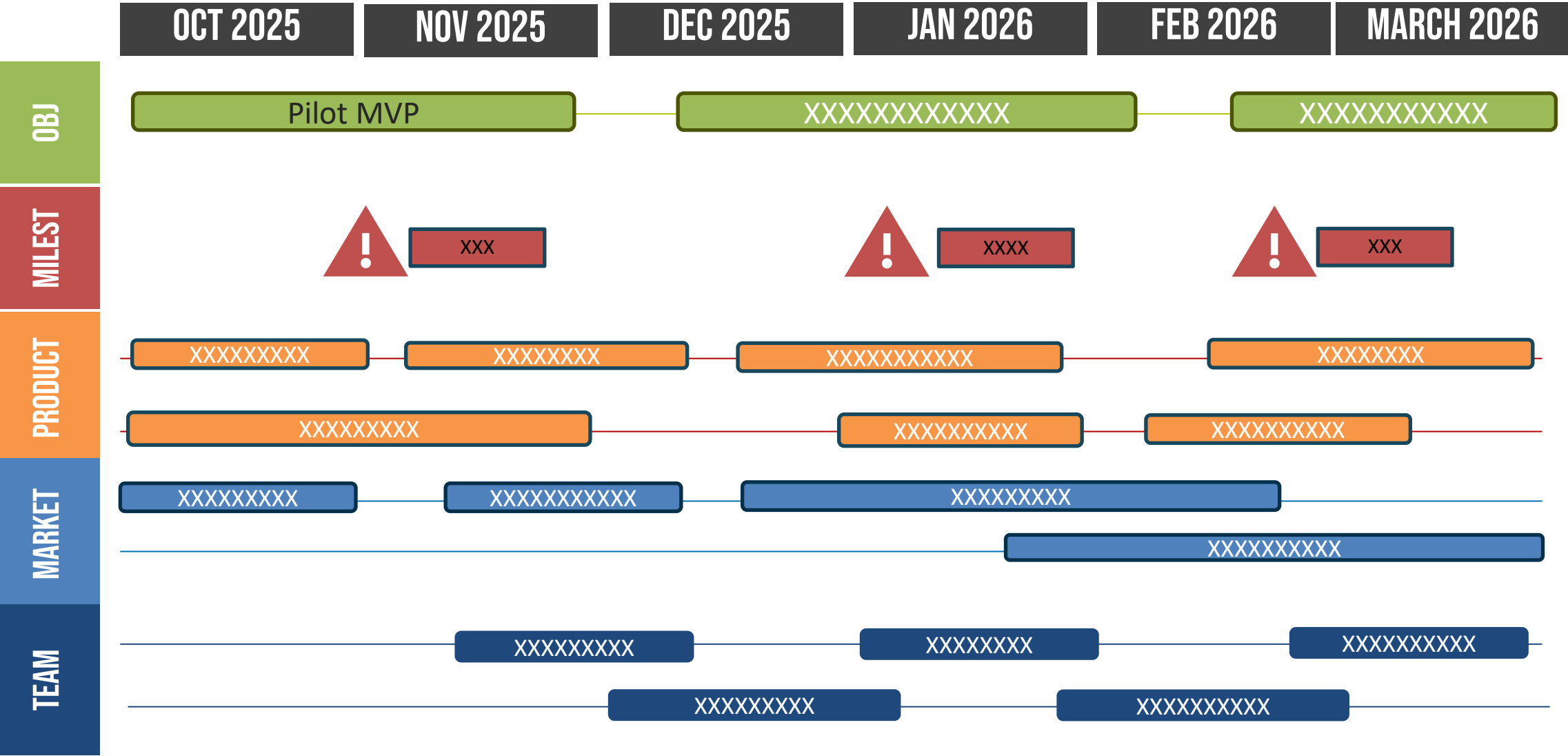
DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date: 00/00/0000

	M1	M2	M3	M4	M5	M6
Business Objectives	[Timeline]					
Strategic Objectives	[Timeline]					
Key Milestones	[Timeline]					
Business Capabilities						

DELIVERABLE 2: ROADMAP OF [COMPANY NAME]

Date XX/XX/XXXX

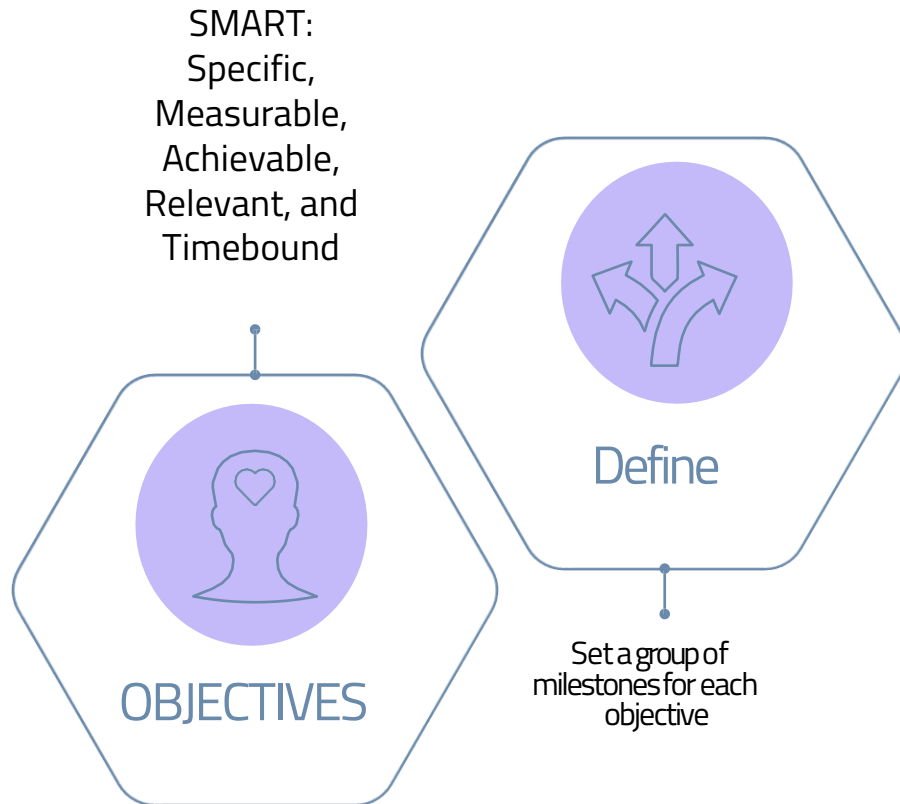


Key components of a Roadmap

SMART:
Specific,
Measurable,
Achievable,
Relevant, and
Timebound



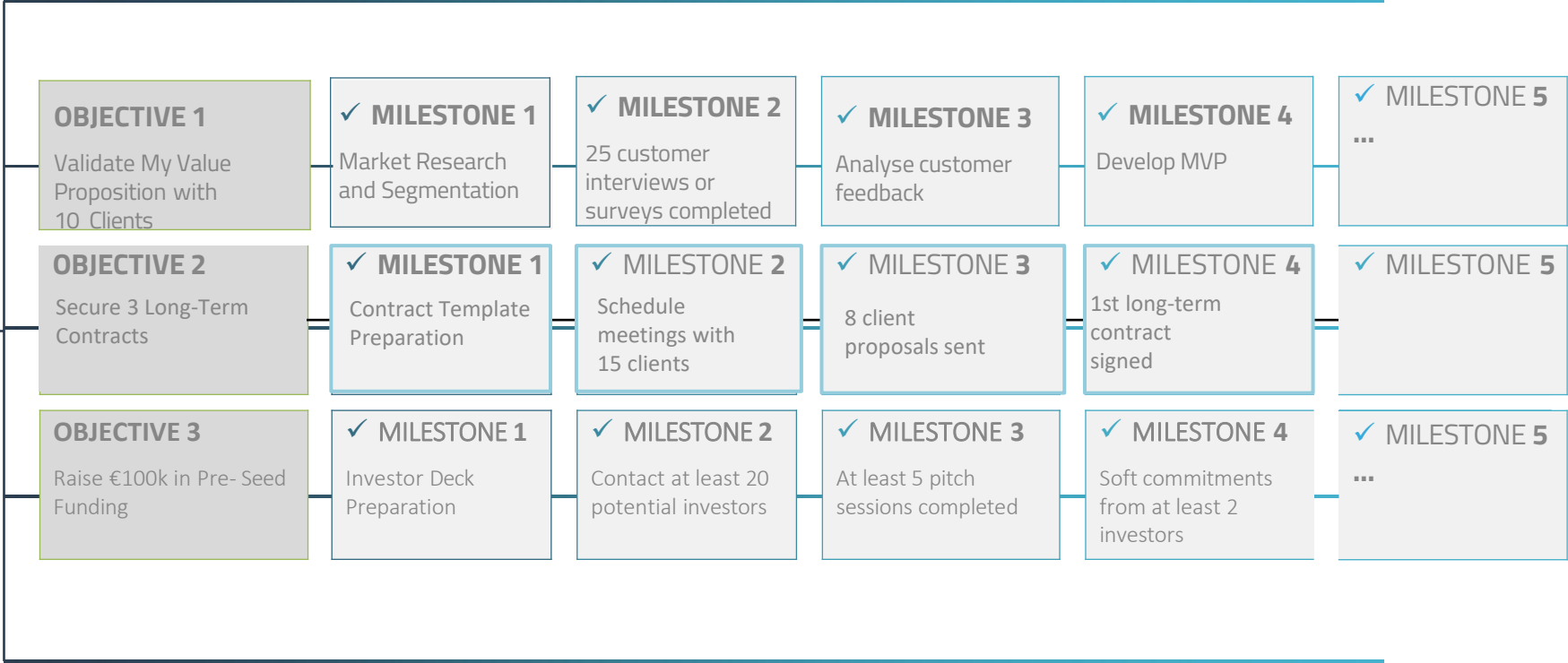
Key components of a Roadmap



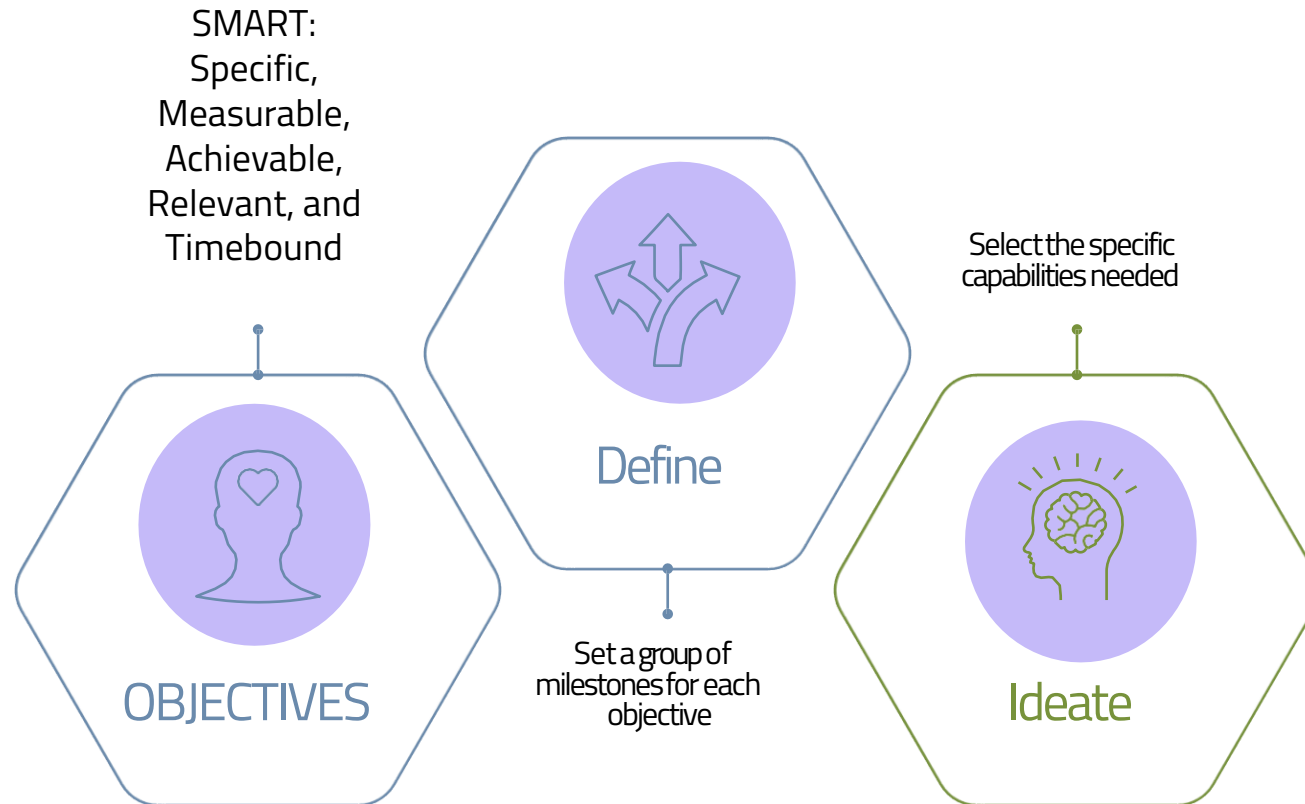
Key components of a Roadmap

6-month Strategic Objective

Within the next 6 months, our team aims to build a sustainable business by gaining a dedicated customer base, establishing consistent revenue sources, and securing external seed funding for financial stability.



Key components of a Roadmap



Define your capabilities

- ☐ A capability is typically made up of processes, people and physical things, such as technology or equipment
- ☐ Identify what capabilities you need to establish or invest in to reach your objectives
- ☐ Your business's capabilities describe what your business does
- ☐ Identify the main blocks of your business capabilities

Example: *Capabilities: Product-Market-Team or Sales-Marketing-Operations*

- ☐ For each block, define a set of capabilities associated to each milestone

Key components of a Roadmap

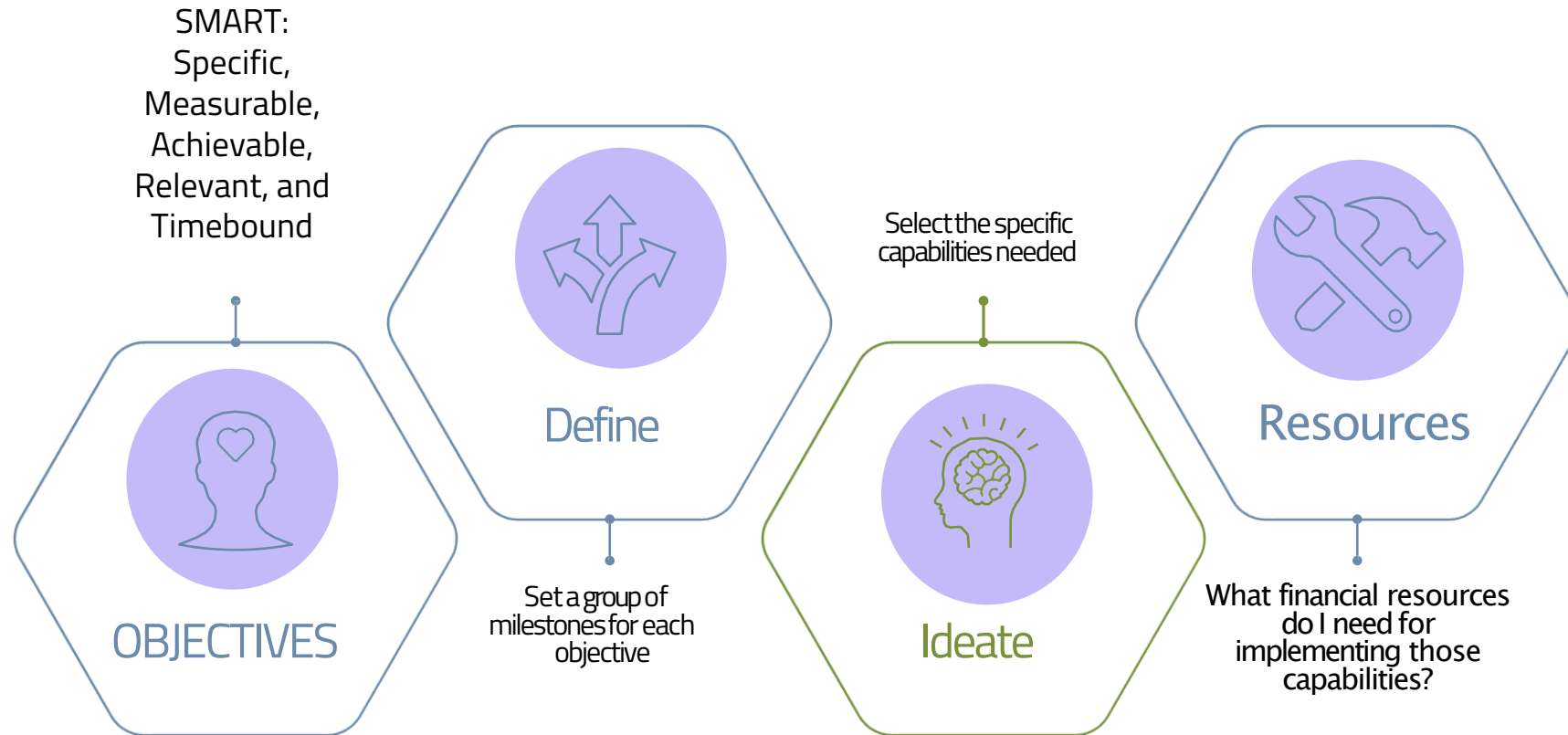
Capability type 1

Capability type 2

Capability type 3

	Product	Market	Team
Objective 1: Validate Value Proposition with 10 Clients			
Milestone 1: Market Research	Define the main problem to be solved	Identify market niche and target group	Research analyst skills required
Milestone 2: 25Interviews	Clasify the main features	Access to potential customers	Skills in customer outreach and data gathering
Milestone 3: Analyze Feedback	Tweak product design	Understand customer pain points	Analytical skills for parsing survey and interview data
Milestone 4: Develop MVP	Build and iterate MVP	Customer testing	Developers, designers, and perhaps a product manager to oversee MVP development

Key components of a Roadmap

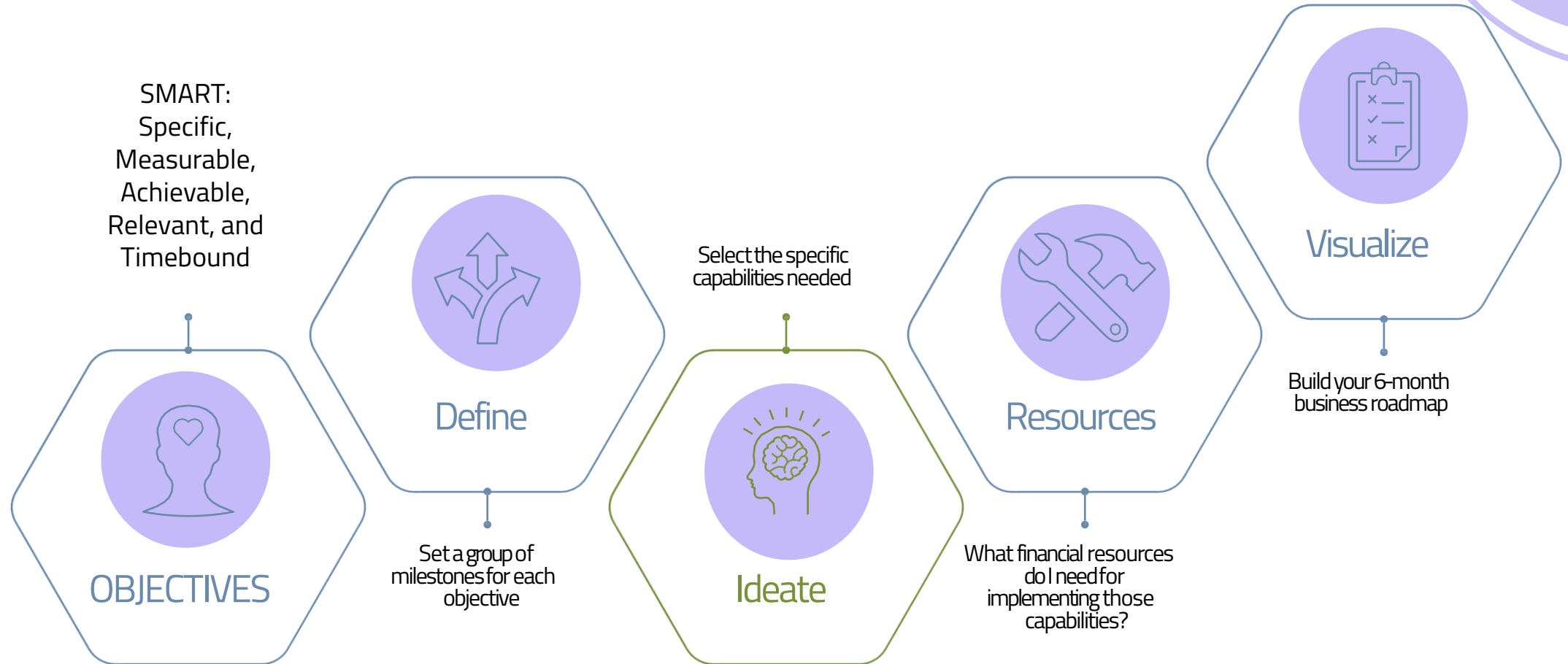


Key components of a Roadmap

6-months budget

Item	Cost
Personnel	36.000 €
Consumables	5.000 €
Equipment and Software	2.500 €
Subcontracting	6.100 €
Other	22.750 €
TOTAL	72.350 €

Key components of a Roadmap



Key components of a Roadmap

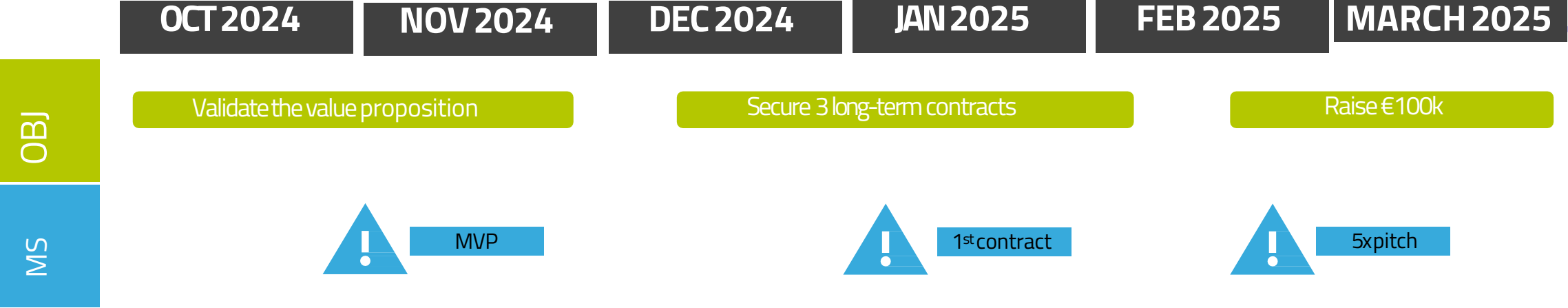


OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026	MAR 2026
-----------------	-----------------	-----------------	-----------------	-----------------	-----------------

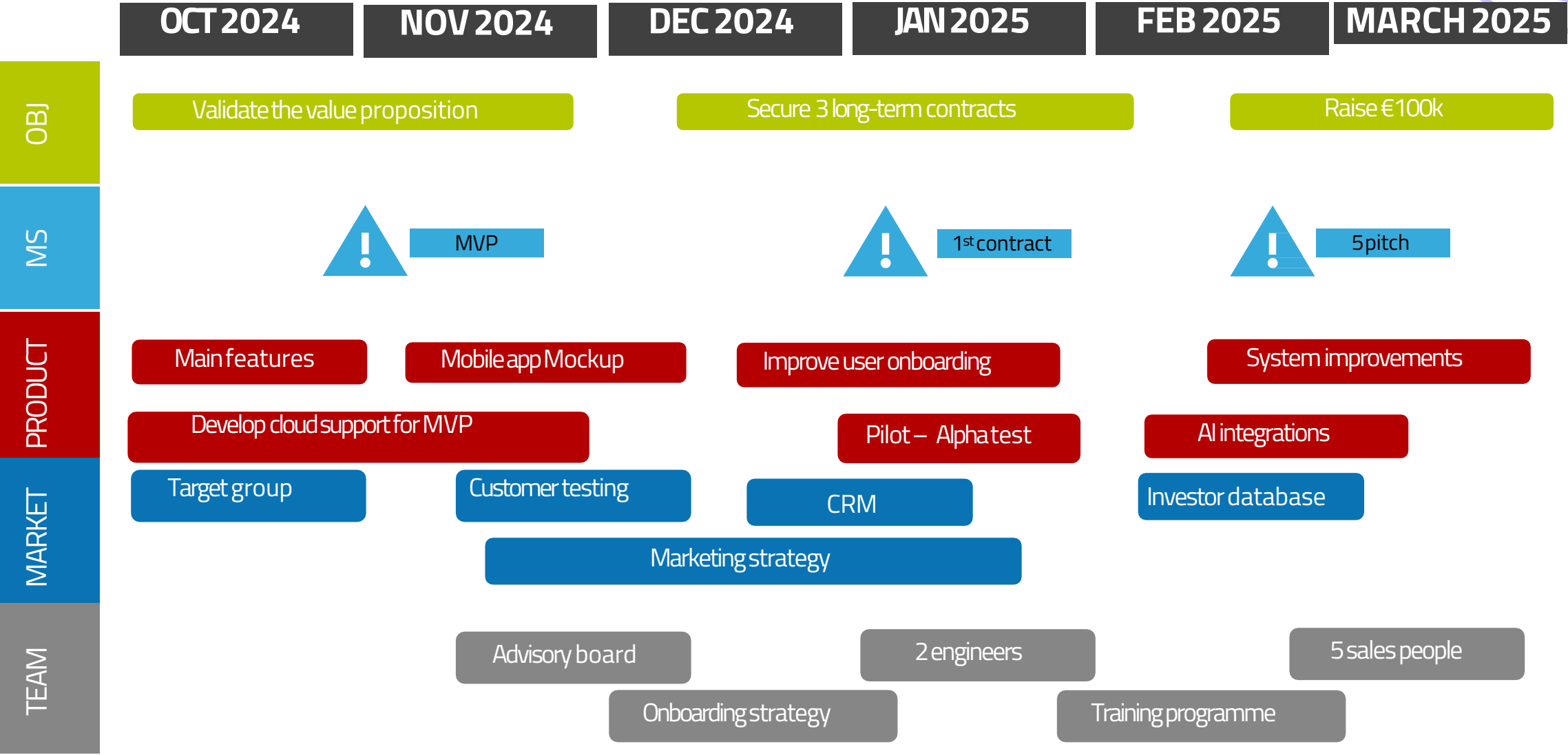
Key components of a Roadmap



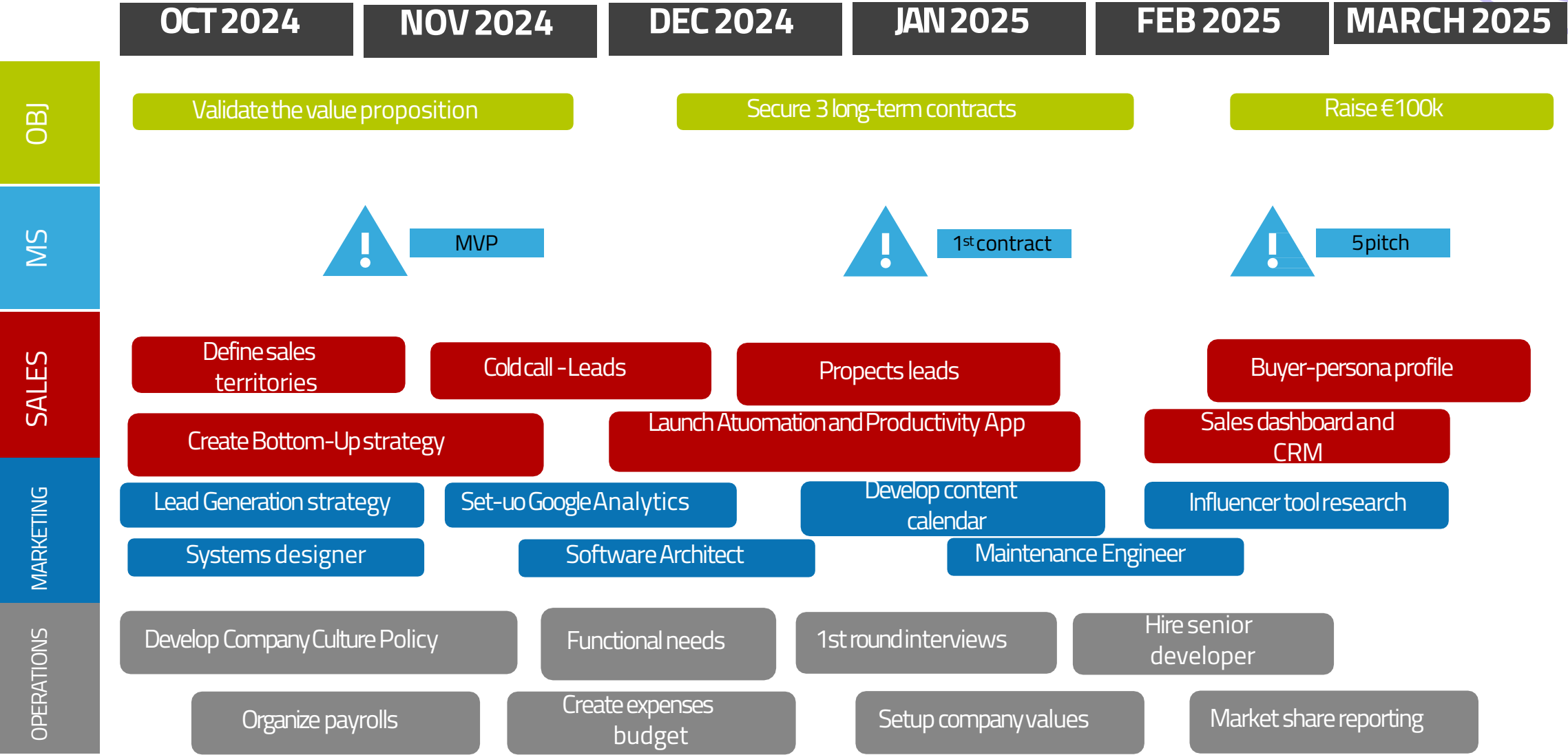
Key components of a Roadmap



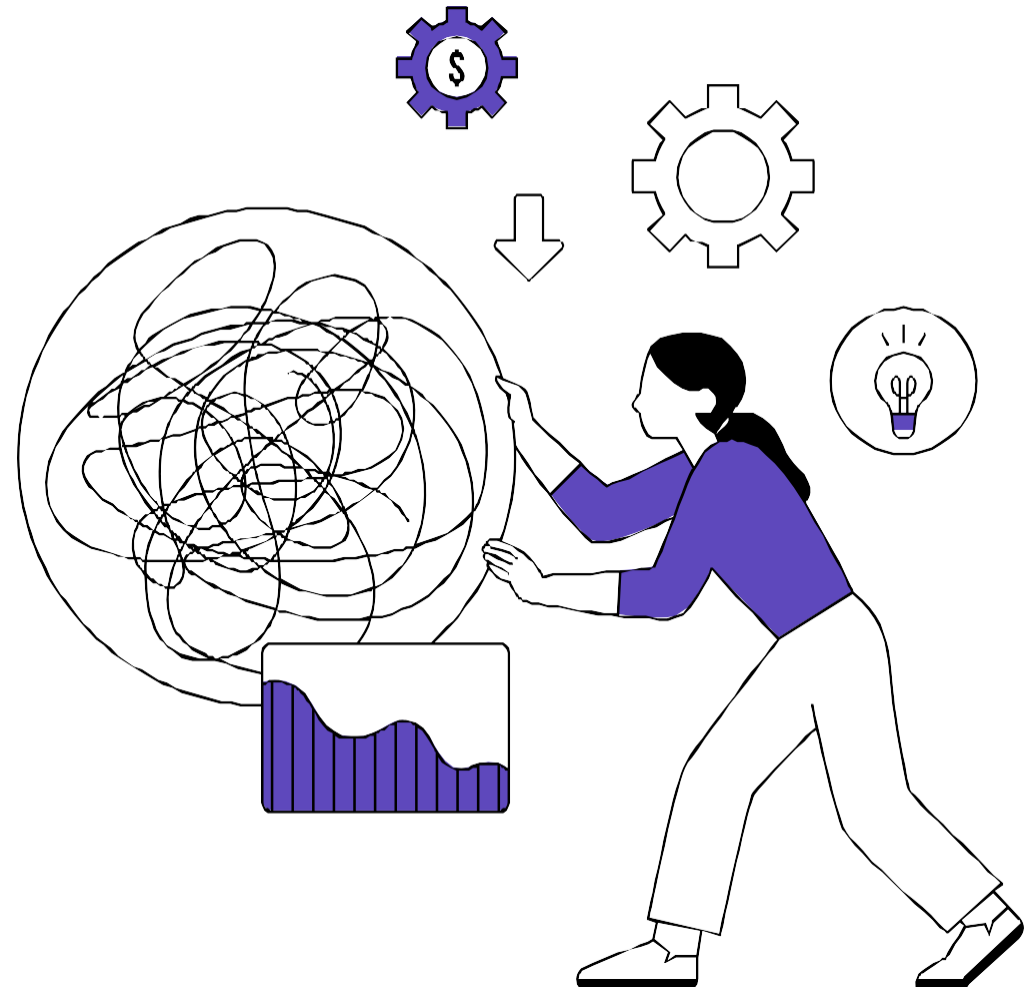
Key components of a Roadmap



Key components of a Roadmap



Questions



Team work- Roadmap Canvas

Come back to the main session
at 18:20 CET



Concluussions



Common pitfalls to avoid

Roadmap

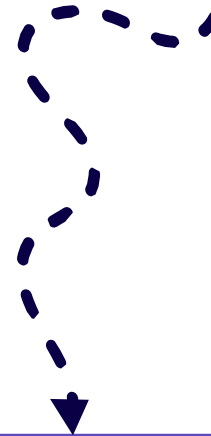
- ☐ Overcomplicating: Keep it simple
- ☐ Ignoring the Roadmap: A roadmap is useless if you don't follow it
- ☐ Not Updating: Things change; make sure your roadmap does too

Next Steps

*Deliverable #2:
6-months Roadmap
29th September*



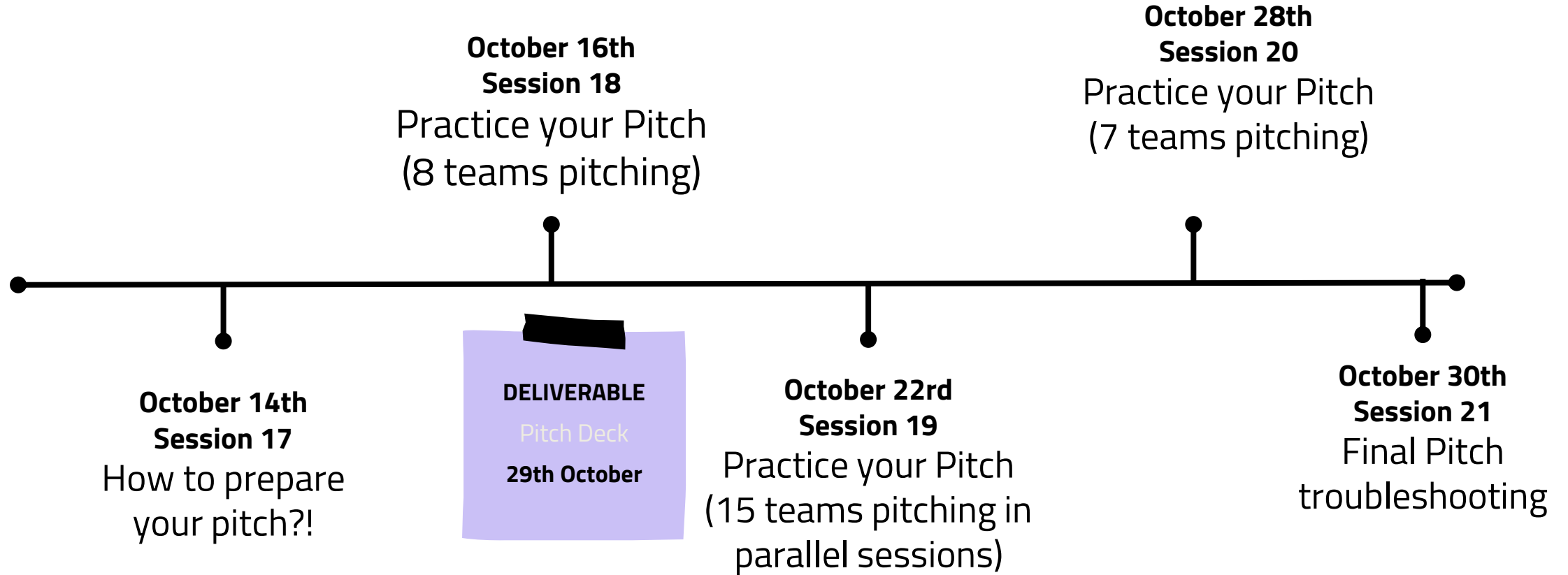
Session 13:
Roadmapping
23rd September
17:00 - 18:30 CET



Session 14:
Funding - Public
Innovative framework of EIT
2nd October
17:00 - 18:30 CET



Sessions



Sessions

October 14th

Session 17

How to prepare
your pitch?!

- 1) Watch the Introduction to Pitching Video > [Link](#) (Mandatory)
- 2) Watch how to fill a pitch template video > [Link](#) (Mandatory)
- 3) Send a one minute video pitch to Walid via Whatsapp +358449834855 (dealdine: Oct 12, at 10:00am)

Optional:

5 pitch mistakes entrepreneurs make - Brendan Baker [Link](#)

Effective Communication Skills - Alex Lyon [Link](#)

The art of innovation - Guy Kawasaki [Link](#)

iPhone introduction (2007) - Steve Jobs [Link](#)

The 110 techniques of communication and public speaking - David JP Phillips [Link](#)

The magical science of storytelling - David JP Phillips [Link](#)

Learn to speak, market and sell human - Bryan Kramer [Link](#)

Your Body Language May Shape Who You Are - Amy Cuddy [Link](#)

Negotiation Skills: Former FBI Negotiator - Chris Voss [Link](#)

More [here](#).

Sessions

October 16th

Session 18

Practice your Pitch
(8 teams pitching)

- 1) The pre-task for this session is to finalize the slides + scripts.
- 2) You can also send final videos to Walid for evaluation.

Graduation: Pitch competition (online from 16.00 to 18:00 CET)



November 4th
Day 2 with 7 teams



November 3rd
Day 1 with 8 teams



Closing ceremony
November 12th



Next Step for winners:
Register the company



Contact Us!

Do you have any questions?

teamup@eitfood.eu

