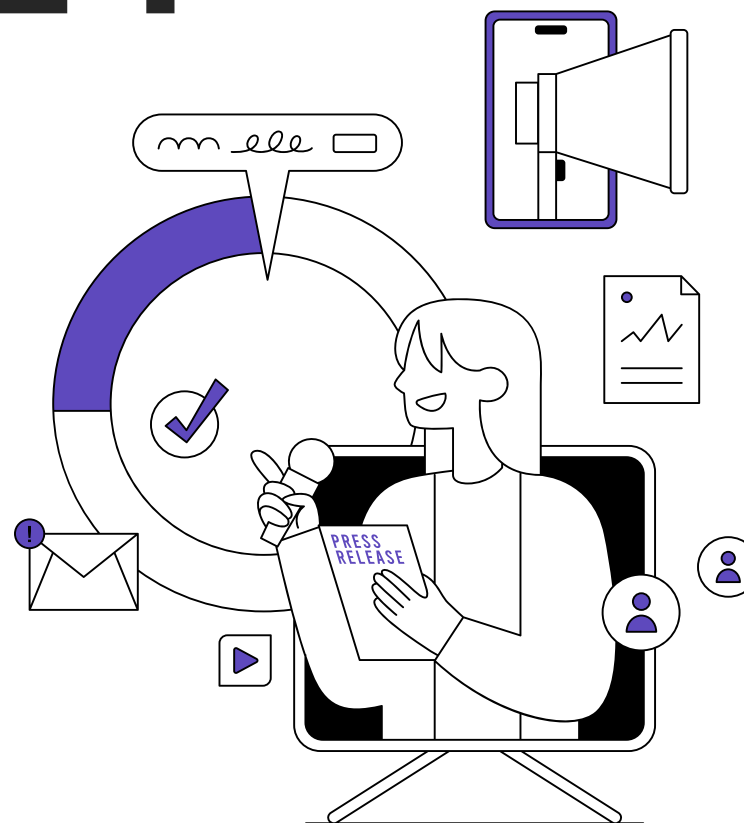


Co-funded by the  
European Union

# TeamUp 2024

Roadmapping

September 23, 2024



Co-funded by the  
European Union

# What is a Business Roadmap?

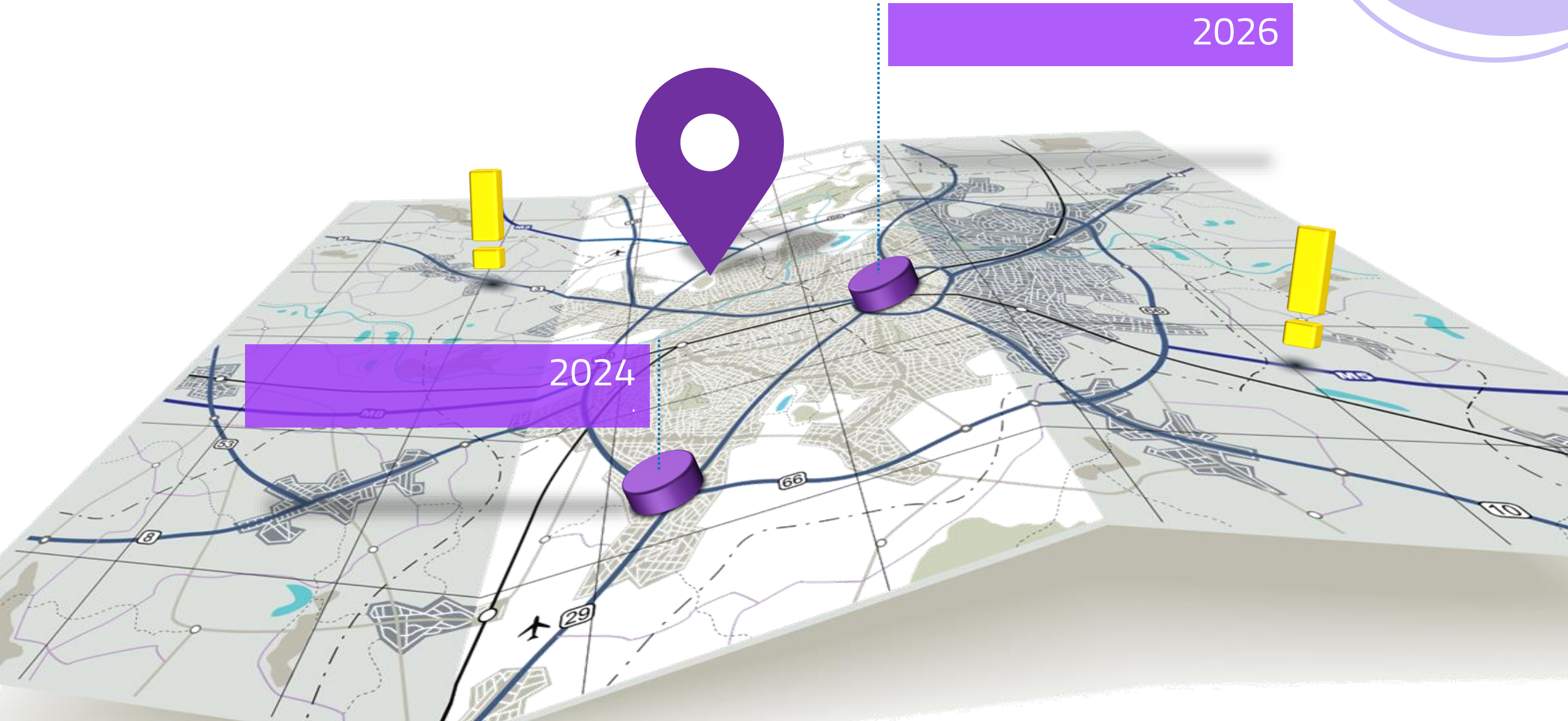
Option 1

Option 2

Option 3



# Why is a Business Roadmap is needed?



# Roadmap vs Business plan

Customer Number	Revenue	Orders	Profit per customer	Profit share	Accumulated profit share	classification
10	€ 1000	5	€ 870	18,9 %	18,9 %	A
3	€ 900	4	€ 850	18,4 %	37,3 %	A
9	€ 800	1	€ 700	15,2 %	52,9 %	A
6	€ 700	5	€ 640	13,9 %	66,4 %	B
1	€ 600	4	€ 530	11,5 %	77,9 %	B
5	€ 500	2	€ 380	8,2 %	86,1 %	C
2	€ 400	4	€ 270	5,9 %	92 %	C
8	€ 300	8	€ 200	4,3%	96,3 %	C
4	€ 200	1	€ 130	2,8 %	99,1 %	C
7	€ 100	1	€ 40	0,9 %	100%	C



...

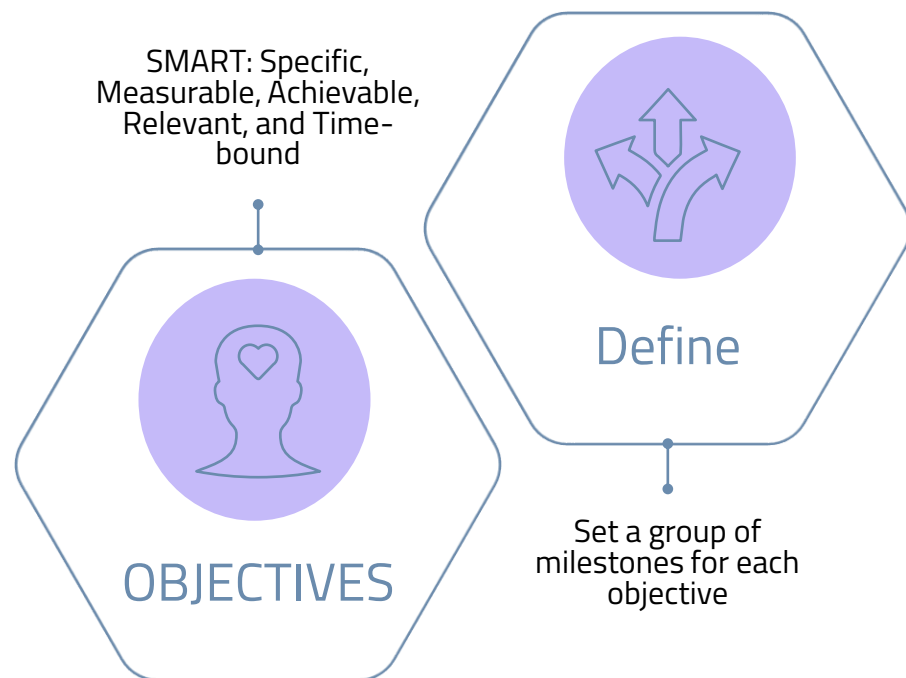


# Key components of a Roadmap

SMART: Specific,  
Measurable, Achievable,  
Relevant, and Time-  
bound



# Key components of a Roadmap

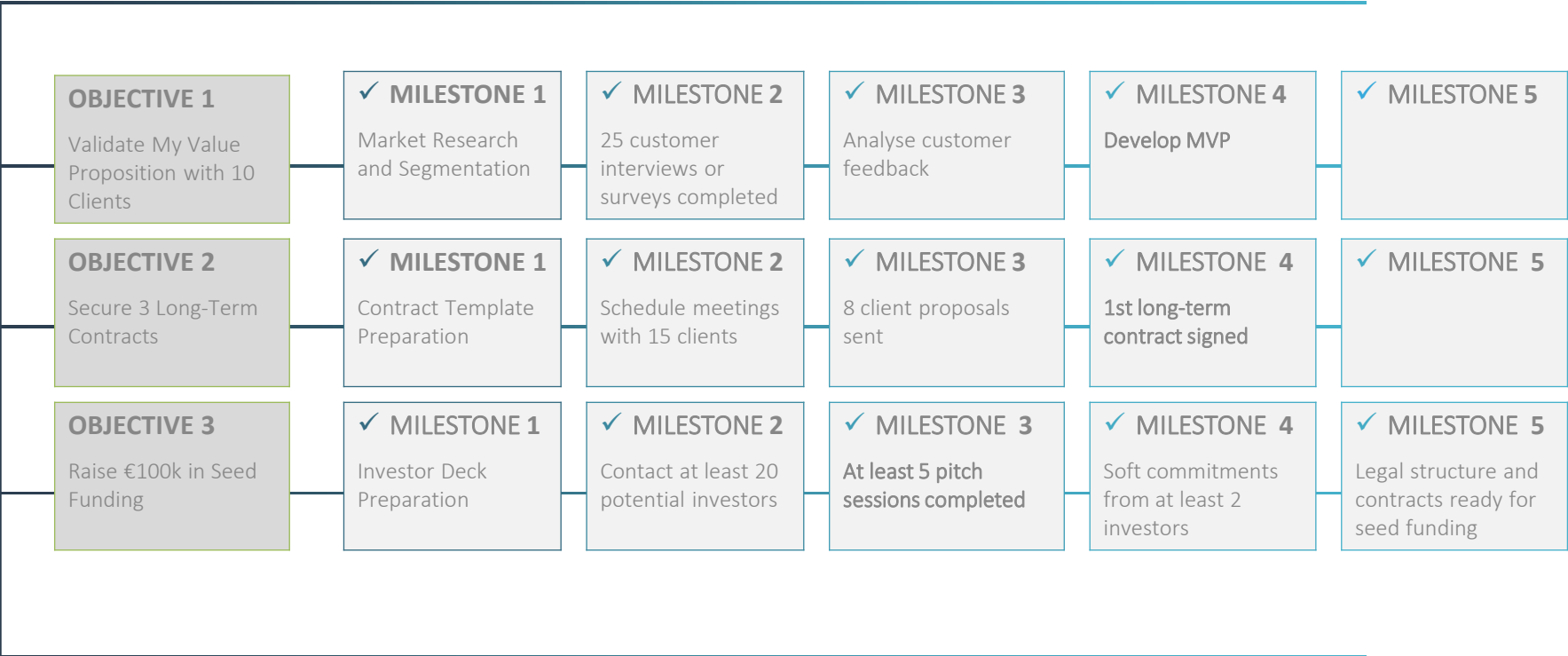


# Key components of a Roadmap

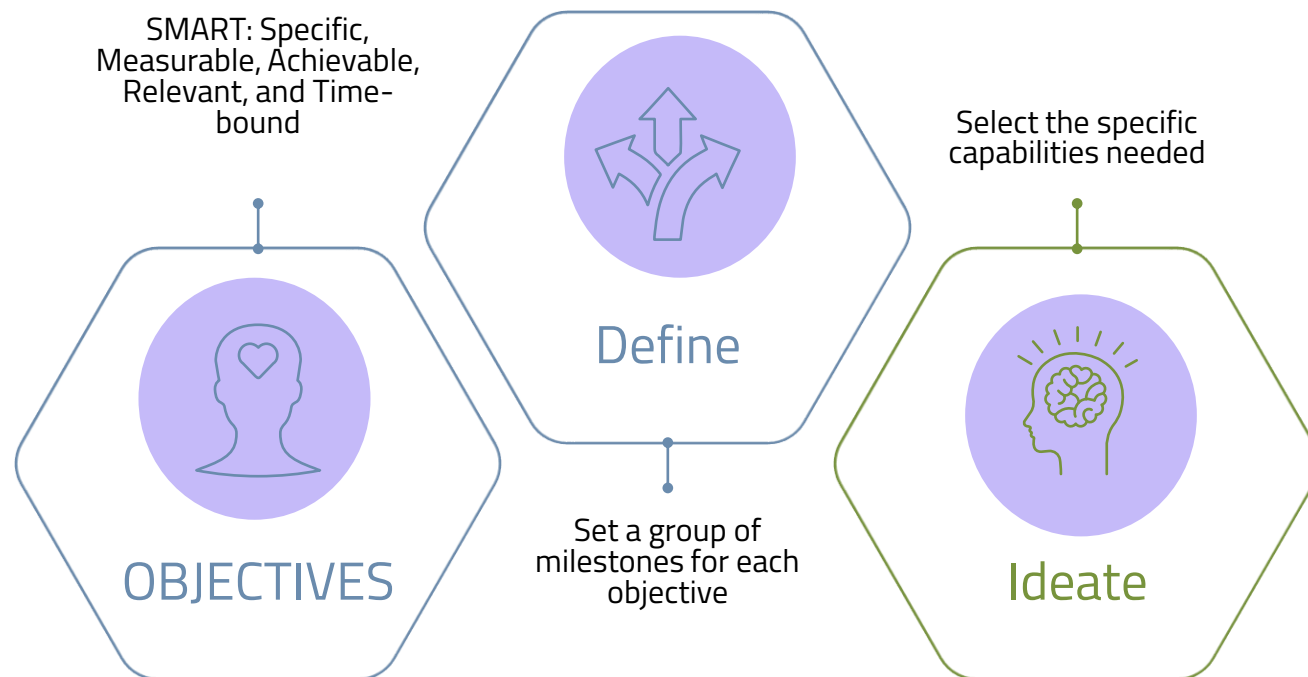


## 6-month Strategic Objective

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

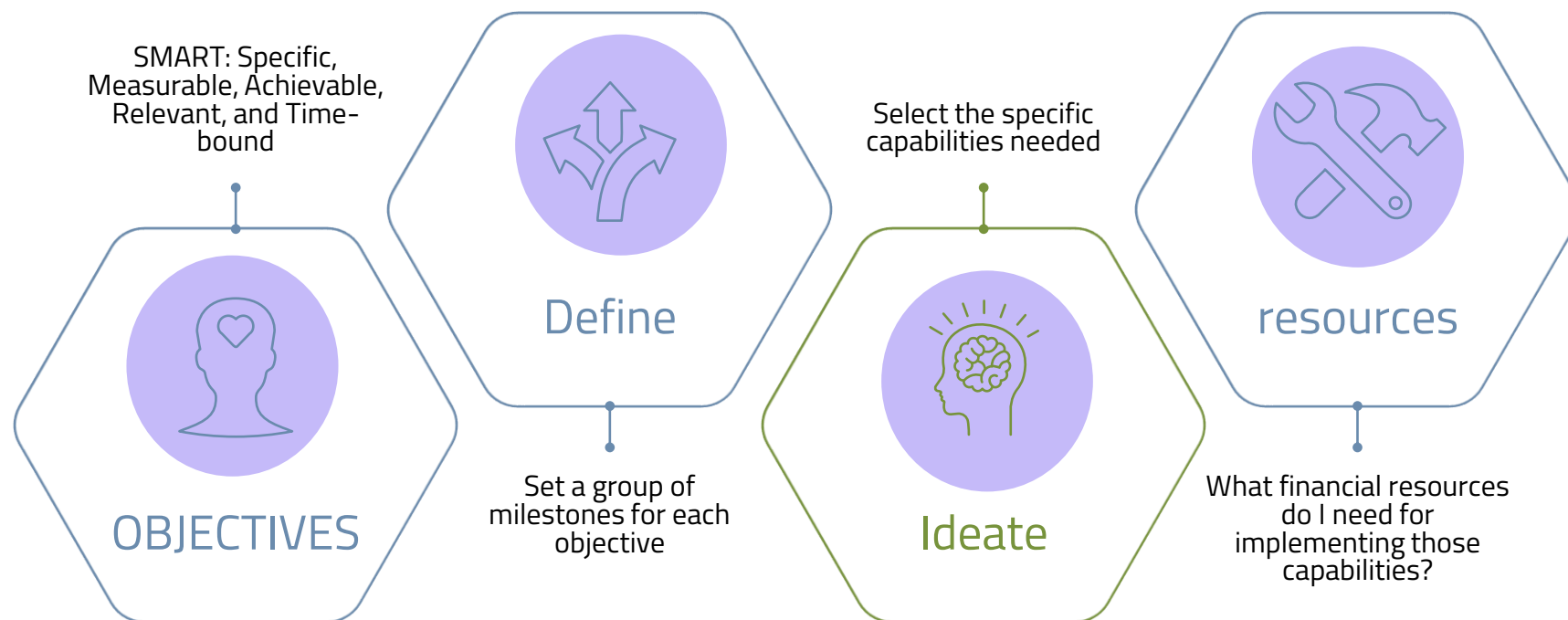




# Key components of a Roadmap

	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: 25 Interviews	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

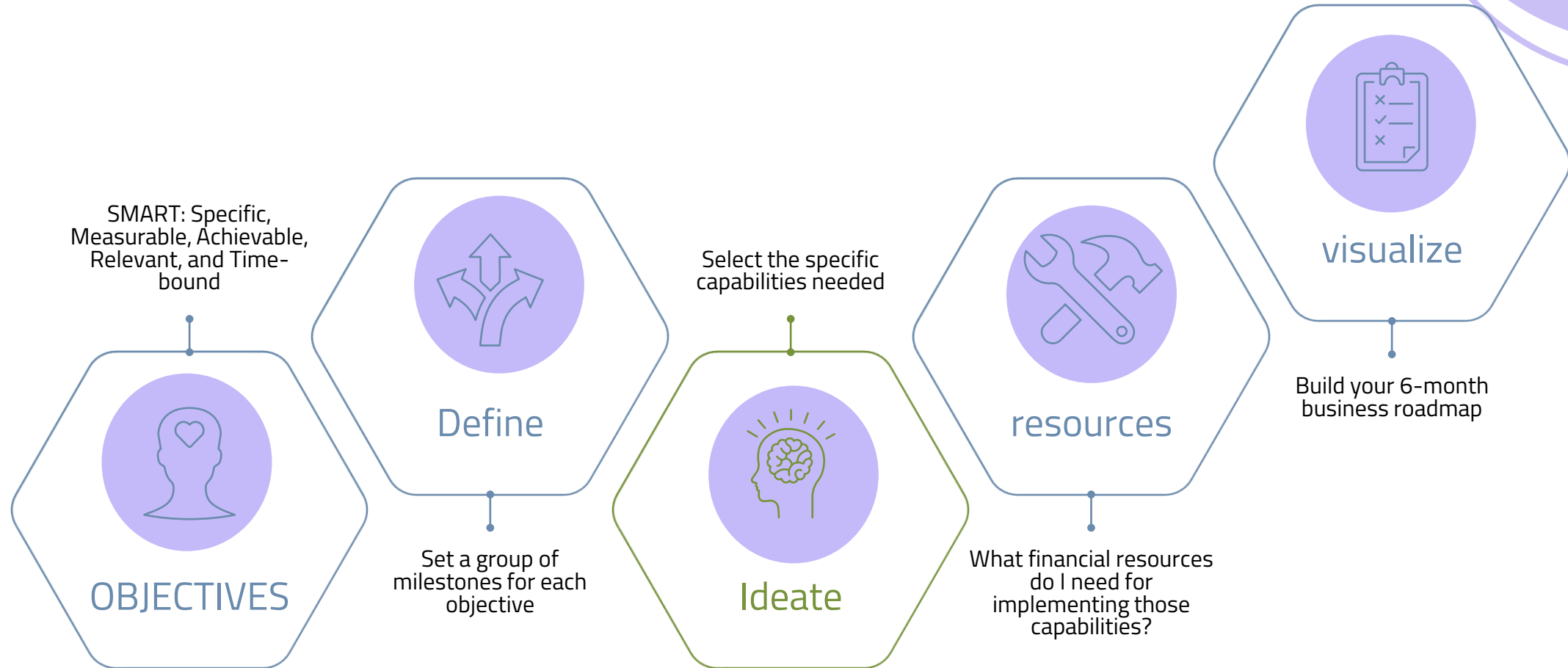


# Key components of a Roadmap

## 6-months budget

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

# Key components of a Roadmap



# Key components of a Roadmap

**OCT 2024**

**NOV 2024**

**DEC 2024**

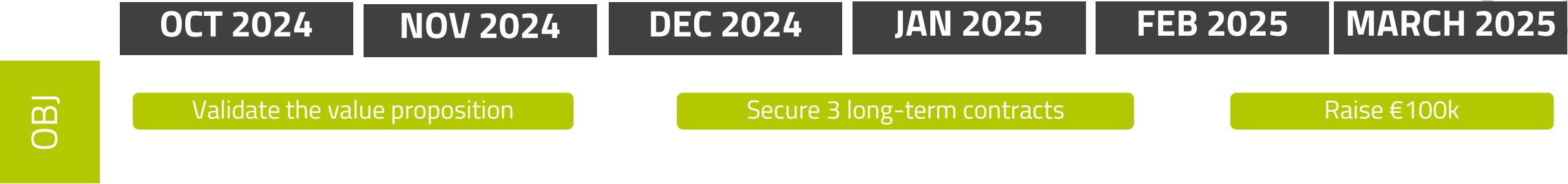
**JAN 2025**

**FEB 2025**

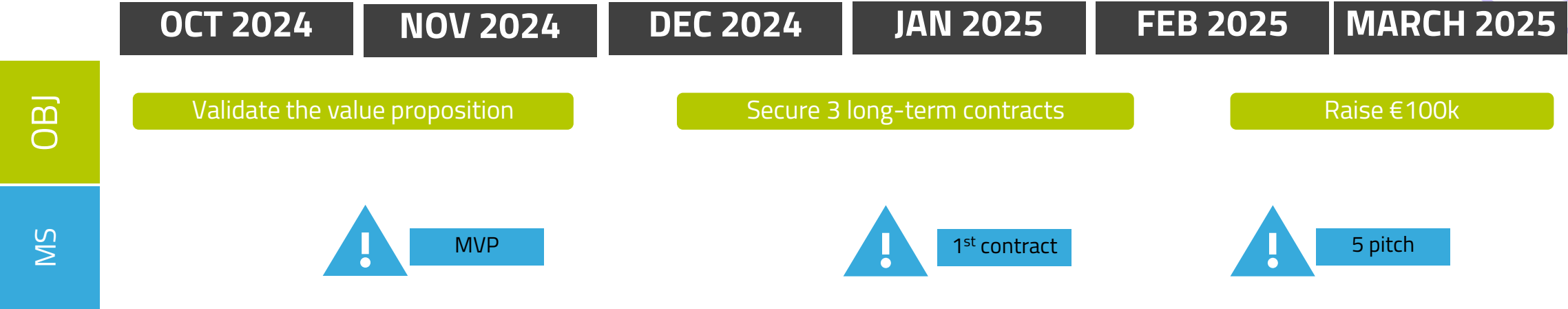
**MARCH 2025**



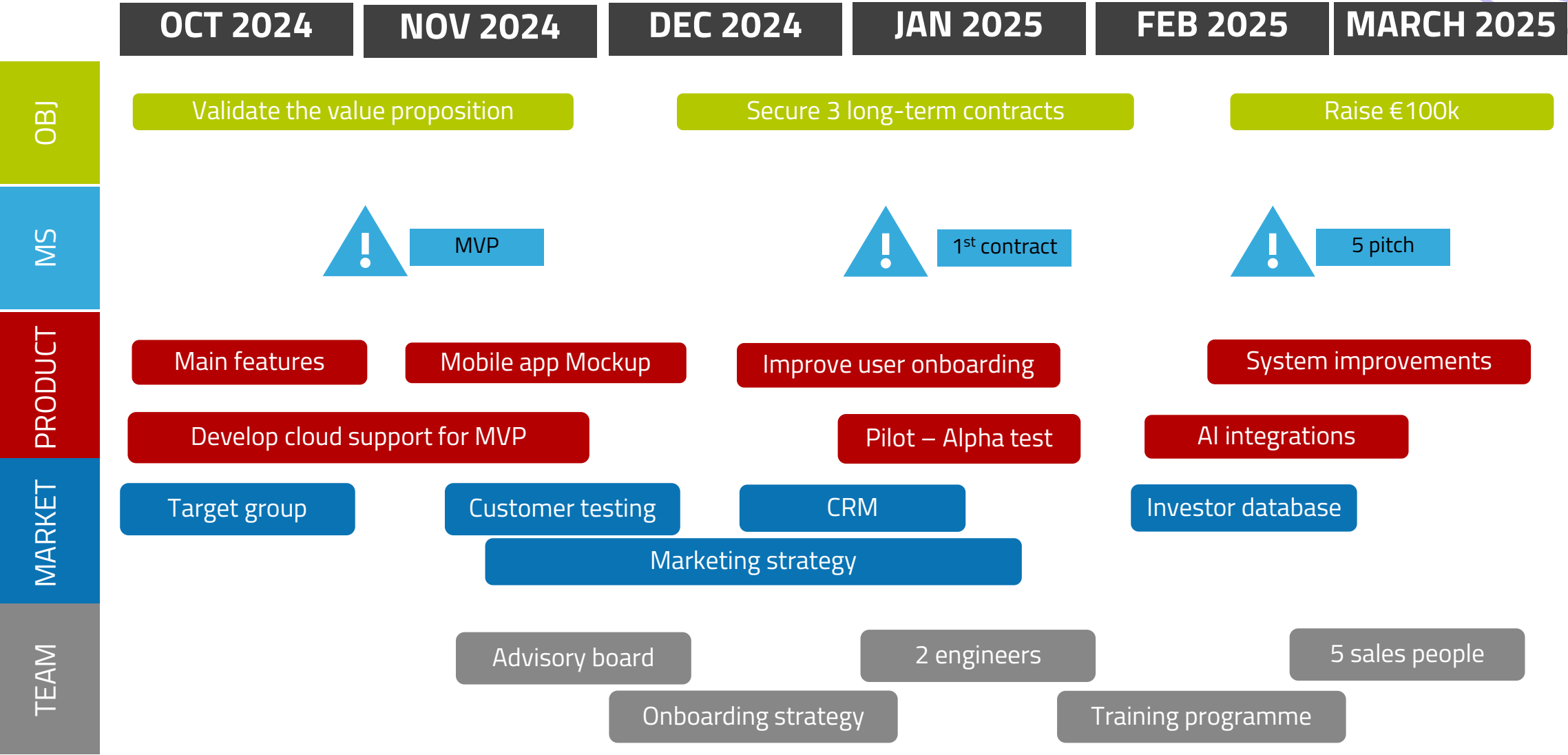
# Key components of a Roadmap



# Key components of a Roadmap

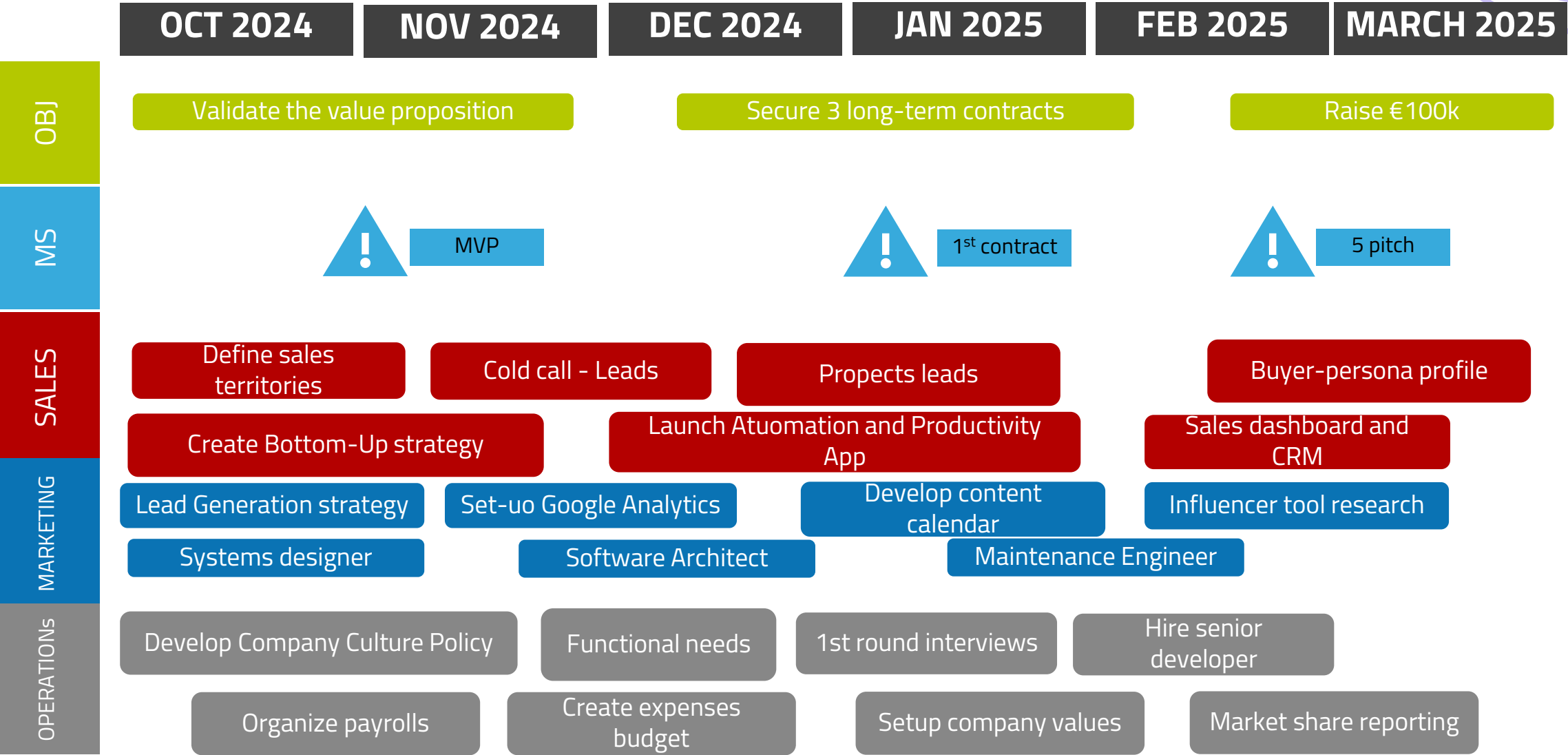


# Key components of a Roadmap



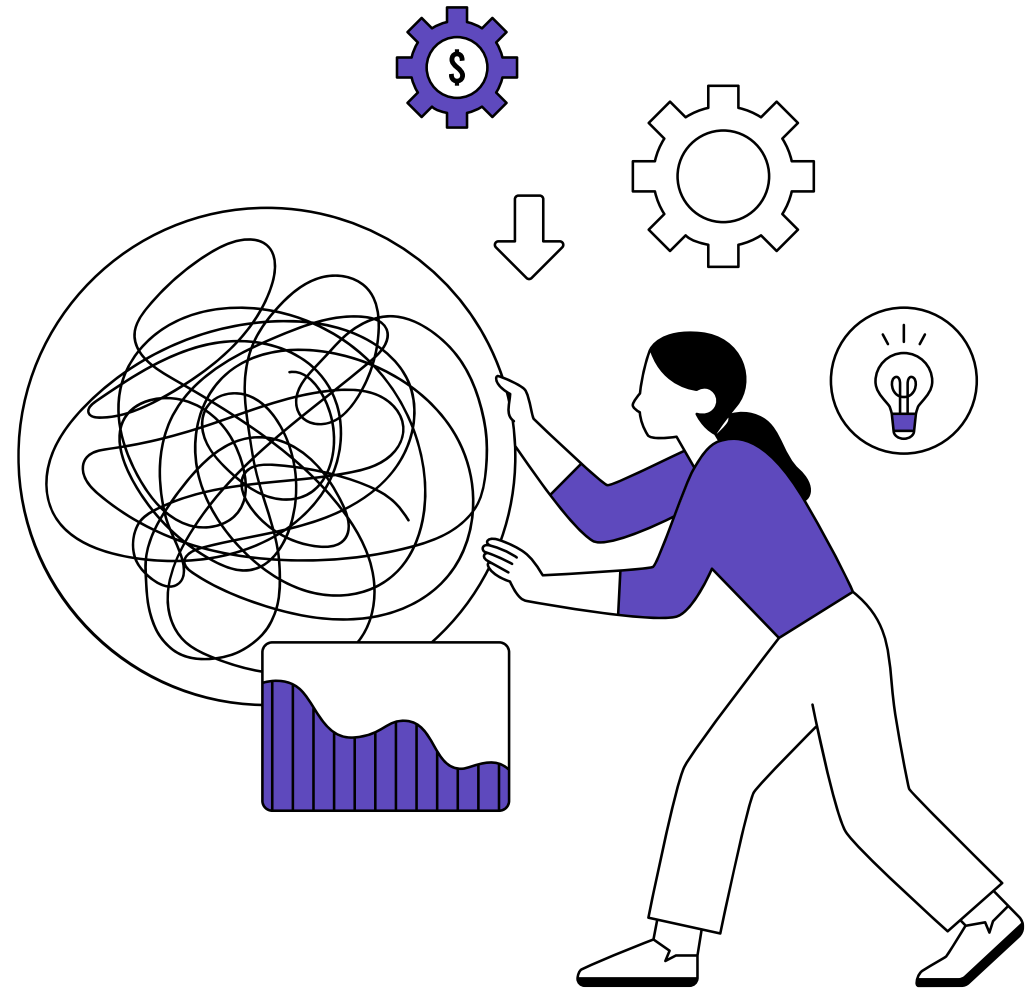


# Key components of a Roadmap



# Questions

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# Excercise

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**Team work- Roadmap Canvas**

**Come back to the main session  
at 18:20 CET**



# Excercise

## Team work



Number	Team Name	Team members
1	BARBELO	Viktoria Ferencz Ricardo Esteruelas Tesán
2	Behavix	Massimiliano Carraro Stefania Malfatti Luisa Poisa
3	Bionova	Ayşe Sultan Akgün Melike Arslan Samhouri
4	BizToys Ltd	Stoyna Wahdat Roxana Lazar
5	Earthfarms Collective	Sara Featherston Cem Bokeer
6	FutureFastFood	Mari Aasmäe Martin Mintchev Daniela Yordanova
7	Gojenie	Ebrar Yildirim Emre Ertem
8	KELPEAT	Luca Cerruti Tea Vrcic Alberto Navajas
9	DonaViva	Marko Petkovic Felipe Salmeri
10	Nexodify	Syed Tajmeel Hussain Jelena Nedeljkovic
11	NutrisAvIng Advisor	Ítala Marx Pablo Baleirón Pampín
12	RegenFarm	Cosmin Ghinea Aleksander Stefanowicz
13	The Green Float	Vasco Abreu Carlota Abreu Diogo Moura
14	TropicStream	Carlo Antonio Ng Nuno Catarino Emma Barrios Casasus
15	Vevibal	SELEN ŞENAL Mert Kalayci
16	Yield Hunter	Miloš Lazarevic Miloš Ćiprijanović Arman Aksoy

# Objectives and Milestones

Strategic Objective

Placeholder for company strategic objective

OBJECTIVE 1 Placeholder for first objective	✓ MILESTONE 1 Placeholder for first milestone	✓ MILESTONE 2	✓ MILESTONE 3	✓ MILESTONE 4	✓ MILESTONE 5
OBJECTIVE 2	✓ MILESTONE 1	✓ MILESTONE 2	✓ MILESTONE 3	✓ MILESTONE 4	✓ MILESTONE 5
OBJECTIVE 3	✓ MILESTONE 1	✓ MILESTONE 2	✓ MILESTONE 3	✓ MILESTONE 4	✓ MILESTONE 5
OBJECTIVE 4	✓ MILESTONE 1	✓ MILESTONE 2	✓ MILESTONE 3	✓ MILESTONE 4	✓ MILESTONE 5
OBJECTIVE 5	✓ MILESTONE 1	✓ MILESTONE 2	✓ MILESTONE 3	✓ MILESTONE 4	✓ MILESTONE 5



# Capabilities and actions/initiatives

	Capability 1	Capability 2	Capability 3
Objective X: <i>This is a placeholder</i>			
Milestone 1: <i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>
Milestone 2: <i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>
Milestone 3: <i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>
Milestone 4: <i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>	<i>This is a placeholder</i>

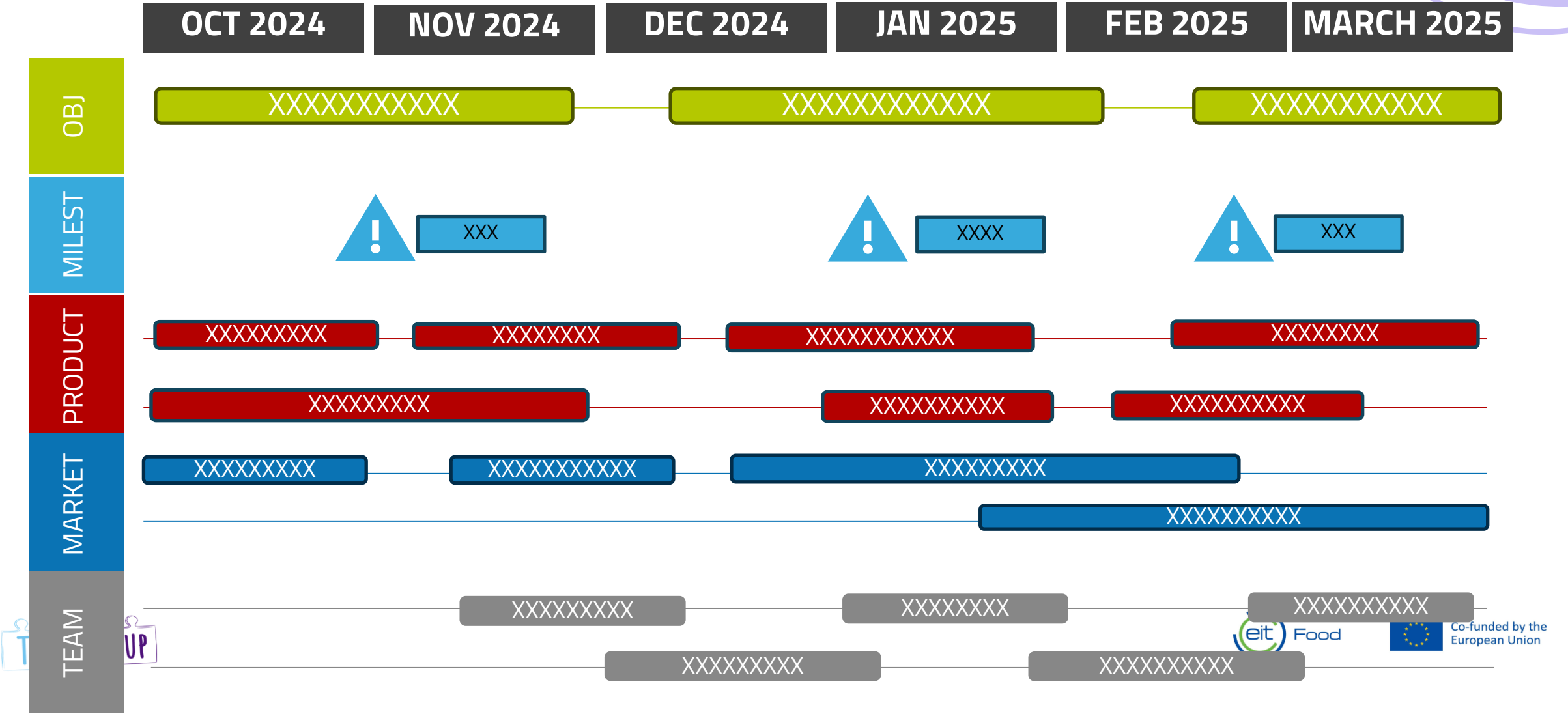


# Budget

Item	Cost
Personnel	XXXXXX €
Consumables	XXXXXX €
Equipment and Software	XXXXXX €
Subcontracting	XXXXXX €
Other	XXXXXX €
<b>TOTAL</b>	<b>XXXXXX €</b>



# Create your Roadmap





# Conclusions



# Common pitfalls to avoid

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## 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**  
**30th September**



Session 12 :  
Negotiation skills (internal)  
**19th September**  
**17:00 - 18:30 CET**



Session 13 :  
Roadmapping  
**24th September**  
**17:00 - 18:30 CET**



Session 14:  
Funding - Public  
Innovative framework of EIT  
**3rd October**  
**17:00 - 18:30 CET**

# Contact Us!

Do you have any questions?

[teamup@eitfood.eu](mailto:teamup@eitfood.eu)

