

# Strategic Roadmap

Mapping multi-lateral business objectives along a time axis

	Short-term (1-3 months)	Mid-term (4-12 months)	Long-term (+12 months)
<b>Product</b> Create swim lanes for your prioritized product/service features that you want to achieve for your customers. Think from the customer perspective and frame your product ideas by following the syntax: "Our user will be able to...".			
<b>Revenue Streams</b> Mark concrete revenue stream objectives that you want to achieve: <ul style="list-style-type: none"><li>• Revenue model types (e.g. subscription model)</li><li>• Revenue goals (e.g. \$150,000/months)</li><li>• Action Steps</li></ul>			
<b>Platform Integration</b> Create swim lanes for your concrete milestones and action steps to join and scale on an existing platform.			