

ID	Task Name	Duration	Start	Finish	S	S	M	T	W
0	Product Development Planning	116 days?	Mon 1/1/07	Mon 6/11/07					
1	Clarifying Business Position for the Product	9 days?	Mon 1/1/07	Thu 1/11/07					
2	Review your business market	5 days?	Mon 1/1/07	Fri 1/5/07					
3	Define your current market position and establish milestones for future development	2 days?	Mon 1/1/07	Tue 1/2/07					
4	Establish business goals	5 days?	Mon 1/1/07	Fri 1/5/07					
5	Review strategies and plans for sales, marketing and pricing	1 day?	Mon 1/1/07	Mon 1/1/07					
6	Define product goals and milestones	1 day?	Tue 1/2/07	Tue 1/2/07					
7	Review status of organization, suppliers, and milestones over time	9 days?	Mon 1/1/07	Thu 1/11/07					
8	Establish infrastructure to support activities for development, delivery, and service	1 day?	Mon 1/1/07	Mon 1/1/07					
9	Business Position for Product Clarified	0 days	Thu 1/11/07	Thu 1/11/07					
10	Establish company infrastructure to support product planning	30 days?	Mon 1/1/07	Fri 2/9/07					
11	Create process for qualifying ideas	10 days?	Mon 1/1/07	Fri 1/12/07					
12	Establish process for idea sharing	5 days?	Mon 1/15/07	Fri 1/19/07					
13	Gather ideas	15 days?	Mon 1/22/07	Fri 2/9/07					
14	Infrastructure for Product Planning Complete	0 days	Fri 2/9/07	Fri 2/9/07					
15	Define Product	35 days?	Mon 2/12/07	Fri 3/30/07					
16	Identify your product/service	10 days?	Mon 2/12/07	Fri 2/23/07					
17	Identify the need for the product	5 days?	Mon 2/26/07	Fri 3/2/07					
18	Identify trends that drive current and future need for targets	5 days?	Mon 3/5/07	Fri 3/9/07					
19	Develop product use and features	20 days?	Mon 3/5/07	Fri 3/30/07					
20	Identify product differentiators	5 days?	Mon 3/5/07	Fri 3/9/07					
21	Identify comparisons and contrasts from other products in the market	5 days?	Mon 3/5/07	Fri 3/9/07					
22	Product Definition Complete	0 days	Fri 3/30/07	Fri 3/30/07					
23	Identify Customers and Target Segments	7 days?	Mon 4/2/07	Tue 4/10/07					
24	Define segment strategy	2 days?	Mon 4/2/07	Tue 4/3/07					
25	Establish product targets and segments	2 days?	Wed 4/4/07	Thu 4/5/07					
26	List important characteristics to business	2 days?	Wed 4/4/07	Thu 4/5/07					
27	Estimate size per segment	2 days?	Wed 4/4/07	Thu 4/5/07					
28	Estimate growth and development over time	5 days?	Wed 4/4/07	Tue 4/10/07					
29	Quantify market potential for product	2 days?	Wed 4/4/07	Thu 4/5/07					
30	Set preliminary timelines for sales per segment	5 days?	Wed 4/4/07	Tue 4/10/07					
31	Customers and Target Segments Identified	0 days	Tue 4/10/07	Tue 4/10/07					
32	Define the Business Model and How to Profit	19 days?	Mon 4/2/07	Thu 4/26/07					
33	Define proposed business model	2 days?	Mon 4/2/07	Tue 4/3/07					
34	Define how product will make money	2 days?	Wed 4/4/07	Thu 4/5/07					
35	Define what parts of the product the customer will pay for	2 days?	Fri 4/6/07	Mon 4/9/07					
36	Define internal development strategy	2 days?	Wed 4/4/07	Thu 4/5/07					
37	Define outsource development strategy	2 days?	Wed 4/4/07	Thu 4/5/07					

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Task: Milestone: External Tasks:
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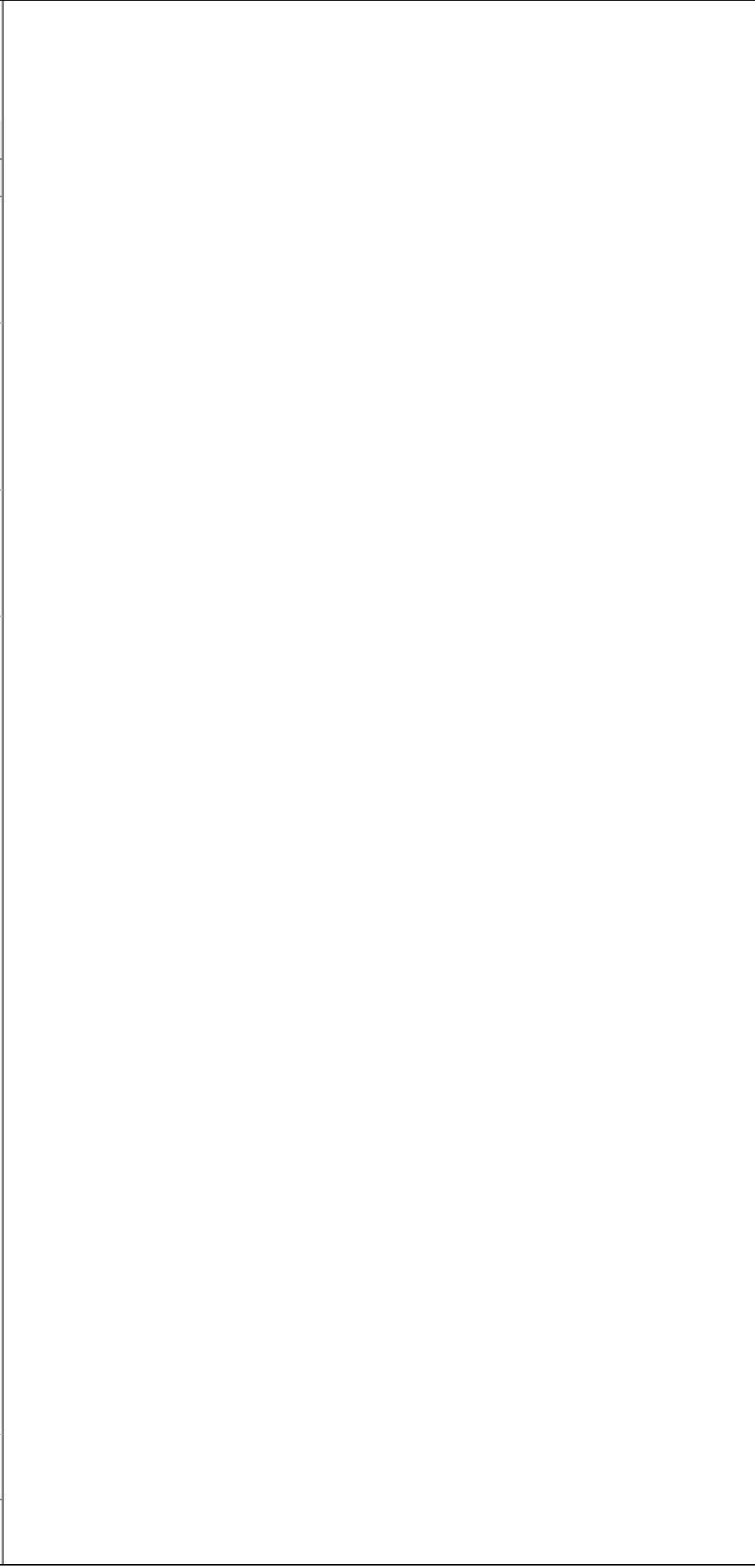
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38	Short-list proposed suppliers	5 days?	Fri 4/6/07	Thu 4/12/07										
39	Identify any partnership opportunities	3 days?	Fri 4/13/07	Tue 4/17/07										
40	Identify channels best suited to target market	2 days?	Wed 4/4/07	Thu 4/5/07										
41	Establish distribution channels	10 days?	Fri 4/6/07	Thu 4/19/07										
42	Explore scalability of business through e-business channels	10 days?	Fri 4/6/07	Thu 4/19/07										
43	Determine impacts to competitive advantage	5 days?	Fri 4/20/07	Thu 4/26/07										
44	Determine impacts to financial measures	5 days?	Fri 4/20/07	Thu 4/26/07										
45	Business Model and Profit Complete	0 days	Thu 4/26/07	Thu 4/26/07										
46	Identify Competition and their Target Segments	30 days?	Mon 4/2/07	Fri 5/11/07										
47	Define competitive advantage	10 days?	Mon 4/2/07	Fri 4/13/07										
48	Identify competitors in each segment	5 days?	Mon 4/16/07	Fri 4/20/07										
49	Identify companies with similar products to your targets	5 days?	Mon 4/23/07	Fri 4/27/07										
50	Define how to build sustainable competitive advantages	10 days?	Mon 4/30/07	Fri 5/11/07										
51	Competition and Target Segments Identified	0 days	Fri 5/11/07	Fri 5/11/07										
52	Define Success Measures	15 days?	Mon 4/2/07	Fri 4/20/07										
53	Identify risks	5 days?	Mon 4/2/07	Fri 4/6/07										
54	Identify any barriers to entry	5 days?	Mon 4/2/07	Fri 4/6/07										
55	Define key success measures	5 days?	Mon 4/2/07	Fri 4/6/07										
56	Define strategy to address risks/barriers	5 days?	Mon 4/9/07	Fri 4/13/07										
57	Define strategy to build a defendable market position	5 days?	Mon 4/16/07	Fri 4/20/07										
58	Success Measures Defined	0 days	Fri 4/20/07	Fri 4/20/07										
59	Define Product Team	20 days?	Mon 4/23/07	Fri 5/18/07										
60	Define successful team components for success	5 days?	Mon 4/23/07	Fri 4/27/07										
61	Identify key qualities needed to market, develop, produce and grow	5 days?	Mon 4/30/07	Fri 5/4/07										
62	Define current/potential team members	5 days?	Mon 5/7/07	Fri 5/11/07										
63	Identify and address gaps	5 days?	Mon 5/14/07	Fri 5/18/07										
64	Product Team Defined	0 days	Fri 5/18/07	Fri 5/18/07										
65	Determining Financial Needs of the Product	17 days?	Mon 4/2/07	Tue 4/24/07										
66	Define the financial metrics of product	2 days?	Mon 4/2/07	Tue 4/3/07										
67	Identify costs needed to develop organization and marketing	5 days?	Wed 4/4/07	Tue 4/10/07										
68	Identify investments needed to develop product	5 days?	Wed 4/4/07	Tue 4/10/07										
69	Forecast timing	2 days?	Wed 4/4/07	Thu 4/5/07										
70	Forecast go to market date	5 days?	Fri 4/6/07	Thu 4/12/07										
71	Forecast sales and sales volume	5 days?	Fri 4/13/07	Thu 4/19/07										
72	Project optimistic and pessimistic cash flows	5 days?	Wed 4/11/07	Tue 4/17/07										
73	Identify if financial support is needed and when	5 days?	Wed 4/11/07	Tue 4/17/07										
74	Define (any) initial shareholder structure	5 days?	Wed 4/18/07	Tue 4/24/07										
75	Financial Needs of the Product Determined	0 days	Tue 4/24/07	Tue 4/24/07										

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76	Decide to Move Forward with Product Definition	16 days?	Mon 5/21/07	Mon 6/11/07										
77	Document individual product strategy and approach	5 days?	Mon 5/21/07	Fri 5/25/07										
78	Determine overall product viability	2 days?	Mon 5/28/07	Tue 5/29/07										
79	Review proposed product timelines	5 days?	Mon 5/28/07	Fri 6/1/07										
80	Review potential internal impacts	5 days?	Mon 5/28/07	Fri 6/1/07										
81	Business decision to 'go, no-go' product	1 day?	Mon 6/4/07	Mon 6/4/07										
82	Communication of decision to appropriate lines of business	5 days?	Tue 6/5/07	Mon 6/11/07										
83	Decision Made and Communicated	0 days	Mon 6/11/07	Mon 6/11/07										
84	Product Development Planning Project Complete	0 days	Mon 6/11/07	Mon 6/11/07										

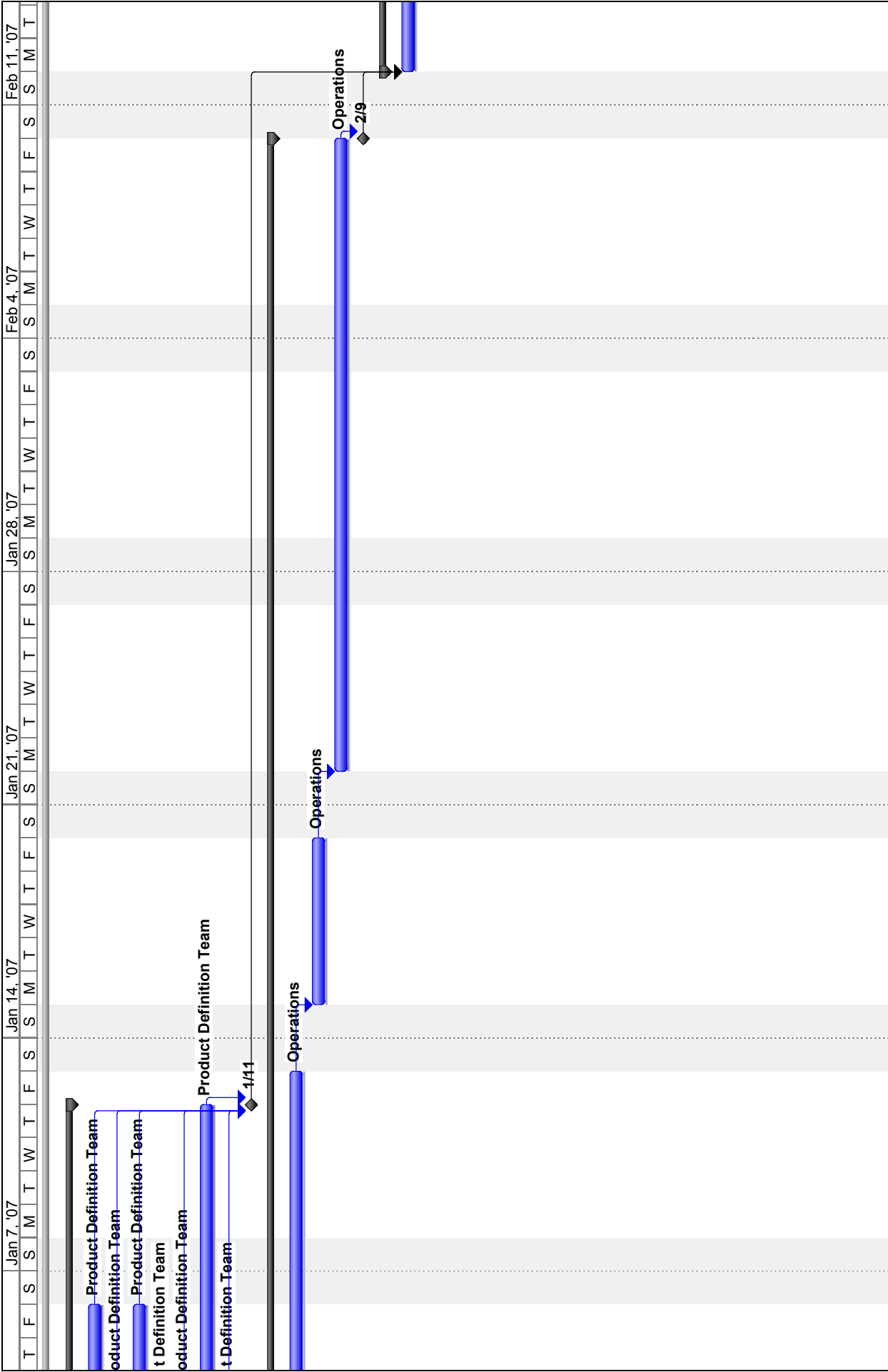


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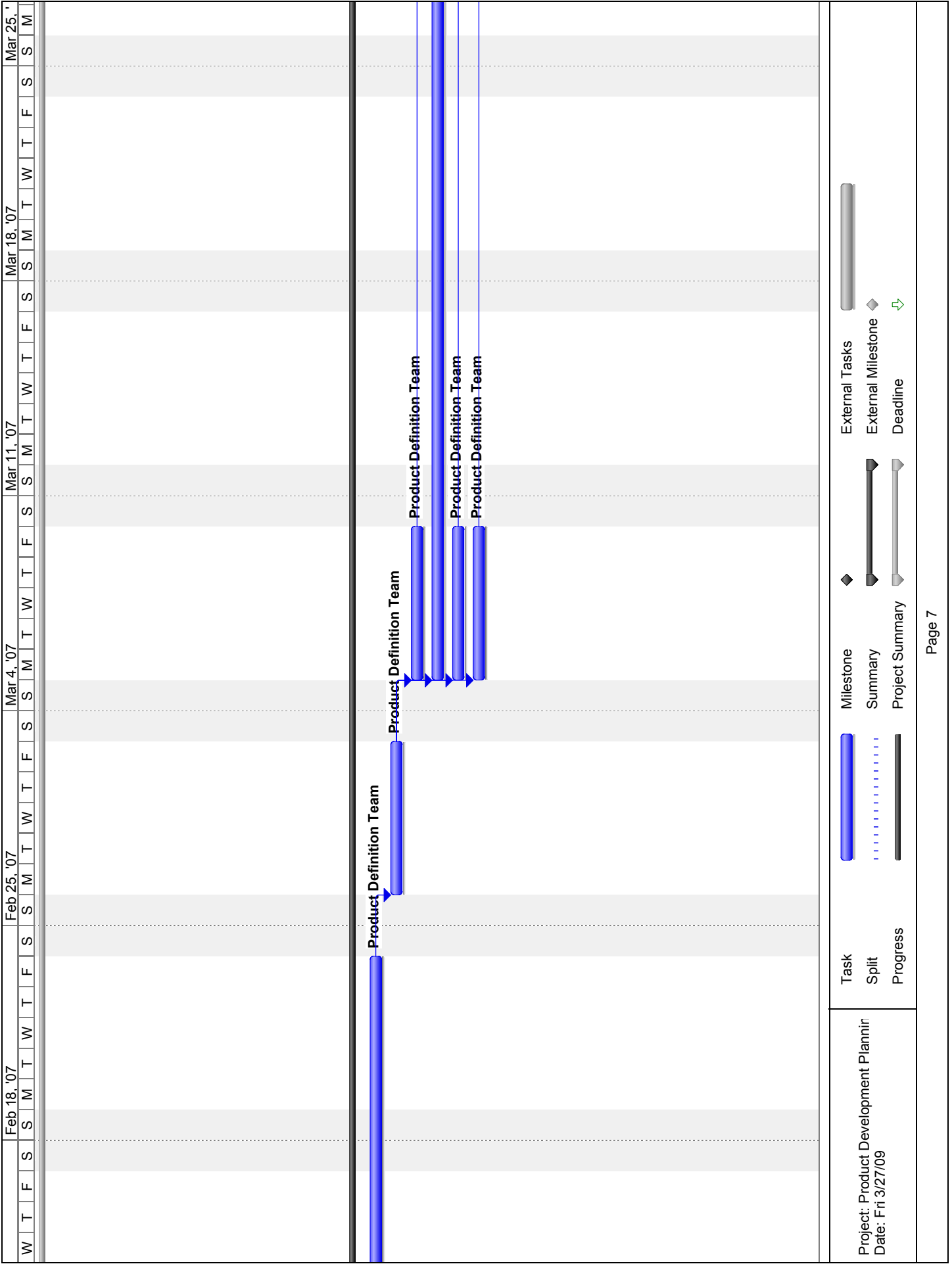
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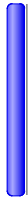


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Feb 18, '07			Feb 25, '07			Mar 4, '07			Mar 11, '07			Mar 18, '07			Mar 25, '07																				
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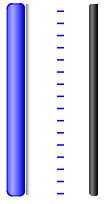
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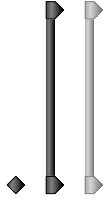
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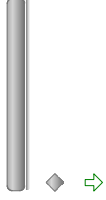
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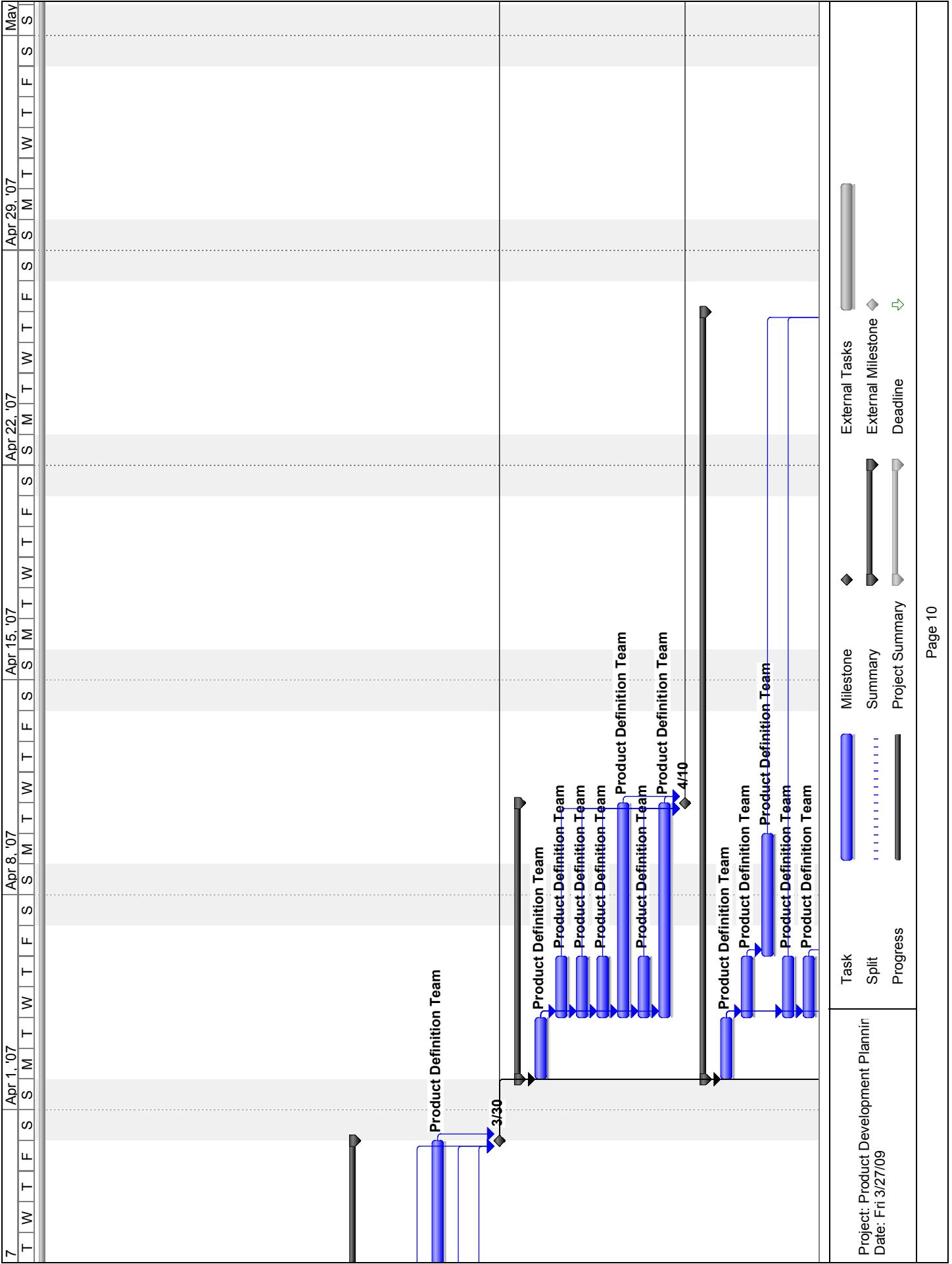


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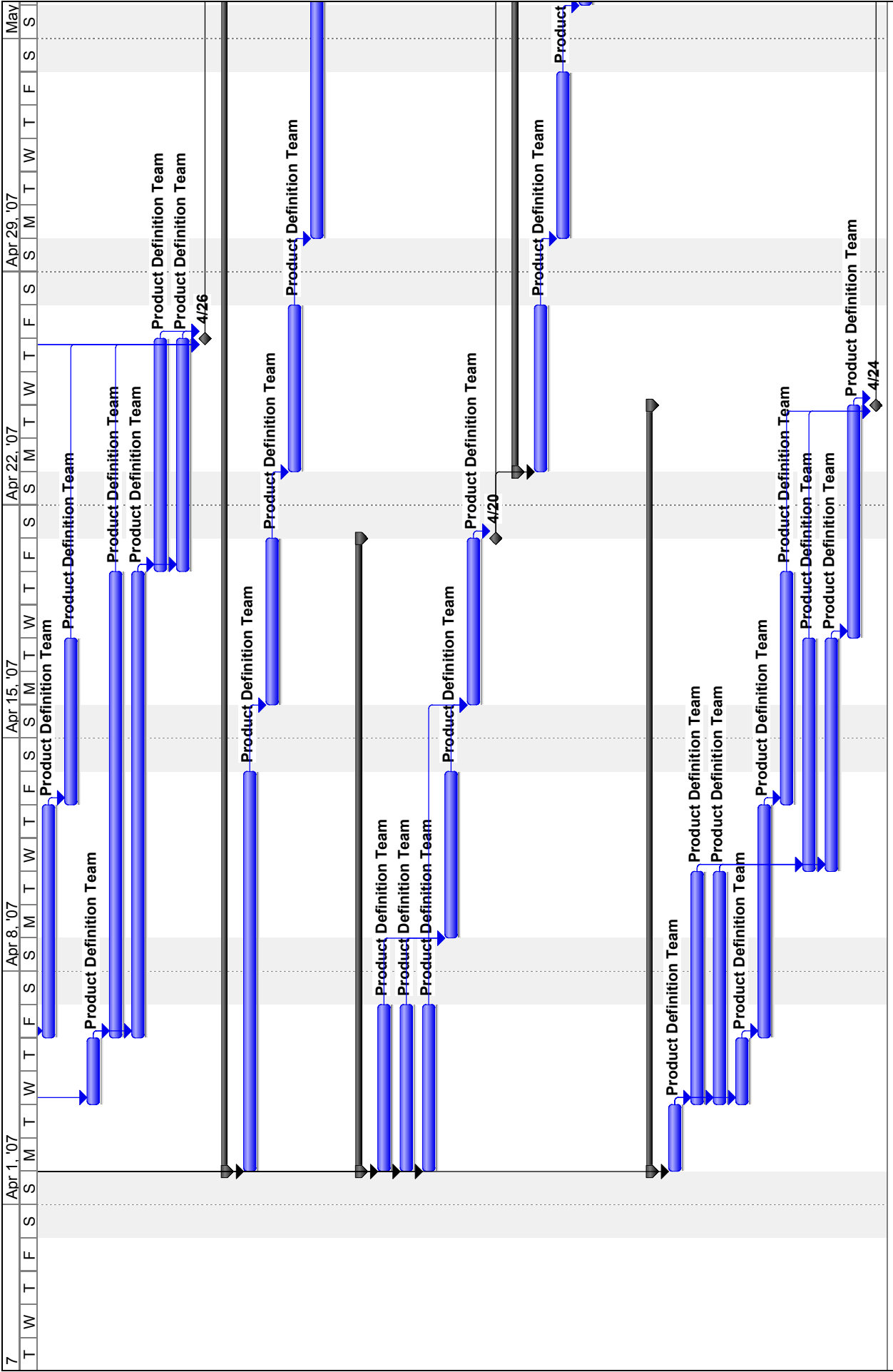


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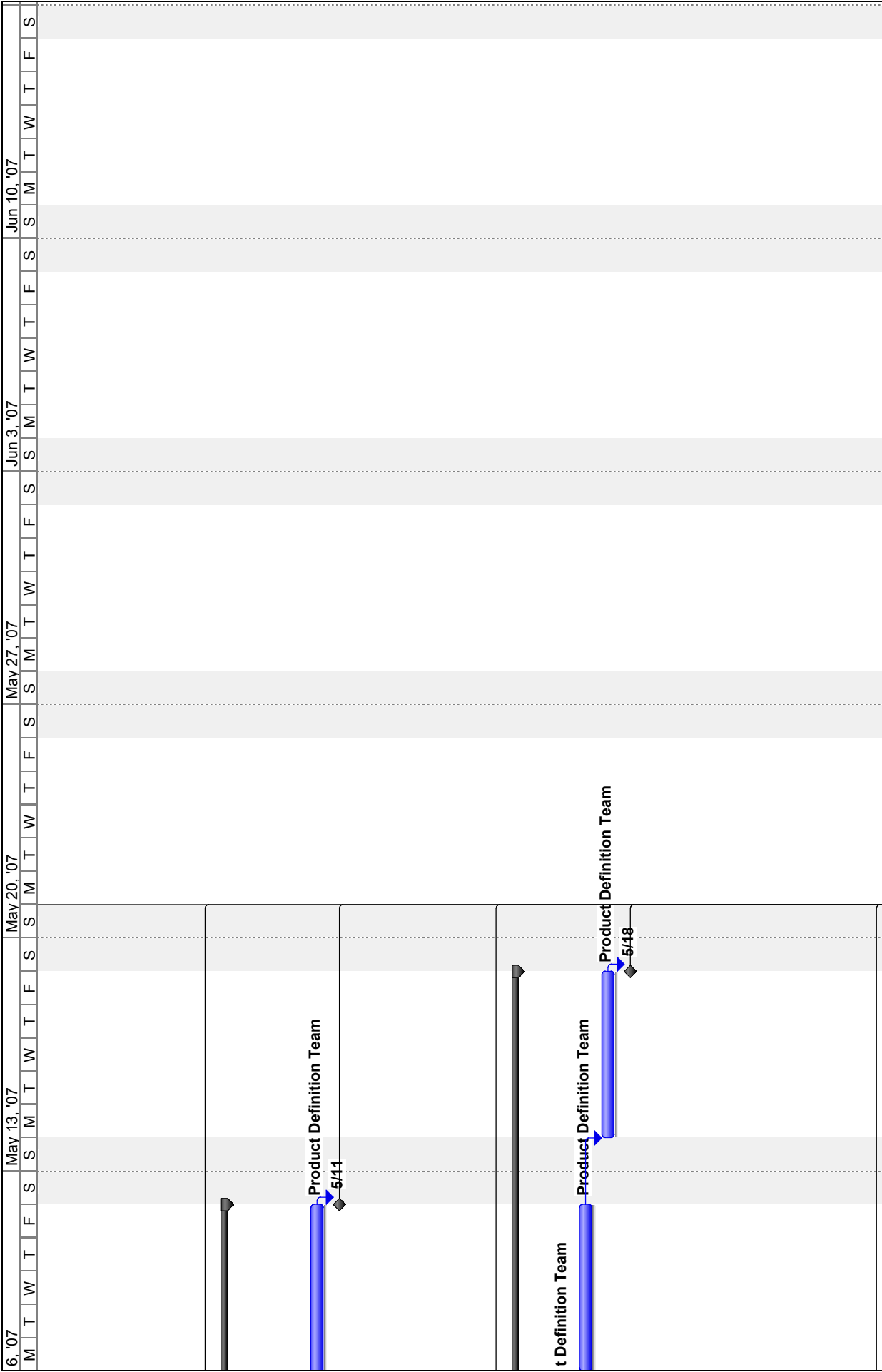










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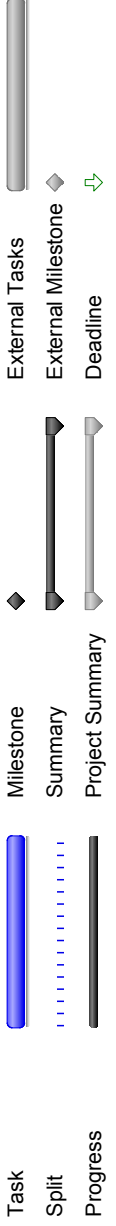
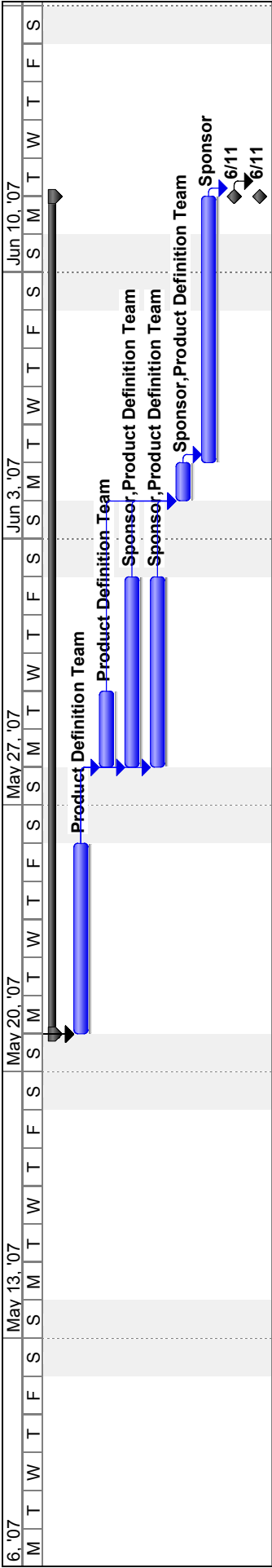


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