

Clarklemail™ Roadmap

Vision: Be the most used webmail platform in the world.

Top 3 problems we're addressing right now:

1. **Our current offering isn't reliable enough to run a company's primary email system.** The #1 reason businesses don't convert to paid accounts is because their email is not delivered in a reasonable amount of time. Our strategy to \$1mm in revenue relies on 90% conversion to paid, and today's conversion is in the 40's
2. **Changing your primary personal email address requires a significant amount of coordination and is largely seen as too risky to be worth the effort.** To become the most-used webmail platform, we need to make it effortless to migrate from Gmail and Yahoo Mail.
3. **A user's personal contacts are scattered across multiple platforms, but are always needed in one place: their phone.** Contacts is largely ignored by other webmail platforms, but is a major pain point for users. Focusing on contacts gives us a differentiator in the market.

| Near-Term | Mid-Term | Long-Term | Someday |
|--|--|---|--|
| <ul style="list-style-type: none">• Upgrade IMAP library to version 3.14• Add fault tolerance to failed deliveries due to 406 errors• Add ability to import address book from Yahoo Mail | <ul style="list-style-type: none">• Direct 15% of traffic to EU data center• Add forwarding email address validation• Contact profile pics• Sync Facebook friends to contacts• Sync LinkedIn connections to contacts | <ul style="list-style-type: none">• CardDAV architecture• Tier 3 social network syncing• JMAP support | <ul style="list-style-type: none">• Long-term data storage• Instant inbox search• Calendar functionality |

This is a fake roadmap document for a very fake product, made solely to help demonstrate the points made on my blog post at

<http://www.clarkle.com/notes/format-your-roadmap-differently-to-foster-cross-team-alignment>