

2 Year Product Strategy: [Product X]

Context

[Include context, purpose and motivation - primarily sourced from the leadership interviews]

Key Insights

[Include a synthesized version of the key insights from behavioral meta-analysis, research meta-analysis, competitive analysis, and adjacent roadmaps (if applicable)]

2 Year Winning Aspiration

[State this in bold to anchor the document]

Strategic Pillars

[Include the 3-5 strategic pillars with a section for each, Each section should include an explanation of the strategic pillar, rationale for selection, and illustrative concepts]

Discussion Topics

[Include ~3 topics/questions to provoke discussion and drive towards alignment]

Appendix

[Include the table with a sorted list of the 10-15 opportunity areas. Attach the criteria + scores that drove the ranking and highlight the selected strategic pillars]

[Also include an illustrative roadmap that could emerge from this strategy, but clearly mark it as illustrative]