



# Road Mapping Workshops

## Turn your strategy into a road map

This training workshop takes your strategic thinking and transforms it into execution momentum. It's ideal for start ups and ambitious technology companies preparing for launches, funding rounds, R&D or product development projects. **Note:** A clearly defined business strategy is a prerequisite for this workshop. If you're not there yet, start with our *Strategy Workshop* - because strategy must inform your roadmap.

### What you get:

- A full-day working session with your leadership, tech and/or delivery teams
- A prioritised, time-bound roadmap tailored to your real-world constraints
- A follow-up session to advise on implementation and maintain velocity – I have 14+ yrs exp. facilitating road map sessions

### Workshop Outcomes:

- Reduced execution risk through clear sequencing and critical path mapping
- Confidence to present your plan to investors, board, or team
- A roadmap that's alive - adaptable, actionable, and ready to be turned into a project plan

### Different Types of Road Mapping Workshops (not a one-size-fits-all approach – bespoke options available):

- Product Development Road Map
- Start Up Launch Road Map - encompassing all workstreams across your business
- Product Development Pipeline Road Map - Creating a prioritised pipe for the next 5-10 years – which includes implementing a project rating and prioritisation process as well as defining pre-project validation steps.

<b>Workshop:</b>	<b>6-8 hours depending on scope and training requirements</b>
<b>Pricing:</b>	<b>From \$3,250–\$6,750 NZD + GST</b> , depending on scope and expenses. <b>Ask about co-funding opportunities</b> - Discounted rates available for returning clients / dual booking
<b>Includes:</b>	Pre-workshop scoping/training session and a post workshop training/follow up session, workshop materials, expenses
<b>Excludes:</b>	Venue hire, A/V equipment hire, catering (if needed)

**Book your free discovery call today!**

**Product Development Road Map** – *“This workshop was a chance to have assumptions/pre-conceptions challenged. It also helped to align the team on our goals and why we are doing individual projects. Finally, it identified some critical risks that require action. It was a great opportunity to step out of the office and re-align the team. We have gained efficiency improvements as a result and will achieve our business goals sooner.”*

**NICHOLAS DOBBIE**  
Director of Engineering at [Rex Bionics](#)



**Product Pipeline Road Map** – *“We invited Jason to lead this workshop at a key moment in our growth journey. With a range of opportunities in front of us - spanning both new product ideas and critical architectural decisions - we were finding it increasingly challenging to prioritise and sequence effectively.*

*Jason brought the clarity we needed. He helped us step back and take a structured, strategic view - guiding us through a process to evaluate value and feasibility, surface key interdependencies, and ultimately shape a focused, actionable roadmap for the next three years.*

*It brought much-needed alignment and direction across the team. If you're navigating a complex product landscape and looking to bring focus to your decision-making, I'd highly recommend working with Jason.”*

**STEVEN PRESCOTT**  
CEO & Co-Founder of [The Ten14 AI](#)



**Start Up Launch Road Map** – *“This workshop gave us the clarity and structure we were missing. It helped break down our big-picture vision into practical, prioritised steps - and highlighted where our assumptions and timelines needed adjusting. Seeing everything mapped out visually, with clear dependencies, gave our team real confidence in what to focus on next. It also helped us structure our commercial strategy and provided valuable information for subsequent conversations with VCs. Invaluable for any start-up trying to move fast without losing direction.”*

**CLAUDE AGUERGARAY**  
Founder of [Probentis \(Health Tech Start Up\)](#)

**Value Chain Mapping** – *“The workshop gave us the confidence to pursue a major pivot to our business. It really helped us learn the tools and advance our thinking around our longer-term strategic focus. It also helped crystallize some of the major assumptions we needed to address. Jason ran a great session, and it was tailored to our current business needs.”*

**Start Up Launch Road Map** – *“The Road Mapping workshop gave us great clarity in terms of how our organization was going to achieve our strategic goals. In simple steps, Jason was able to take our complex, interdependent development and create an actionable plan that has really accelerated our product development and sharpened our go-to-market approach.”*

**ELDON TATE**  
CEO & Founder of [Inhibit Coatings](#)



**Start Up Launch Road Map** – *“The Road Mapping workshop really helped clarify what it is we want to do, need to do and can actually do. Most importantly, showing all the dependencies of the steps and giving us a visualisation that outlined potential weaknesses and over ambition. Definitely worth the time!”*

**GEORGE K.**  
CEO & Founder of [Narix FSD](#)



**Start Up Launch Road Map** – *“This has been invaluable for Biokū in clarifying and accelerating our strategic goals. This workshop provided a structured pathway to define our technology development, prioritise key market opportunities, and align our product roadmap with regulatory and customer needs in real-time. By mapping out clear milestones and timelines, we've been able to reduce time-to-market. It also helped us to powerfully and succinctly articulate where we are going and why. This will keep our team, investors, and partners aligned by providing a shared vision and roadmap - which has fostered a real confidence. Jason had amazing skills in providing real clarity, challenging assumptions and business acumen that added so much value to the session. I would highly recommend this. It has proven invaluable in navigating and defining our next steps, as well as, expediting our innovation process.”*

**KUSHLA OKANO**  
CEO & Founder of [Bioku Technologies](#)



**Product Pipeline Road Map** – *“The road mapping session was excellent. Jason was able to provide unbiased guidance, ask thought provoking questions, and promote momentum with a group of our stakeholders, to get a product pipeline roadmap planned out. It was really helpful to have an external facilitator like Jason to free up the stakeholders to have robust discussions, without losing sight of momentum and getting bogged down in the detail for too long.”*

**MARTIN VOGEL**

Managing Director of [Hansa Products](#)



**Start Up Launch Road Map** – *“It tied in very well with the strategy planning we did. Jason was able to turn all of the pieces that I talked about into a comprehensive but comprehensible picture that I could look at it from multiple different perspectives. It was a great opportunity to step out of the office and re-align the team. We have gained efficiency improvements as a result and will achieve our business goals sooner.”*

**TOM GARDINER**

CEO & Founder of [Water Siphon](#)



**Start Up Launch Road Map** – *“Through the workshop we realised we need to launch later and used the roadmap to help us gain investment. It was able to lift me out of being in amongst all of the situations to position where I was objective and able to discuss things in an appropriate way that was beneficial long-term. I did not have that before! Jason is also extraordinarily clever and experienced with bringing products to market. So he a very good person for me to continue questions and conversations with now. I am very fortunate and grateful for the workshop that he ran.”*

**EMMA ARVIDSON**

CEO & Founder of [Teiny](#)



**Start Up Launch Road Map** – *“Jason drew on his deep product-development experience to turn several separate plans into a comprehensive, end-to-end roadmap. By documenting every step we uncovered critical activities we’d overlooked - potential show-stoppers for our product launch. Thanks to Jason, we now have a pragmatic, transparent plan that keeps everyone aligned and accountable.”*

**CHRIS BISHOP**

Managing Director of [Bactosure](#)



**Start Up Launch Road Map** – *“The process was amazing. I used to mind-map my ideas and strategies, thinking I had explained them in detail. However, I realised I had only jotted down my ideas without clearly linking them in a realistic and structured way. The Road Map was a turning point. The steps were clearly thought out, defined, and listed in a way that helped me streamline my approach and be more effective in launching this project forward.”*

**KARL ROSS**

Founder of [Rip & River Aware](#)

