

# What is a Futuredraft?

It’s not a roadmap. It’s not a deck. It’s a living, evolving product vision your organization can rally around and execute with confidence. A Futuredraft connects near-term goals with long-term ambition, and aligns business, product, and user priorities into one shared narrative. Every Futuredraft is co-created with the people doing the work, across product, design, and engineering, and evolves through real-world testing and user feedback.

A clear and compelling Futuredraft can secure the budget and resources necessary to achieve the adoption and growth required in ways a roadmap never can.

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## THE MISSING ELEMENT IN YOUR PRODUCT STRATEGY

Every product organization has a roadmap...or several. But too often, those roadmaps describe motion but not progress. They too-often outline what teams will build, not where the business or users actually need them to go. And by the time the plan meets reality, priorities have shifted, markets have changed, and alignment between teams, users, and the business has slipped.

The result? A team sprinting hard... but without a clear destination.

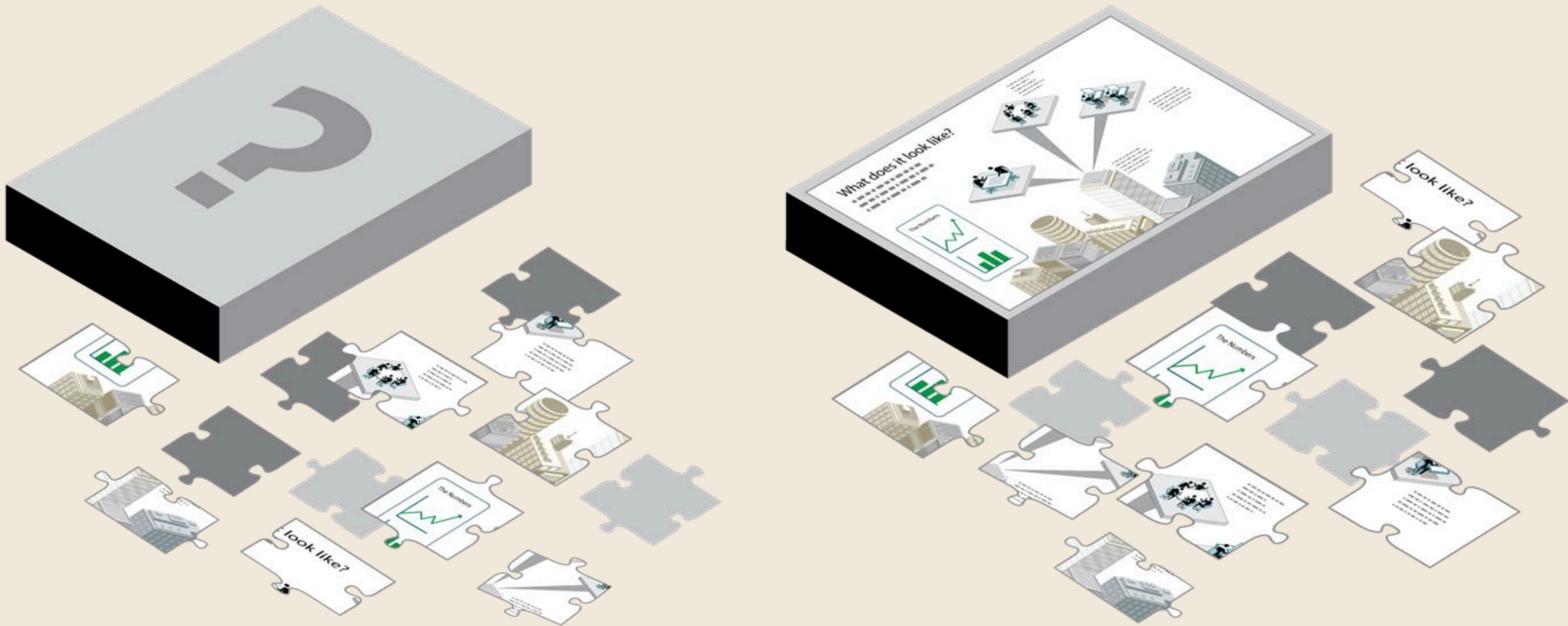
## WHAT A FUTUREDRAFT DOES

- Aligns business, product, and user priorities into one shared narrative.
- Visualizes what success looks like, before time and capital are committed.
- Translates abstract strategy into testable, executive-ready prototypes.
- Adapts to changes in direction or discovery of new realities.

## WHAT A FUTUREDRAFT DELIVERS

- Clarity on what matters most to users, ensuring likelihood of greater adoption.
- Velocity in delivery execution by reducing resource waste and re-work.
- Innovation that is both achievable and valued by the user.
- Confidence by reducing the risk inherent in big product bets.

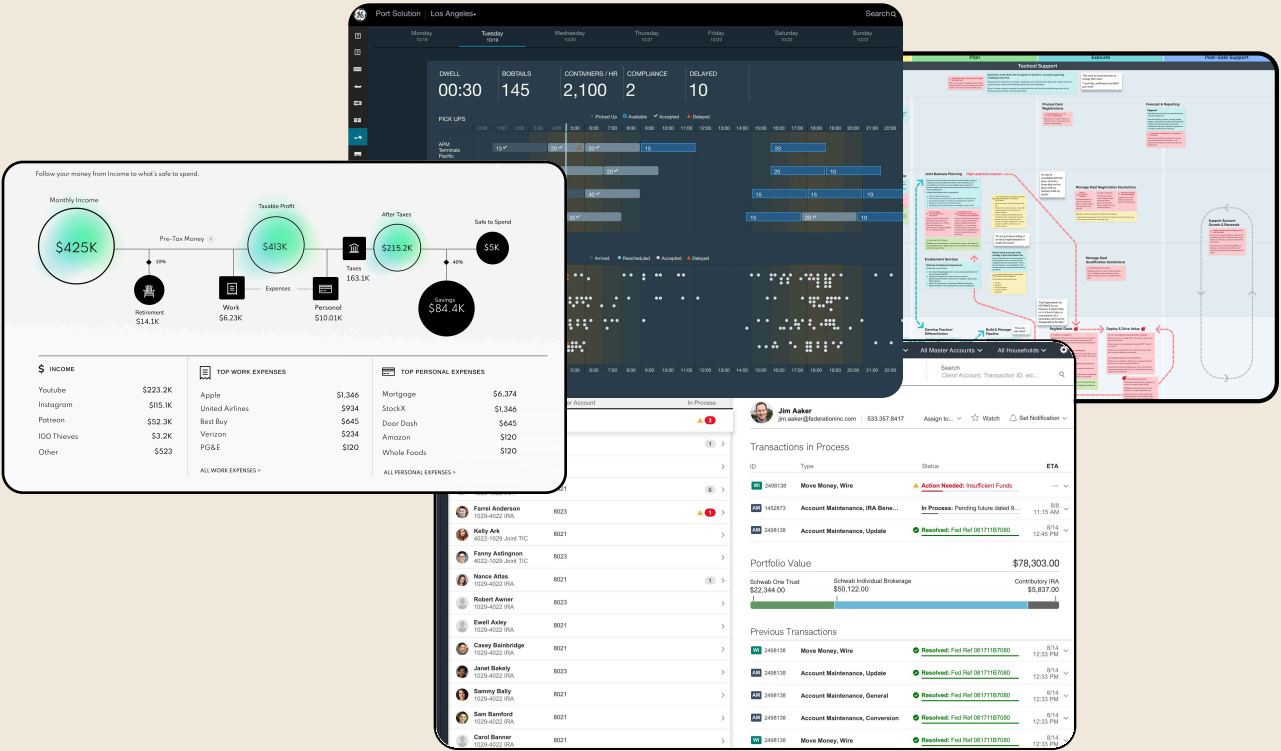
## Which Puzzle Would You Rather Build?



When cross-functional teams share a clear understanding of the bigger picture, they execute with greater focus, alignment, and confidence. Leadership knows where they’re going, and teams know what they’re doing, and why. Each piece of the work can be shaped and adjusted quickly as conditions change, keeping momentum strong while still fitting into a coherent whole.

Without that shared clarity, time and energy are lost to confusion, unchecked assumptions, and hesitation. Friction builds, decisions delay, gaps appear, rework increases, and outputs and outcomes are at risk.

The future never unfolds exactly as planned. The teams that win are those who can adapt fast without losing focus or momentum.



These testable prototypes establish a durable vision capable of adapting to a changing reality. They establish a clear framework for debate and validation, designed to be resilient and keep teams and roadmaps focused on what’s truly important to users and executives.

## HOW FUTURE DRAFTS ARE MADE

We don’t hand you a deck and walk away. We build your Futuredraft with you, not for you, through facilitated co-creation, rapid prototyping, and validation with real users.

- In as little as a few weeks, you get:
- A tangible north star that connects vision to delivery.
  - Aligned stakeholders who see their fingerprints in the work.
  - A story and prototype that make strategy visible, testable, and fundable.