

Roadmap

The quarter, and what it costs

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The theme of the quarter

One sentence. A quarter with three themes has none, and the team will pick for you by working on whatever is most legible.

The bets

Three, with the reasoning

One the thing customers ask for weekly
Two the thing that removes support load

Three the risky one, timeboxed
Not this quarter say what, and why

What we are not doing

The most useful slide in the deck. List the things that were asked for and will not happen, so the answer arrives here rather than in six separate conversations.

How we will know

One metric

per bet, chosen now, while nobody knows which way it will go. Choosing afterwards is how a quarter always looks successful.

Questions

What we will send afterwards

The one-page summary, the numbers behind every figure in this deck, and the answer to whatever nobody could answer in the room. Say when, not "soon".

Appendix

Keep the detail here rather than in the talk. Slides after this point exist to be jumped to when somebody asks, which is the only reason to have them.