



## Business

- What is the business driver for the product / where does it fit in the business?
- What does the product need to contribute to the business?
- What do your stakeholders want from the product?

## Customer

- Who is the customer, what job do they need to do, what problem have you identified and how valuable is it to solve?

## Competitor

- Who is the customer currently using to solve their problem and how well are they doing this?
- What are the competitors strategies?

## Industry & market trends

- What are the industry and market trends and do they create an opportunity or threat?

## Team and product performance

- How has the team and product been performing to date?

## Resource profile & availability

- What resources are available and what is their profile?

## AOB

- Anything else of note?