
Finance

What is your return on investment (ROI)

What is your income statement?

What is your balance sheet?

What is your cash-flow?

What is your pricing strategy?

What are your financial obstacles?

What is the cost?

How much money will the business need to get up and running?

Project plan

Divide your project into mini challenges

List the rules of dos and don'ts

What are the deliverables?

Establish the budget

What are your milestones?

What is your timeline?

How will you define success?

List 3-5 KPI (Key Performance Indicators) for measuring your success?

PAST

What worked and didn't work, and why?

What consequences have occurred?

What baggage exists?

PITCH

How are you creating empathy?

How are you building tension?

How will you make your audience believe?

Disruptive hypothesis

What do you want to disrupt?

What are your hypothesis?

What are the clichés?

What are the different perspectives?

CENTER

What do you like to do?

What is your passion?

What are your values?

What values do you need in order to achieve success?

What is your chief aim goal in life?

What is your vision?

What are your mental obstacles?

Who are you?

What is your sentence?

What are fears?

What are your motivations?

What are you good at?

Are you willing to lose what you love the most, to make your this project happen?

Disruptive idea

What is your focus?

What are your ideas?

What can blend together?

Which idea is best?

Simplicity (remove, hide, organize, replace)

What is your USP?

COMPETITORS

Who is trying to solve the challenge

Is your idea competing for resources?

Are there competitive ideas?

Who really drives your industry?

Present

What are you currently doing?

What is conventional wisdom?

What is the status quo, and who is trying to protect it?

The challenge

What is the challenge? problem or need?

Write 20 questions about the challenge.

What is the desire outcome?

What is the need for change?

Restate in different ways?

Reverse your problem or challenge

What is the value of something new?

Picture or model your challenge

What is the genesis of your idea

What are some assumptions or observations

What is the theme (spine) of your challenge?

What is the emotional need?

Describe the desired outcome (one sentence)

What is the big picture?

What does the ideal solution looks like?

Can you describe the experience?

What do you need for your solution?

Future

What does the ideal solution look like?

How will the world be better?

What difference does a great outcome have on your company, your career, or both?

The opportunity

What are your observations?

What are your insights?

What are the opportunities?

Why? what if? why not?

What observations are interesting?

OBSTACLES

List the roadblocks that may get in your way?

What does your team fear?

What are my obstacles?

What do you fear?

We would be completely successful if only...

What are the financial considerations?

Who would lose if this problem were solved?

COMMUNICATION

How will you communicate your ideas to others?

Will you seek feedback along the way?

Do you need a web or mobile strategy?

What is your plan to roll out the idea once completed?

Who is your audience

Is your audience more emotional or logical?

CUSTOMERS

Who is the idea for?

Whom do you need to convince?

Whom this idea will impact?

Type of clients

Shaping the solution

What do people really think?

Which idea should you move forward with?

What is the solutions?

What is the final solution?

Does the idea fit the users & business needs?

What does people think about the idea?