**VISION**
- Do you know where you are heading?
- Is the greater vision clear?

**TANGIBLE & MEASURABLE GOALS**
- Do you have tangible & approachable goals?
- Are the goals measurable?
- Do you feel that they are clear?
- Do you have goals along the way towards the big goal?

**EXISTING ALTERNATIVES**
- Do you have a clear picture about your competitors and similar solutions?
- Do you have a clear picture of the features of the solutions your competitors offer?

**USER ACQUISITION**
- Do you know how to hook new users?
- Do you know how to reach out to your target group?

**VIABILITY**
- Do you know why it will work?
- Can that be easily described?

**TEAM**
- Do you have a strong team?
- If not do you know how to find them?
- How do you have a good team spirit?
- Which partner/team member could fill possible competence gaps?

**VALUE**
- Do you know which value your solution provides to your target group?
- Can you easily describe your value proposition in 2 minutes? 2 sentences?

**MINIMUM VIABLE PRODUCT**
- Did you define the simplest yet working version of your concept?