**1. Product / Service Details**

* What is the demand outlook for [product/service] in [region/market]?
* What makes this product/service unique compared to current offerings?
* What innovations or differentiators are emerging in this space?
* What is the expected lifecycle or future expansion path of this product/service?

**2. Business Overview**

* What is the outlook for businesses in [industry] over the next 1–5 years?
* What customer problems are most acute in this industry, and how are they currently being solved?
* How do businesses with similar missions or values position themselves?
* What benchmarks exist for typical short-term (year 1) and long-term (3–5 year) growth in [industry]?

**3. Market Research**

* What is the TAM, SAM, and SOM for [industry/product] in [region]?
* What are the key demographics and psychographics of the target customer segment?
* What evidence supports the existence of demand (search trends, consumer spending, survey data)?
* Who are the top 3 competitors, and how do they compare on pricing, positioning, funding, and customer acquisition?
* What industry trends, technologies, or regulatory shifts are shaping this market over the next 3–5 years?

**4. Location & Operations**

* What are the advantages/disadvantages of operating in [location type: online, physical, hybrid]?
* What facilities, staffing, and infrastructure are typical for a business of this type and size?
* What are average cost benchmarks for space, logistics, and staff in [region]?
* What operational risks are common in this industry and how are they mitigated?

**5. Revenue Model & Financials**

* What revenue models (subscriptions, direct sales, licensing, etc.) are most successful in this industry?
* What are typical pricing strategies and customer perceptions of value in this market?
* What cost structures (fixed vs. variable) are common for startups in [industry]?
* What are the standard operating expense ratios (marketing %, staffing %, overhead %)?
* What is the typical break-even timeline and first-year revenue range for similar businesses?
* What funding sources are most accessible for businesses at [customer’s stage]?

**6. Marketing & Sales Strategy**

* Which marketing channels (digital, offline, partnerships) deliver the highest ROI for [target demographic]?
* How are competitors positioning their USPs, and where is the whitespace opportunity?
* What are typical customer acquisition costs (CAC) and conversion benchmarks in this industry?
* What pre-launch and launch strategies (events, beta groups, influencer marketing) are proven effective?
* What sales processes and team structures are most effective for early-stage [industry] businesses?

**7. Legal & Administrative**

* What legal structures are most common for businesses in [industry/region], and why?
* What licenses, permits, or registrations are required, and what are their costs and timelines?
* What insurance policies are standard and what do they typically cost?
* What regulatory risks or compliance challenges have historically impacted this industry?
* What hidden legal or administrative costs should founders plan for?

**8. Growth & Scaling**

* What are proven strategies for scaling businesses in [industry]?
* What expansion paths are common: new products, franchising, geographic expansion, or partnerships?
* What milestones (revenue, users, retention) typically trigger investment or funding rounds?
* What funding sources (VCs, angels, grants, crowdfunding) are most common for scaling?
* How do successful businesses in this industry adapt to market changes or new competitors?

**9. Challenges & Contingency Planning**

* What are the top risks that have historically caused startups in this industry to fail?
* What contingency strategies (pivots, cost cuts, alternative channels) are considered best practice?
* How have comparable businesses recovered from failure or crisis?
* What early warning signals (financial, operational, customer) should founders track closely?