Product Understanding

* Know Your Product
  + Everyone knows the fundamentals, High Level understanding of the product, Equivalent of an Elevator Pitch
  + Technical Challenges
    - What are the technical challenges
    - What kind of sensors, what kind of readings, timing etc
    - Maximum and minimum distance
    - Vibration patterns, sound?
    - Laser? What lasers?
    - Difference between a step down or an obstacle. Wall or low hanging tree branch
    - GPS, to find lost cane

Business Understanding

* Business Model
* Market Size, Have data
* Know prices (component prices, total price)
* Expenses