Analysis Checklist

Here is my checklist to mention points that I consider relevant to my project.

Company and Product:

- What is the product / service?
- Can the company have success? How?
- What is your business model and pricing?
- Who are your customers?
- Can you scale the product?

Team:

- What is your motivation?
- Did the team already build up something?
- Who are other shareholders?

Market and competitive advantages and operations:

- What is your target market?
- Who are your target customers? Describe your perfect customer!
- What is your use-cases?
- What are the entry barriers?
- Are there any competitors on the market?
- What type is your company?