


QUESTION CARD

Maker

 How can you be sure the technology you are planning to use will work? Is it stable enough?

Answer:



QUESTION CARD

Maker


 Am I - as a maker - allowed to modify the product? Why/why not?

Answer:



QUESTION CARD

Maker

 I am very inspired by your product and would like to make my own spin-off, with credit to you as original creator, is that okay? Why/why not?

Answer:



QUESTION CARD

Maker


 Who is going to offer support to those who cannot make the product work?

Answer:



QUESTION CARD

Maker


 Are you planning to build a community around the product and if so, how will you motivate me to join?

Answer:



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QUESTION CARD

Designer



How can we be certain this meets the needs of the target group? What kind of research and testing has been done? Could more be done?

Answer:



QUESTION CARD

Designer



Can we design a similar product but with less technological complexity?

Answer:



QUESTION CARD

Designer



Have you invited some critics to give feedback? Often the best products come from getting challenged - has this been done?

Answer:



QUESTION CARD

Designer



Have you considered inviting one or more users into the development phase? Why/why not?

Answer:



QUESTION CARD

Designer



I am afraid your product is too hard to understand. It is possible to make it more intuitive?

Answer:



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QUESTION CARD

Investor



How can we be certain there is a market for this?

Answer:



QUESTION CARD

Investor



Why should I invest in your product rather than your competitor? What is your unique value proposition?

Answer:



QUESTION CARD

Investor



What happens if I draw my interest; do you have other investors in the pipeline?

Answer:



QUESTION CARD

Investor



I think we should aim for the minimum viable product to begin with - can we make the product simpler?

Answer:



QUESTION CARD

Investor



What happens if your key staff leaves for another job - is everything documented properly, so new staff can be onboarded easily?

Answer:



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QUESTION CARD

Partner



Why should we focus on this product rather than some of the other great ideas we have?

Answer:



QUESTION CARD

Partner



I'm not convinced by your pitch, I think it should be shorter: What can be cut out?

Answer:



QUESTION CARD

Partner



How can we accelerate the pace of development?

Answer:



QUESTION CARD

Partner



Are there other products out there that do the same, but better? If not, how can you be sure - how have you researched?

Answer:



QUESTION CARD

Partner



It all sounds rather expensive; shouldn't we find more partners to join? How can we do that?

Answer:



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QUESTION CARD

Prosumer


 I don't have time to troubleshoot too much in case it does not work. Will this be intuitive to use?

Answer:



QUESTION CARD

Prosumer

 Why should I choose your product over one from another brand?

Answer:



QUESTION CARD

Prosumer


 I am on the go most of the time. Is your product targeted at users that are increasingly mobile?

Answer:



QUESTION CARD

Prosumer

 Can I customize my experience of using the product? How do I do that?

Answer:



QUESTION CARD

Prosumer


 Can I connect and talk with you on social media?
Will you respond immediately?

Answer:



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