-what existing tools/technologies are out there? What are the features,   
benefits, costs, drawbacks, licenses?

-Which of those tools (or other tools) can be used to help start the   
project? Software frameworks/infrastructures, software libraries,   
papers, books, website articles, etc.

-How will your tool differ from the preexisting ones? What will you   
propose to do differently, and why? What will you do that the existing   
tools cannot, and vice versa? i.e. demonstrate that your work will be   
valuable and do something new/different compared to what's out there.