Open questions:

* What is our target market?
  + Any supporting data to help us hone in?
  + Ball DTC market in general
  + Vice / Snell ex-employee outreach
  + Green field opportunity
* Competitor analysis
  + Offering
  + Market
  + Pricing
  + Distribution / GTM
  + Branding
  + Competitive advantage / differentiation
* How could our offering be differentiated?
  + Model
  + Product attributes
  + Pricing
  + Distribution / GTM
  + Branding
* Model / mechanics
  + Standard DTC unit purchasing
  + Subscription
  + Group buying
  + Combination of above
  + Other
* Staffing model
  + What does a launch team need to look like?
  + Key role dependencies (Product/UX manager, Performance marketing, etc.)
* How do we execute on branding once market, etc. are known?
  + Agency to come up with name options, creative, etc?
  + Or a different route?