Design	How Will It Make Money	Advertising and Marketing	Features	Promotions
What is the name of the app going to be?	Will it be a paid monthly/annual service?	Will there be sponsored influencers that promote it?	What is the most important feature needed?	Should there be a free trial if there is a premium version?
Mason Allison	Mason Allison	Mason Allison	Mason Allison	Mason Allison
What will the logo look like?	Will there be ads in the app?	Will there be commercials for it?	Will there be a way to contact a therapist?	If the app is not free should there be sales where it is 50% off?
Mason Allison	Mason Allison	Mason Allison	Mason Allison	Mason Allison
What will the color scheme be?	Will the app be free to download?	Where is the best place to target our audience with the marketing?	What feature will set it apart from competitors?	If there are in-app purchases should there be BOGO sales?
Mason Allison	Mason Allison	Mason Allison	Mason Allison	Mason Allison
How can the app be designed to be appealing to users	How will it get investors?	Should the app partner with other companies for advertisement?	Will the features be customizable?	
Mason Allison	Mason Allison	Mason Allison	Mason Allison	
Will the design be customizable?	Will there be premium and generic versions?			
Mason Allison	Mason Allison			
	Will there be in-app purchases?			
	Mason Allison			