1. Legal
   * Type of business (LLC, SCORP etc)
   * Name (Copyright)
   * Accounting Practices
2. Overhead, startup, finance
   * Capital/Assets Needed
   * burnout rate
   * Self-maintained Server vs Provider
   * Cost effectiveness of varying Programs
3. Processes & Operations
   * Scheduling
   * Task Assignment
   * Scrum
   * Integration & Development of Programs
4. Product
   * What are we selling?
   * Build Optimizer