

Product	Answer	Your questions or doubts
How do your service/product features solve customer problems or add value?		
How can your product/service be upsold?		
To what degree is it scalable?		
What short, medium or long term benefits does your product/service have for your customer?		
How important is branding to the product/service?		
How are you differentiating?		
What is/are the JTBD?		
Place		
Where is it available?		
How do customers interact with your business?		
What is the visibility offline/online?		
What social media channels are you on?		
Do you require a sales team?		

Price		
How does it compare to the competition?		
What is the customer perception of value?		
Is price sensitivity an issue?		
What is your pricing strategy? - discounts, early bird, etc.		
Promotion		
Will you produce regular content?		
How will you connect the message with market: Who, when, where		
What are your online/offline marketing channels?		
Will you run offline events?		
How will you balance organic, Word of mouth and paid ads?		
Will you have a referral scheme?		
Will you offer rewards/loyalty?		