

1. What problem is the product/service solving?

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2. Who is the target audience for the product/service?

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3. What is the size of the market?

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4. Is there a niche for the product/service? If so, does your idea build upon those ideas, or recreate the wheel?

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5. Monetization. How are you going to make money off of the product/service?

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6. Is the problem worth solving?

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