Strategic Questions for the Startup CTO

- How can this be simpler?
- Is there competition for this?
- What is the competition for this?
- Why ISN'T there competition for this?
- How far behind the competition are we?
- How Quickly can we launch this?
- What are the minimum features that makes this valuable to our users?
- What are the benefits of this beyond our users?
- Do we have a team that can build this?
- What will it take for our team to build this?
- What is the opportunity cost of having our team build this?
- What is the ROI of building this?
- Should we assemble a new team to build this?
- Should WE build this or should someone else build this?
- How scalable is this?
- Does this move us forward?