

Economic

Technological

Societal

Educational

Situation

Infrastructure

Environmental

Political/Legal

Consumer

Who is your target customer?

A timely reminder of who specifically you are targeting

How are their needs/ desires changing?

What's the next problem your product creates for your customer?
How can you solve that?

e.g. when a car dealer sells a car, the next problem is how it's going to be serviced.

Which products/ services are in the greatest demand by them?

What is everyone else in the market doing (me too)

What's missing from the competitor's products?

What's the counterintuitive route?

Most will not be considering this.

What changes are happening in other industries?

This could provide an indicator of trends that might impact your industry.

What are the underlying assumptions of how things are done/rules of your industry?

What service/product do you keep getting asked for that isn't mainstream for you?

What could be a new uncontested market space for you to operate in?

If there was 1 thing that would meet and unmet market need & be aligned with your Purpose what would that be?

What are you not doing?

The things that you are not doing are often the things you should be focusing on.

What are the assumptions we are making/constraints we are accepting that are not true?

What are the things you take for granted that are unusual/brilliant in your marketplace?

A question relevant to your business?