People

Who do we need in the core team?
Full time, part time or fixed period?

Who needs to support them?

Who is sponsoring the project?

Headline goal

What is the overarching goal for the work that the whole team must focus on?

Critical insight

What single piece of information makes this project so critical?

How will the team be working?

What are the guidelines you follow as a team? What does your process look like? How will you make decisions? What balance of virtual/ IRL will you need?

How will the project be governed?

Purpose

What is the project trying to achieve?

Skills

What skills is the project going to need?
Which do you have and which do you need?

Timing

How long will the project run for?
When should it start?

Budget: expenditure and income

How much is this project going to cost?
How is that going to be funded?
What opportunities are there to raise these funds?

Costs

Funding

Constraints and risks

What constraints or boundaries are around the project?
What risks are there for the team or the project?

Involving your audience

What is the appropriate approach to involving end users in the work?
Who is responsible for that happening well?