

**Which strategic objectives does the project request support?**

**What is the value to the organization for investing in the project?**

**What are the measurable outcomes for the project?**

**Who will use the product of the project?**

**Is there buy-in from the customer for the requested project?**

**Who will sponsor the project?**

**Are the project assumptions realistic?**

**What lessons have been learned from similar, past projects?**

**What are the implications of doing nothing?**