

7 questions to ask **before you build.**

For founders and builders who want clarity before
committing time, money, or energy.

Start with **the thinking.**

Most products don't fail because of bad code or weak design. They fail because someone started building **before they understood what they were actually making.**

These seven questions won't hand you answers. They'll help you find the right ones.

Take your time and write honestly. The clarity you're looking for usually hides just behind your first answer, so keep writing a little past it.

01

Go slowly

One question at a sitting is plenty. Come back to the rest another day.

02

Write by hand

Print it if you can. Writing slows the mind down just enough.

03

Keep it

Read your answers again in a month. What changed is useful too.

1 What problem am I actually solving?

Many ideas start as a solution looking for a problem. Before you invest in building, get clear on the pain you're addressing, and whose pain it is.

YOUR ANSWER

2 Who is this really for, and how do I know?

Intuition is a starting point, not a strategy. The more specific you can be about who needs this, the sharper every decision after it becomes.

YOUR ANSWER

3 What would have to be true for this to work?

Every product rests on assumptions. Name them now, so you can test the risky ones before they turn into expensive mistakes.

YOUR ANSWER

4 What's the simplest version that would still mean something?

Complexity is the enemy of shipping. If you had to launch in two weeks with a single feature, which one would it be? And would anyone care?

YOUR ANSWER

5 Why am I the right person to build this, and why now?

Timing and founder fit matter more than most people admit. Being honest about your real advantage, or the lack of one, can save years of going in the wrong direction.

YOUR ANSWER

6 What am I afraid to admit about this idea?

The thing you're avoiding is usually the thing that matters most. Name it. It's easier to deal with once it stops hiding in the background.

YOUR ANSWER

7 If I had perfect clarity right now, what would I do next?

Sometimes you already know the answer. This question gives you permission to trust it.

YOUR ANSWER

WHAT NOW?

If these questions stirred **something up, good.**

That's the work. Clarity rarely arrives all at once. It shows up a little at a time, as you keep looking honestly at what's there.

IF YOU'D LIKE COMPANY

Make sense of it together.

I offer a calm, guided sensemaking process for exactly this moment. It starts with a short guided intake, at your own pace: ionutmaxim.com/clarity/intake

Or simply sit with your answers for a while.
There's no rush.