

# AI Project Kickoff Checklist

## 10 Questions to Ask Before You Start

☐ **Define the purpose**

What problem am I solving with the model? Is AI the right tool for the task?

☐ **Clarify success**

What is a good result for this project? How can I measure it?

☐ **Pick the right tool**

Which AI system (general LLM, image model, domain-specific tool) best fits my needs?  
What are its limitations?

☐ **Set the tone**

Do I need the model to challenge me, help me simplify, or fact-check? Am I framing my prompts clearly?

☐ **Check the data**

Is the information I'm using sensitive or confidential? Do I know where the data might go?

☐ **Fact-check outputs**

What verification process will I use? Can I triangulate with other tools?

☐ **Watch for bias**

Does the result reinforce stereotypes or leave out perspectives? Have I challenged it enough?

☐ **Think about impact**

Who is being affected by this project? Do you need to obtain approval from or inform other stakeholders?

☐ **Plan the workflow**

How will I integrate AI's results into my work? What sort ?

☐ **Reflect & improve**

Did I achieve my results and add value? What should be changed next time?

**Pro-tip:** You can also brainstorm with a model using these questions.