Subjects you want the game to deal with? (i.e. themes, places, types of NPCs, types of stories)
Anything you want the game to avoid for personal reasons? (i.e. moral boundaries, past trauma)
Anything you want the game to avoid for structural/story/rules reasons? (i.e. This topic doesn't interest me. This kind of rule is no fun.)
PC death?
GM wants from the players?
Players want from the GM?
Players want from each other?