

Business Case Template

The following provides a suggested outline for developing and writing a business case:

Cover Page

- Title and subtitle
- Author and address
- Date

Executive Summary

- Brief description of the problem or opportunity
- Brief description of organization's goal and strategy
- Brief description of project's MOV and how it ties to the organizational goal and strategy
- Brief description of each option or alternative analyzed
- Brief explanation of which alternative is being recommended and why

Introduction

- Background
- Current situation
- Description of the problem or opportunity

- Project's measurable organizational value
- How achieving the project's MOV will support the organization's goal and strategy
- Objectives of writing this business case

Alternatives

- Description of alternative 1 (Base Case)
- Description of alternative 2 ...
- Description of alternative N

Analysis of Alternatives

- Methodology of how alternatives will be analyzed
 - Data collection methods
 - Metrics used and explanation why they are relevant
- Presentation of results that compares each alternative
 - Metrics
 - Sensitivity analysis
 - Risks
 - Assumptions
- Proposed recommendation
- Required funding and support