TITLE

**BUSINESS CASE**

COMPANY NAME

STREET ADDRESS

CITY | STATE | ZIP CODE

WEB ADDRESS

MM/DD/YYYY

LOGO

HERE

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# Executive Summary

Briefly introduce the project and the reason for embarking on the project. Summarize what is required to successfully execute the project. This should take a reader about five minutes to read and should provide them with all the information they need to have a solid overview of the project and its requirements.

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# Overview

VISION  
  
Describe in one line the intended benefits of the proposed project.

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## STRATEGIC OBJECTIVE

Describe how your project contributes to the strategic plans of the organization.

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# The Business Case

## Purpose of the Business Case

Describe what questions about the project the business case will resolve.

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## Business Case Sponsor

Name the individual, department, or group sponsoring the business case.

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## Economic and Business landscape and Problem Statement

Provide evidence of the benefit of your project. Justify your project in terms of the business and economic landscape, and describe how the current solution serves business needs or fails to meet them. Detail the gap between business goals and what the current solution achieves.

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## Assumptions and Constraints

Detail key assumptions, such as expected funding, and constraints, such as the need for special equipment or technical resources.

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# Viable Alternatives

Provide an overview of options other than the proposed solution. In business cases, one option may be to maintain the status quo.

For each option, the following information should be provided:

* Benefits and disadvantages
* Costs: Include total costs for all deliverables, risk buffers, and project management activities as well as all other direct and indirect costs.
* Risks: Include such risks as loss of customer demand, equipment and facility issues, lack of insurance bonding, regulatory changes, and any other pertinent risks.
* Stakeholder Impact: For some criteria, no numeric evaluation (e.g., cost or time) exists. For each option, assign a number to indicate the level of impact for each stakeholder, and then total the ratings.

## OPTION 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Option Description | Benefits | Disadvantages | Costs | Risks |
|  |  |  |  |  |

## OPTION 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Option Description | Benefits | Disadvantages | Costs | Risks |
|  |  |  |  |  |

## OPTION 3

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Option Description | Benefits | Disadvantages | Costs | Risks |
|  |  |  |  |  |

## Comparison of Options

Summarize the details of each option in a table.

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Option 1 | Option 2 | Option 3 |
| Benefits |  |  |  |
| Disadvantages |  |  |  |
| Costs |  |  |  |
| Risks |  |  |  |
| Notes |  |  |  |

## Summary of options by Stakeholder

Incorporate the stakeholder ratings for each option.

|  |  |  |  |
| --- | --- | --- | --- |
| Stakeholder | Option 1 | Option 2 | Option 3 |
|  |  |  |  |
|  |  |  |  |
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## Recommended Option

Describe the preferred option derived from the previous analysis.

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# Implementation Plan

Use the recommended option to describe how the project will be managed. This section describes the scope of the potential project.

## Project Title

Give the project a clear and descriptive name. Consider any naming conventions for your organization, such as numbering formats.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Outcomes and Key performance Indicators

Using the information from the analysis section, describe the expected outcomes and deliverables, the delivery dates, the criteria for measuring success, and who is accountable for achieving outcomes. Describe outcomes as new or modified tangible items, services, or processes, and outline which customers, whether internal or external, will use the deliverable and what benefit accrues.

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## Work Plan

Describe how the project will be executed. Include:

* High-level project phases
* The deliverables and target completion dates
* The dollar cost to carry out the plan
* The personnel and expertise required

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## Budget

Provide a high-level project budget.

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## Additional Resources

Describe other resources required, such as equipment, human resources, or additional office or lab space.

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# Project Management Framework

## Governance

List the responsible parties and their contact information.

The Project Manager is responsible for managing project implementation.

The Project Sponsor is accountable for ensuring the project is completed.

You may also describe your project team, review teams, and quality consultants.

|  |  |  |
| --- | --- | --- |
| Party Responsible | Role | Contact Information |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
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|  |  |  |
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## Quality Management

If necessary, describe the quality management approach, such as approved methodologies and standards, change and problem management, and the review and acceptance process.

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## After Action Review

Describe how the team and stakeholders will be debriefed after the close of the project and how lessons learned will be captured.

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# Risk Analysis

Complete the worksheet below by detailing the major risks. Complete the worksheet for each option.

## Risk Worksheet

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Major Risks | RISK RATING | | | | |
| Initial Grade | Strategy | Cost | Final Grade | Rating Score |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
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