

Business Case Template

Executive Summary

Concise summary that addresses key aspects of the problem at hand, recommended course of action, the reasoning, supported by ROI statement.

Problem Analysis

Identify the problem at hand. How does this problem relate to organizational goals. Provide short overview of solution options you've considered. Try to quantify the benefits of the desired outcome in a cost/benefit analysis.

Research and Solutions Assessment

Provide research that you've conducted. Talk about possible solutions on the market and how they stack up against each other. What are some trends and challenges? What risks are associated with this investment.

Recommendation

Provide your recommendation. Highlight why you think this is the right choice backed by the research you've done.

Outline a Plan

Provide an outline of required next steps, timeframe, and roles and responsibilities of involved stakeholders at each step within the plan. Explain how you're planning to report on the success of this initiative.
