**Business Case – Template**

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| **1. Write a business case, confirming the following items are included:**[ ]  Background details.[ ]  Customer needs or problems addressed.[ ]  Indication of timing.[ ]  Market analysis detailing the political or economic situation.[ ]  Quantification of expected benefits.[ ]  Cost/benefit analysis accounting for both expected advantages and spend/costs.[ ]  Options available to decision makers.[ ]  Other factors that may impact the risks or benefits of the project.[ ]  Results of a risk analysis, indicating their probability, potential impact, and available mitigating measures.[ ]  Summary of costs and resources required for the project, including initial costs and running expenses. [ ]  Specification of the funding source, its certainty, and the timing of investments.[ ]  Planned project start and end dates in addition to the schedule for important milestones.[ ]  Additional important factors and comments.[ ]  A recommendation regarding whether to proceed with, modify, or dismiss the innovation project. |