**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. |