

Task Outline | Business Case

Purpose

Clearly present the reason for the solution to exist and how it will be implemented.

Business Case Template

Cover Page

Contents

Executive Summary - Provides an overview of the Business Case, and should be written as though it can be detached from the rest of the document.

- Current Situation - Provide the background of the problem that the team has identified.
- Reasons for Change - Discuss why the current situation can no longer exist.
- Proposed Solution - Outline the solution your team is presenting.
- Expected Impact - What difference will the solution make?

Situation Analysis - Provides the background of the problem that the team has identified.

- Problem Frame - Outline the problem that you are going to solve, and why it is a problem.
- Market Research - Summarise all information found through your research.

Proposed Solution - Outline the solution your team is introducing, and provide detail to back it up.

- Possible Solutions - Briefly outline the different ideas your team identified as possible solutions.
- The Proposed Solution - Carefully outline your solution, how it works and justify why you chose this one.
- Staffing & Resources - Explain what is needed to deliver the solution, including staff, resources and equipment. Provide detail for clarity.
- Assumptions - Outline the assumptions you have made with the solution, and justify why you have made this decision with logic.
- Cost Benefit Analysis - Outline the establishment costs and the benefits created by your solution, and justify why your idea should exist. Consider the impact beyond your customers to the wider community as well.

Implementation Plan - Clearly explain how the solution can be real.

- Establishment Costs - Part of the Financial Tables.
- Support Required - Explain what support is needed to start the idea (financial support, in-kind, etc.), how you will source it and will you give anything back to those who support you?
- Key Performance Indicators - Outline what you will use to measure success within the solution, how you will calculate this and what targets will you set.
- Key Stakeholders - Outline the different organisations that you rely on as well as could help you out, what assistance they bring and how you keep a strong relationship with them.
- Key Milestones - Explain the stages you will complete towards launching the idea, including any trial stages or tests that you will complete.
- Forecast Profit & Loss Statement - Part of the Financial Tables.

Conclusion - Close out the document summarising the key points in one or two paragraphs.

Reference List - List all sources used in the document.

Requirements

Teams should upload the document (as a PDF preferably) through the Resources website.