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BUSINESS CASE

Project Name

Submitted by:

1. Executive summary

[A quick overview of the project and the topics being covered in the business case]

2. Business problem

[Describe the business problem and why it is imperative to solve the problem]

3. Possible solutions

[List all possible solutions and rank them on selected attributes. Also, define the values each solution will deliver while pinpointing the pain points/obstacles faced by each solution]:

Solution	Revenue	Cost	Risks	Feasibility
#1				
#2				
#3				

[Propose the best solution based on the ranking system, highlighting the value delivered with the costs and risks involved as compared to other solutions]

4. Project definition

[Define the business objectives, along with general information about the project]

5. Project plan

[Create a project plan with key elements your team needs to accomplish to successfully achieve your project goals]

6. Project scope

[Clearly define what is covered as part of the project and what is out of scope to avoid any confusion with the accomplishments]

7. Project budget

[Estimate the cost involved to complete the project with a detailed breakdown]:

Cost Name	Value
Human resources	
Supplies	
Hardware	
Building rent	
Software tools	

8. Project roadmap

[Projection of the estimated timeline for each stage of the project. Be sure to include any important project milestones]

9. Project financials

[Financial metrics depicting the cash flow, such as NPV, IRR, ROI, and payback period to help you understand the financial value the project can bring in over a period of time]

10. Risk assessment

[Capture the risks involved and the steps planned to mitigate them]

11. Project stakeholders

[List key stakeholders involved so that anyone looking at the document can reach out to them when needed. The list can include the project team, sponsoring executives, and any external stakeholders who might be involved]