

## Course Outline:

1. What is a business case?
2. Purpose of a business case
3. Structure of a business case

### Internal request for funding

- Title page
- Executive summary
- Introduction
- Justification
- Market analysis
- Technology implications
- Future state
- Cost benefit analysis
- Alternatives and recommendations
- Deliverables and target schedule
- Success criteria
- Risks and assumptions
- Signatures

### High-level request for funding

- Title page
- Executive summary
- Introduction
- Disclaimer
- Metrics used
- Forecasts
- Cash flow analysis
- Financial metrics
- Nonfinancial metrics
- Conclusions and recommendations
- Reasoning
- Actions and next steps
- Methods

- Assumptions
- Sensitivity analysis
- Risk analysis
- Risk discussion
- Appendices

#### 4. Tips for writing a successful business case