

Business Case Template

Project name		Today's date	
Project manager		Date of last revision	
Email		Date of approval	
Address		Name of approver	

Executive summary

A brief overview summarizing the main points of the business case, including the project's purpose and expected outcomes.

Background

Provide context and background information that led to the initiation of the project.

Problem statement

Clearly define the problem or opportunity that the project addresses.

Project objectives

List the specific goals and objectives the project aims to achieve.

Scope and limitations

Outline what is included in the project and any limitations or constraints.

Stakeholder analysis

Identify key stakeholders, their interests, and how they are affected by the project.

Proposed solution

Describe the proposed solution, including how it addresses the problem.

Cost-benefit analysis

Detail the costs associated with the project and the expected benefits, highlighting the return on investment.

Risk assessment

Identify potential risks and outline strategies for mitigating them.

Implementation plan & timeline

Provide a detailed plan for implementing the project, including key milestones and timelines.

Evaluation criteria

Define the criteria and metrics that will be used to evaluate the project's success.



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