

# Business Case Statement Structure

## 1. Executive Summary

Provide a brief overview of the business case, including the key problem or opportunity, main recommendations, and anticipated outcomes.

## 2. Background and Context

Describe the background, current situation, and relevant context. Explain why this business case is being developed at this time.

## 3. Problem Statement / Opportunity

Clearly define the problem to be solved or the opportunity to be seized, including supporting data or evidence.

## 4. Proposed Solution(s)

Outline the recommended solution(s) and any considered alternatives. Explain how each solution addresses the problem or opportunity.

## 5. Benefits and Value

Summarize the expected benefits (financial and non-financial) of implementing the proposed solution(s).

## 6. Risks and Challenges

Identify key risks, potential obstacles, and possible mitigation strategies.

## 7. Cost Estimates and Financial Analysis

Provide high-level cost estimates, budget requirements, and a summary of financial analysis (including ROI, payback period, etc.).

## 8. Implementation Plan

Outline the major steps, timeline, responsible parties, and any dependencies for implementing the proposed solution.

## 9. Conclusion and Recommendations

Summarize the key points, reinforce the recommended action, and list next steps for decision-makers.

### Important Notes

- Keep language clear, concise, and focused on business value.
- Back up statements with data wherever possible.
- Tailor structure and depth according to the audience and complexity.
- Keep the document focused and actionable.

