

Business Case Template

Project title: *Name of your project (in response to the Working Well brief)*

Product / Service Idea: *1 sentence explanation of the key functionality of your product / service.*

GENERAL TIP: Work on the principle that less is more and keep the structure easy to read – consider using bullets and graphics

1. Summary

Give a concise account of your project; include important information that you think an investor would want and need to know to be able to make a decision.

This could include:

- *What is the opportunity?*
- *Research information – what have you done?*
- *Competition – who are they, is there a gap in the market?*
- *Intellectual property rights/patents – what have you done, what do you need to do?*
- *Development plan – key tasks, timeframes?*
- *Short, medium and long term goals*

2. Financials

What funding do you require for your project?

This could include:

- *How much finance do you need?*
- *Where are you going to get funding?*
- *How are you going to spend the money?*
- *What is the rate of return and over what period?*

3. Benefits

Highlight the key/hard financial benefits first, but make sure you include the softer ones such as social/environmental benefits.

Think about the sector your proposal would sit within and the type of organisation you are approaching for funding – some (for example charitable trusts) will find social benefits more appealing than others.

4. Risks and Issues

It is important to be open and honest but focus on the positive aspects of your project throughout the business case. If you have high risks, state what are they and how are you going to mitigate against them.

5. Appendices (optional)

You are free to add further information to your business case as appendices, but remember that it must be relevant and easy to read. Your business case and appendices should not exceed 2 pages.