Business Case
For Studata

Business Case

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1 Business Problem

1.1 Environmental Analysis

The goal of this company is to help other businesses to "go digital" by using self created analytic software, step-by-step solutions and introducing new technologies. This should help businesses to make their processes more efficient and strengthen their competitiveness on the market.

Businesses need help when performing their transformation to the digital world and that is where this company want to step inside. Performing deep analysis of existing processes and using a great knowledge on technologies to improve/automate those processes. Studata wants to help businesses to go digital and teach them the main lessons on how they can help themselves.

We as a business have the specialists with Know-How to comprehend the processes of other businesses in their specific industry. Therefore we can analyse the value-chains of a business which allows us to transform them into a digital version. By using modern technologies and project methods we want to show customers the advantage of digitalization and how they can improve their processes.

The vision is to complete a first pilot project within the first (two) year(s). This should allow Studata to leave a first impression on the national markt. Followed by an increased marketing expertise Studata should have more customers to start growing. The focus should be on the national market for the first five years before starting preparations to conquer the international market. Goal is it to become a business capable of doing multiple projects at once.

1.2 Problem Analysis

Business Problem
Even though digital processes can boost the performance of a company they don't want to change their current processes, because these are working just fine. However this will sooner or later lead to problems with their competitiveness since other businesses might change their processes. The lack of efficient and digital solutions will result in losses for a company. Customers want to have modern and digital products to work with, no matter which industry.

Business Opportunity
A lot of existing companies are in need of making their processes more efficient, and going digital is one option. To help companies become digital step-by-step is a good way to show them the potential digitalisation has.

2 Available Options

This section provides a full listing of all solution options, their benefits, costs, feasibility, risks and issues. Options suggested may include *doing nothing*, *doing something that will achieve a similar result* or *doing something that will achieve a better result* than current performance. Try to minimize the number of options available by conducting a detailed Feasibility Study beforehand. For each solution option identified, the following information is required:

2.1 Option 1 – "Big" pilot project

2.1.1 Description

A big pilot project for a company allows us to initially test the internal processes and generate a valuable marketing aspect. Since Studata is a young and fresh company there is a lot to test and discover and by focusing on a single project no power is wasted or splitted. This option, like the other one as well, includes all the people and processes of the organization to check the full stack of this company.

2.1.2 Benefits, Goals and Measurement Criteria

Category	Benefit	Value
Financial	● New revenue generated ● Profit margin	*€ 2-3 Mil.* *(50.000 * 15 + 500.000)* *€ - 150.000*
Operational	● Operational efficiency	*80 %*
Market	● Create market awareness ● Get market share ● Additional competitive advantage	*5 %* *< 1 %* *- Experts of new technologies* *- Following exact methods*
Customer	● Customer satisfaction ● Customer retention ● Customer loyalty	*100 %* *100 %* *A company that can manage a big project as their first, can be seen as trustworthy and future oriented*
Staff	● Staff satisfaction ● Staff retention	*100 %* *100 %*

2.1.3 Costs and Funding Plan

Category	Cost	Value	Budgeted
People	● Salaries of project staff ● Contractors / outsourced parties ● Training courses	*€ 50.000* *€ 250.000* *€ 0*	*YES* *YES* *YES*
Physical	● Building premises for project team ● Equipment and materials ● Tools (computers, phones…)	*€ 0* *€ 50.000* *€ 30.000*	*YES* *YES* *YES*
Marketing	● Advertising / branding ● Promotional materials ● PR and communications	*€ 20.000* *€ 10.000* *€ 20.000*	*YES* *YES* *YES*
Organizational	● Operational down-time	*€ 0*	*YES*

Identify Funding Sources and Amounts:

Funding Source	Amount	Notes
CEO	**1.000.000**	**Costs from above + buffer**

2.1.4 Feasibility

Component	Rating (1-10)	Method Used to Determine Feasibility
New Technology	9	A group of experts is included in the founder team, having enough background knowledge.
New People	8	A survey was completed to identify skill-set availability
New Processes	9	We took part in the lecture of the CEO to learn about business processes and project management in general
New Assets	10	Physical assets do exist already

2.1.5 Risks

Description	Likelihood	Impact	Mitigating Actions
No suitable project company can be found	Medium	Very High	Marketing actions to advertise our company
Software development takes longer than expected	High	Medium	Get more (skilled/experienced) developer and/or increase the money spend on training.
Inability to recruit skilled resource	Low	Very High	Outsource project to a company with proven industry experience and appropriately skilled staff. Events to recruit new people
Technology solution is unable to deliver required results	Medium	High	Complete a pilot project to prove the technology solution will deliver the required results
Additional capital expenditure may be required in addition to that approved	Medium	Medium	Maintain strict cost management processes during the project
Core HRs getting sick or leave the project	Medium	High	Knowledge sharing with multiple persons per department

2.1.6 Issues

Description	Priority	Resolution Actions
As a young company without any experiences, internal processes may fail	High	Regular training and discussions with experienced people (like the CEO)

2.1.7 Assumptions

- There is a demand for this type of service
- We're capable of understanding the needs of a company
- We'll have the technologies and products to analyse business processes
- We'll find a customer project within the first year
- Premises and equipment are available at the start of the project

2.2 Option 2 – Do nothing

2.2.1 Description

The project doesn't happen. Therefore no company will be founded and no work will be needed for any task.
This results in no change of the current situation since the project would be as a test case.

2.2.2 Benefits

No money needs to be invested.

2.2.3 Costs

Future profits might get lost.

2.2.4 Feasibility

Easy to complete.

2.2.5 Risks

Time invested in earlier research would be wasted.

2.2.6 Issues

None.

2.2.7 Assumptions

Current situation would stay the same and everything would progress as expected.

3 Implementation Approach

This section provides an overview of the general approach undertaken to deliver the preferred solution option and derive the resultant business benefits.

3.1 Project Planning

1. Create a project plan
2. Found and register the company
3. Setup the rooms and materials
4. Start the search for a potential first customer
5. Start the development process for our analytics software
6. Create a project plan for the first customer
7. Develop steps for the digital transformation process
8. Start the first project
9. Improve existing processes

3.2 Project Execution

Step 1. - 3. and follow the project plan.

3.3 Project Closure

There is no closure when founding a company.