200665.074 M3|L2 Lab Create a Preliminary Business Case Instructions and Blank Template

**Initial Preliminary Business Case Instructions**

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| Section | Description |
| Market Situation | * Define the market situation * Provide supporting information |
| Opportunity | * Summarize the market opportunity * Describe how the company can benefit |
| Envisioned Solution | * Describe the envisioned product solution * Summarize how the team arrived at the solution * Describe why this solution is better than alternatives |
| Objectives and Assumptions | * Describe the market objectives being pursued * Define the business assumptions |
| Costs | * Define product solution costs * List required resources |
| Strategic Alignment | * Illustrate how this product solution aligns with organizational needs * Summarize how the product concept aligns with organizational goals |
| Timing | * Describe project timing * Map timing to the market need * Recommend an investment strategy |
| Cost Benefit Analysis | * Provide a financial analysis—Illustrate costs vs. benefits * Define what happens if company does not proceed |
| Risk | * Identify major risks * Document contingency responses/mitigations |
| Initial Investment and Recommendation | * Define the initial investment requirements * Define long-term investment requirements |

**Blank Preliminary Business Case Blank Template**

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| Market Situation |  |
| Opportunity |  |
| Envisioned Solution |  |
| Objectives and Assumptions |  |
| Costs |  |
| Strategic Alignment |  |
| Timing |  |
| Cost Benefit Analysis |  |
| Risk |  |
| Initial Investment and Recommendation |  |