Business Case Template

Business case information can be structured by completing the table below.

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| **Application Name** |  |
| **Type of business model** | Examples:  Direct sales, platform, etc. *See the document "Types of Business Models"* |
| **Target audience of external users**  **(Customer Segments)** | For whom are we creating value?  Who are our most important customers? |
| **Groups of internal stakeholders, users** | Do we need a product development group?  Do we need a sales group?  Do we need a finance group (accounts payable, receivable)?  Do we need a customer support team?  Do we need an advertising management group? |
| **Value propositions** | What value do we deliver to the customer?  Which one of our customer’s problems are we helping to solve?  What bundles of products and services are we offering to each Customer Segment?  Which customer needs are we satisfying? |
| **Key resources** | What Key Resources do our Value Propositions require?  Our Distribution Channels?  Customer Relationships?  Revenue Streams? |
| **How the system is used** | What are the main business use scenarios? |
| **Revenue generation, Revenue streams** |  |
| **Key Partners/Suppliers**  **(Stakeholders)** |  |
| **Expected Benefits** |  |
| **Known Prototypes** | Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements. |