

## 200597 M2|L2 Lab Business Case Format Worksheet

**Introduction:** Use this worksheet to develop a Final Business Case for the solar water heating scenario.

This worksheet contains:

1. Business Case Template Overview
2. Business case Example
3. Blank Business Case Template

### Business Case Template Overview

Business Case Component	Components Defined
Summarize the marketing need and opportunity	<ul style="list-style-type: none"><li>• Reiterate the market problem and need that is driving the product concept</li><li>• Provide specific data to support your assessment</li></ul>
Define the primary competition	<ul style="list-style-type: none"><li>• List primary competitors in the market</li><li>• Provide specific examples of competing products if known</li></ul>
Define product capabilities	<ul style="list-style-type: none"><li>• Provide a list of functions and features that your product will offer</li><li>• Provide a list with a brief description of the feature or function</li></ul>
Summarize the Product Vision	<ul style="list-style-type: none"><li>• Review the Product Vision</li><li>• Summarize the Product Vision</li></ul>
Provide the value proposition and positioning statement	<ul style="list-style-type: none"><li>• Provide a brief statement of your value proposition</li><li>• Briefly describe how you will position your product</li></ul>
Outline how this product concept aligns to strategic objectives	<ul style="list-style-type: none"><li>• Show how this product concept aligns with the firm's strategic objectives</li><li>• Provide a reference to substantiate if possible</li></ul>
Describe go to market plans	<ul style="list-style-type: none"><li>• Review the Product Roadmap</li><li>• Briefly describe key phases, deliverables, and milestones</li></ul>
Provide a summary financial analysis	<ul style="list-style-type: none"><li>• Share an initial financial analysis</li><li>• Focus on IRR and NPV</li></ul>
Provide a summary risk assessment	<ul style="list-style-type: none"><li>• Provide an initial risk assessment</li><li>• List key risks to consider and their impact</li></ul>
List any open issues	<ul style="list-style-type: none"><li>• Share any open issues</li><li>• List issue and proposed actions to address the issue</li></ul>

**Note:** Initial business case approval is authority is normally an approving sponsor or a product management committee.

## Business Case Example

Business Case Component	3D Printer Example
Summarize the marketing need and opportunity	<ul style="list-style-type: none"> <li>• The 3D Printer market continues to expand</li> <li>• The market is estimated to grow from \$23B in 2023 to \$94B in 2030</li> </ul>
Define the primary competition	<ul style="list-style-type: none"> <li>• Competition is growing. Primary competitor products include: <ul style="list-style-type: none"> <li>○ 3D Systems Fab Pro 1000</li> <li>○ Voxel jet VX 4000</li> <li>○ EOS P810</li> <li>○ 3D Systems Pro X 950</li> <li>○ Ultimaker S5</li> </ul> </li> </ul>
Define product capabilities	<ul style="list-style-type: none"> <li>• High print quality: Resolutions, accuracy and consistency</li> <li>• Print volume: Ability to print large objects</li> <li>• Reliability: Low maintenance needs. Minimal downtime and high reliably rates</li> <li>• Automated bed leveling: Ensures that the 3D printer's print bed is level and at the correct height</li> <li>• Color touchscreen</li> <li>• Multiple connectivity options to include USB, wireless, and HDMI</li> </ul>
Summarize the Product Vision	<ul style="list-style-type: none"> <li>• Our 3D printer features the highest print volume and lowest cost of all comparable printers on the market today.</li> </ul>
Provide the value proposition and positioning statement	<ul style="list-style-type: none"> <li>• Our printer reduces printing time, costs, and waste</li> <li>• Our printer can be shipped and installed in less than one week and be ready for use on day 1</li> </ul>
Outline how this product concept aligns to strategic objectives	<ul style="list-style-type: none"> <li>• Key management initiative is to increase market share through improvement of current product mix</li> <li>• This product concept aligns to the current corporate vision</li> </ul>
Describe go to market plans	<ul style="list-style-type: none"> <li>• Refer to Product Roadmap <ul style="list-style-type: none"> <li>○ Design and Development: Q1</li> <li>○ Beta Testing and Launch Preparation: Q2</li> <li>○ Launch and Delivery: Q3</li> </ul> </li> </ul>
Provide a summary financial analysis	<ul style="list-style-type: none"> <li>• Initial financial analysis disclosed the following: <ul style="list-style-type: none"> <li>○ IRR: 37%</li> <li>○ NPV: \$280,000</li> </ul> </li> </ul>
Provide a summary risk assessment	<ul style="list-style-type: none"> <li>• Initial risk assessment <ul style="list-style-type: none"> <li>○ Slow adoption rates may reduce financial benefits</li> <li>○ Competitor substitutes may reduce market share</li> <li>○ Supply chain issues may delay development and delivery</li> </ul> </li> </ul>
List any open issues	<ul style="list-style-type: none"> <li>• Current parts inventory levels are low and must be replenished</li> <li>• Amazon contracts are up for renewal and must be expedited</li> </ul>

## Blank Business Case Template

Business Case Component	Components Defined
Summarize the marketing need and opportunity	<ul style="list-style-type: none"> <li>The market demand for energy-efficient and environmentally friendly water heating solutions presents a significant opportunity for SRU to capitalize on growing consumer interest in renewable energy technologies.</li> </ul>
Define the primary competition	<ul style="list-style-type: none"> <li>Primary competitors include General Electric, Rheem Manufacturing, Racold, and other established players in the solar water heating market.</li> </ul>
Define product capabilities	<ul style="list-style-type: none"> <li>State-of-the-art solar collector systems</li> <li>Multiple water storage options</li> <li>User-friendly mobile app for real-time monitoring and control</li> <li>Wireless residential system management console with automated optimization features</li> </ul>
Summarize the Product Vision	<ul style="list-style-type: none"> <li>To provide customers with cost-effective, environmentally friendly solar water heating solutions that offer advanced technology, ease of use, and significant energy savings.</li> </ul>
Provide the value proposition and positioning statement	<ul style="list-style-type: none"> <li>Solar-R-Us offers a comprehensive solar water heating system that combines groundbreaking technology, user-friendly design, and competitive pricing to deliver unmatched value and performance in the market.</li> </ul>
Outline how this product concept aligns to strategic objectives	<ul style="list-style-type: none"> <li>The development and launch of the solar water heating system align with SRU's strategic objectives to expand market share, drive innovation, and establish leadership in sustainable energy solutions.</li> </ul>
Describe go to market plans	<ul style="list-style-type: none"> <li>Establish partnerships with distribution channels for product sales</li> <li>Implement targeted marketing campaigns to raise awareness and generate demand</li> <li>Provide comprehensive customer support and after-sales service.</li> </ul>
Provide a summary financial analysis	<ul style="list-style-type: none"> <li>Internal rate of return (IRR): 98%</li> <li>Net present value (NPV) at 15%: USD 3,376,810</li> <li>Projected three-year profitability window</li> </ul>
Provide a summary risk assessment	<ul style="list-style-type: none"> <li>Design and development delays</li> <li>Supply chain issues</li> <li>Distribution channel issues</li> <li>Cost overruns</li> <li>Slow customer adoption rates</li> </ul>
List any open issues	<ul style="list-style-type: none"> <li>Recruitment of two new developers to address potential skill and capacity issues</li> </ul>

	<ul style="list-style-type: none"><li>• Resolution of potential funding shortage to ensure project viability and sustainability</li></ul>
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