**Business Case – (Project name HERE)**

***Instructions:*** *Describe the business problem/opportunity to be addressed by the project and any alternative solutions, as well as costs and benefits. The Business Case becomes the foundation for the project as it fully describes the project, the reasons for creating the project and the key benefits to be produced by the project. Use the guidelines in each box to help you think about how to write a summary for each Business Case component.*

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| **Project Purpose**  *What business problem does this project solve and how does that tie to a strategic objective? This section should provide the background information about the initiative as well as the purpose of the initiative. Include in this section what would happen if this project is not implemented. This is where you address the "why" of doing the project.* |
| **Project Description**  *What will be changing as a result of this project? This should describe the actual change being created as a part of this project. It can be helpful to describe the current state and future state to identify the changes. This is where you define the "what."*  *“We will create a new website, a new system, a new business process, etc. that will meet xx objectives by...”* |
| **Objectives**  *What are the goals this project is expected to accomplish? This section should provide the initiatives key goals. Goals are quantifiable measures of performance levels or accomplishments the initiative is being created to achieve. Goals can be related to cost, scope, time, quality, and/or risk. However, they are different from deliverables.*  *because they are not the outputs of a project.* |
| **Benefits**  *What are the benefits of these goals being achieved? This section should explain why the initiative is needed, summarizing business driver(s) and the benefits to be achieved.* |
| **Critical Success Factors**  *What are the benefits of these goals being achieved? This section should identify what the initiative must accomplish in order to be considered successful, including specific measurements that will be used to assess the success of the initiative.* |
| **Scope Statement**  *What the customer will get as part of the project (what is “in scope”), including a description of the product/service (features, interfaces with other solution components, dependencies, etc.)* |
| **Key Deliverables & Acceptance Criteria**  *What are the major deliverables being created via this project? This section should outline the key deliverables that will be provided as a result of completing the initiative and should be defined in enough detail to ensure it is clear when each deliverable has been accomplished – the “acceptance criteria.”* |
| **Scope Exclusions**  *What the customer will not get (what is specifically “out of scope”), or what is specifically excluded from the project.* |