

**<Enter Business
Case Presentation
Name>™**


Delivered By <Enter Name>

<Enter Version Number>

Company and Strategy

<Enter text>

- **<Enter text>**
 - <Reference the corporate mission statement.>
 - <Reference the company's main business activities and product lines.>
 - <Reference the company's business strategy.>




2

Management Team

<Enter text>

- **<Enter text>**
 - <Designate the key individuals (internally or externally to the company) who shall manage, be responsible and drive the product delivery program. Provide minimal information about the individuals' education, track record and relevant skills.>




3

Market Problem and Opportunity

<Enter text>

- **<Enter text>**
 - <Define the market problem and the resulting market opportunity that are the subject of the business case (the "Market Problem" is a consumer or product or technology problem in the target market; and the "Market Opportunity" is a lucrative, lasting and sizable market problem).>
 - <Describe the chosen market strategy.>




4

Business Advantages and Barriers

<Enter text>

- **<Enter text>**
 - <Advantages: Define the business advantages the company presently has that will help in delivering the product. Describe the business advantages the company expects to gain by delivering the product. Describe any business advantage intrinsic to the product itself.>
 - <Barriers: Describe barriers to entry that presently exist in the marketplace. Describe barriers to entry that the company has or will create in order to protect the product from the competition.>




5

Market Analysis

<Enter text>

- **<Enter text>**
 - <Market: Define the target markets at which the proposed product is targeted. Also list any target market key characteristics. Comment on market size, market growth, and any technological, regulatory, cultural, supply, economic, and political conditions or trends.>
 - <Customer: Define the customer profile at which the proposed product is targeted.. Also list the customers' key characteristics.>




6

Product Description

<Enter text>

- <Enter text>
 - <Describe the proposed product which solves the market problem (describe the product concept if no actual product exists).>
 - <Describe the product line or product family or product group, to which the product belongs. Note if there are any common key characteristics and technologies that relate to the product.>
 - <Describe how the proposed product is aligned with the company's business strategy.>
 - <Describe how the proposed product solves the market problem.>




7

Impacts and Risks

<Enter text>

- <Enter text>
 - <Impacts: Define the business impacts that may occur by delivering the product. Describe the operational impacts that may occur by delivering the product.>
 - <Risks: Define the key product/project risks (consequence and impact) (in scope, schedule, cost, quality, resources, etc.) that may relate to the product.>




8

Financial Outlook

<Enter text>

- <Enter text>
 - <Present any quantitative or qualitative financial potential about product, including projected revenue and profit, and note significant financial indexes (Return on Investment [ROI], Return on Assets [ROA], and Revenue Per Employee) [RPE]).>




9

Investment and Proceeds

<Enter text>

- <Enter text>
 - <Investment: Summarize in quantitative terms the necessary manpower, time and money that are necessary for the product delivery program.>
 - <Proceeds: Summarize in quantitative and qualitative terms the monetary and marketing returns the company shall acquire by proceeding with the product delivery program.>




10

Conclusions and Recommendation

<Enter text>

- <Enter text>
 - <Conclusions: Describe any key conclusions reached during the preparation of the business case.>
 - <Recommendations: Make specific recommendations on proceeding with product delivery – a "Go or No-Go" decision. The extent of the recommendation may range from recommending approval for a full product delivery program to recommending a more detailed requirements analysis be done to validate some key business case components.>



11


Q&A

<Comment: This is the "questions and answers" section. Use this time to further communicate key messages, while addressing the audience's concerns.>

12



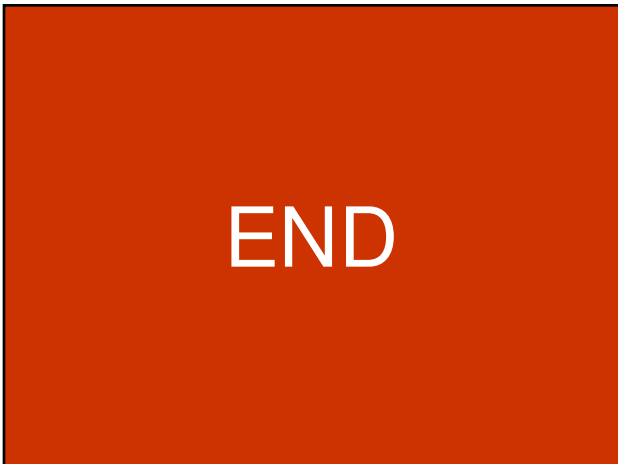
Document Properties



| | |
|---------------|---------------------------|
| Company Name: | <Enter company name.> |
| Product Name: | <Enter product name.> |
| • Date: | <Enter date.> |
| • Contact: | <Enter your name.> |
| • Department: | <Enter department name.> |
| • Location: | <Enter location.> |
| • Email: | <Enter email address.> |
| • Telephone: | <Enter telephone number.> |

| Date | Revision | Revised By | Approved By |
|---------------|---------------|--------------------|---------------|
| <Enter date.> | <Revision #.> | <Enter your name.> | <Enter name.> |
| | | | |

14



*280 Group Product Manager's Toolkit™ V. 3.0
www.280group.com*

Copyright Notice

*Copyright © 2007 280 Group, LLC. Content
Copyright © 2007 Blackblot. Used by
permission. All rights reserved.*

This document is provided "as-is" with no explicit or implicit guarantee or warranty as to the accuracy of the information contained here. The author claims no responsibility, implied or otherwise, to anyone wishing to act or follow the content of this document.

<Comment: Informational slide - please delete>