**Strategy on a Page: Business Case Template for IT Expenditure**

**Author:** [your name/company]

**Project Title:** [Insert Project Name Here]

**Elevator Pitch:** Briefly describe the proposed technology solution and the key business challenge it addresses. Be sure to highlight the insights you’ve gathered in conversations with leadership. (2-3 sentences)

**Business Need:**

* Describe the current business problem or opportunity.
* Quantify the impact of the problem (e.g., lost revenue, decreased productivity, security risks).
* Explain how the current IT solution is inadequate or lacking.

**Proposed Solution:**

* Briefly explain the proposed solution and the specific software/hardware being considered (if applicable).
* Illustrate why the suggested solution is needed and what its implementation will mean for the business.
* Emphasise how it aligns with the business strategy and existing IT infrastructure.

**Survey Insights:**

* Highlight key pain points gathered by talking to various people in the business. Demonstrate the impacts of your proposed solution with specific/tangible insights that came from conducting surveys.
  + Your insights could be around sentiment (i.e., how does this make you feel? How does the current process impact your day/productivity?)
  + Or you could get a collation of statistics (i.e., how long do you spend per day doing XYZ? What percentage of your time do you use to speak to customers versus dealing with X issue?)

**Benefits:**

* List the key benefits of the proposed solution (e.g., cost savings, increased efficiency, improved security).
* Quantify the benefits where possible (e.g., projected cost reduction, estimated time saved).

**Worst-Case Scenario:**

* Briefly describe the negative/worst outcome that would occur if your business did not implement the solution you are advocating for. This is especially crucial for cyber security initiatives.

**Implementation Plan:**

* Outline the high-level implementation plan (e.g., timeline, resource allocation).
* Briefly mention any potential risks and their mitigation strategies.

**Financial Analysis:**

* Present a high-level cost breakdown (e.g., software licenses, hardware, implementation costs).
* Estimate the return on investment (ROI) or and show how the benefits outweigh the costs.

***Additional Tips:***

* Keep it concise and focused on the most impactful information – the goal is to fit this all on one page.
* Use clear and concise language, avoiding technical jargon.
* Avoid using emotive language and keep the audience in mind.