

The 1-Page Business Case

Instructions: Fill out the following worksheet for each product or project as needed.

Concept	Title						
Concept Overview	Succinctly describe the new idea or concept.						
Goals Supported	Which strategic goals or initiatives are supported by the concept?						
Target Customers	Describe the customer characteristics? What do they have in common that can be addressed by the concept?						
Market potential	Size of target customer group?				Take-rate over what time period?		
User needs analysis	Problem solved? Need filled? Perceived value? Learning required? Product replaced?						
Competitive analysis	Who				Major Differentiator		
Value Proposition	Why is this product or service uniquely valuable to your target customers? 10-second elevator pitch?						
Pricing	How much? When? Discounts?						
Communications	Key selling points? How communicated? Mediums?						
Distribution	How will customer get product? Cost? Issues?						
Major Distinguishing Features	Features/functions				Benefits		
Financials	5 yr. ROI		Year 1	Year 2	Year 3	Year 4	Year 5
	Gross Margin						
	Expenses						
	Profit						
Technical	Feasible? Major new technology needed? Development needs? Cost? Breakeven?						
Development	Time? Resources? Bottleneck resources? Availability? Issues? Level of difficulty?						
Manuf./Operations	Time? Resources? Bottleneck resources? Availability? Issues? Level of difficulty?						
Testing	Required? Methodology? Cost?						
Other item	What else is unique about this concept that should be considered?						
Next Steps	Did you Business Case analysis yield positive results? Go! No go. More information? Prepare for Gate decision.						

The 1-Page Business Case - Sample

Instructions: Fill out the following worksheet for each product or project as needed.

Concept	Hobby Starters Web Site						
Concept Overview	A web site to help people start a new hobby in arts, crafts, collecting, remote control, etc.						
Goals Supported	Create a profitable, rewarding business with minimum overhead and good growth potential.						
Target Customers	People seeking a new interest and way to find balance to offset their day-to-day work.						
Market potential	Hobbies is a \$10B industry, supplies make up 75% of this.			Capture a % of those starting a new hobby every day.			
User needs analysis	Starting a new hobby requires a lot of work to seek information, find supplies, read, find sources of information. HS does this for you.						
Competitive analysis	Who			Major Differentiator			
	Michaels			Information, service, and resources guides			
	Local Hobby Stores/misc. online			Professional, service, complete startup solutions			
Value Proposition	A one-stop purchase and shop to start a new hobby. Reasonable prices and guaranteed to be an enjoyable start to a new hobby. Information rich and EASY!						
Pricing	Kits vary from \$10 to \$100, coupons for various promotions toward certain kits and categories.						
Communications	SEM – Est. \$5/sale variable cost., Misc. online ads - \$5000 Year 1.						
Distribution	Issue – Need quality suppliers willing to drop-ship or carry inventory.						
Major Distinguishing Features	Features/functions			Benefits			
	Complete kit that has been thought through			No hassle start of a hobby – no wondering if you have right stuff			
	Resource guide gets you started			Save time and get started fast and confident			
Financials	5 yr. IRR	149%	Year 1	Year 2	Year 3	Year 4	Year 5
	Gross Margin		\$15,000	\$40,000	\$80,000	\$120,000	\$160,000
	Expenses		\$35,000	\$20,000	\$40,000	\$65,000	\$85,000
	Profit		(\$20,000)	\$20,000	\$40,000	\$55,000	\$75,000
Technical	No hurdles. Need website, shopping cart, SEO and SMO.						
Development	Website – 6 months, \$20,000.						
Manuf./Operations	Need operations plan and vendors to manage customer service, shipping, returns, etc.						
Testing Required	Pre-development Focus groups (2 sets), interviews after initial story-board, light usability - \$10,000.						
Other item	Need validated! Need to identify unique hook for a “Go” decision, Need research on top, hot hobbies and interests.						
Next Steps	Need approval for market research on the concept. We can build a test site (story board) for \$3500.						