BUSINESS CASE TITLE

Sponsoring Office
Date

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Executive Summary

- *Use this space for an executive summary of your plan. Include brief information about your idea, the benefits, and why the idea should be implemented now. Also include your brief project plan and summary of your budget.*

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Background and Context

Brief Background and History

- *Explain any contextual background that has led to the need for this project. Share a summary of any background research or benchmarking analysis (the full results can go in the appendix).*

Requirements Addressed

- *If applicable, describe any formal requirements (e.g., legal, regulatory, statutory, etc.) that this project addresses.*

Nature of the Opportunity

Project Objectives

- *Describe your project. What will it accomplish? List the key objectives (ideally no more than 5).*

Benefits

- *Briefly describe, at a high level, the benefits to the University from the successful completion of this project. Benefits may be financial (e.g., increased tuition or revenues, reduced costs, improved margins, etc.) or non-financial (e.g., reduced risk, enhanced reputation, increased efficiency, enhanced student/staff experience, etc.).*

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Nature of the Opportunity

Evaluating Success

- *Describe in narrative form how the project's success will be evaluated. Quantitative targets, when known, may be entered into the chart below.*

Metric or Value	Baseline	Target
Hours between receipt of customer e-mails and initial reply sent back to customer	*Current response time is 30 hours*	*Reduce initial response time to customer e-mails to under 24 hours*

Project Management

- Management Structure

Describe the management structure of the project. Include key personnel (this includes those actively involved in the project and leadership who must stay abreast of progress) and their roles and responsibilities. An organizational chart or table may be used for this section. If applicable, address the on-going staff resources that will be dedicated to the solution once the project is complete.

- Project Workplan

- *Use a table or Gantt chart to list major project phases, activities, and milestones with target dates, including responsible parties.*

Phase	Target Dates	Responsible Party

Project Environment

Environment Assumptions and Constraints

- *Describe any major assumptions and/or constraints you are making about the internal and external project environment. These are circumstances and events required for successful completion of the project, or which may limit your ability to complete the project. During the planning process, these assumptions will be validated.*

Dependencies and Integration with Current and Planned Initiatives

- *Describe any major dependencies between your project and other initiatives. (Dependencies are logical relationships between two or more activities that may impact the timeline. Describe how this project will interact with current and planned operations or initiatives where there are no dependencies. Discuss how it will support/be supported by those activities.*

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Financial Information

Summary Pro Forma Profit and Loss (P&L) Statement

- Provide a summary of your pro forma P&L (a financial statement based on hypothetical future scenario planning), outlining the <u>incremental (i.e.: additive or new)</u> revenues and expenses associated with this project. (Staff costs should be included in the ROI analysis, discussed below.) Include a detailed, multi-year pro forma of project revenues and expenses as a separate document or as an Appendix to this document. You may use the budget tools provided in the QMS Toolkit under "01 Plan" to support this analysis.

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Financial Information

Return on Investment (ROI) or Return on Value (ROV)

- *Explain the financial return on investment (ROI), including existing staff costs, for the project. (Although existing Mason staff may not be paid directly through the project, staff costs can be estimated by approximate time dedicated to the project times approximate hourly rate, based on salary.) You may use the budget tools provided in the QMS Toolkit under "01 Plan" to support this ROI analysis. If there are financial benefits to this project, indicate the type of benefit (annual savings, cost avoidance, revenue generating, or scholarship excellence).*

- *For projects that do not have a distinct or easily quantifiable financial return, discuss the return on value (ROV). ROV can be defined as the tangible benefits (e.g., enhanced reputation, enhanced student/staff experience, improved satisfaction, time savings, redundancy elimination, etc.) that will result from the investment in this project.*

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Risk Analysis and Assessment

Risks

- Describe any risks to the University involved with pursuing the project. These might include risks to timeline, budget, resources, quality, and other aspects of the project. Describe how these risks may be mitigated.

Risk Description	Probability (H/M/L)	Impact (H/M/L)	Planned Mitigation
Flooding to new facility	*Low*	*High*	*Buy flood insurance*

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Appendices