

# Lean Business Case Template

<b>1. Problem/Opportunity</b> <i>Briefly define the key challenge, gap, or growth opportunity. Focus on urgency, relevance, or business impact in 1–2 sentences.</i>		
<b>2. Proposed Solution</b> <i>Describe the recommended solution or initiative. Keep it concise: What is it, and how does it directly address the problem?</i>		
<b>3. Target Outcomes/Benefits</b> <i>List the top 2–3 expected gains (financial, operational, environmental, etc.). Quantify if possible (e.g., "reduce processing time by 30%").</i>		
<b>4. Implementation Overview</b> <i>Summarize how this will be executed:</i> <ul style="list-style-type: none"> <li>Major phases or components</li> <li>Key teams or vendors involved</li> <li>Deployment approach (phased rollout, pilot first)</li> </ul>		
<b>5. Timeline and Milestones</b> <i>Provide 3–5 high-level checkpoints or events with estimated dates:</i>	Milestone	Target Date
<b>6. Cost Snapshot (CapEx/OpEx)</b> <i>Outline expected capital and operating expenses.</i>		
<b>7. Key Risks and Mitigation</b> <i>Call out 1–2 top risks and how you will manage them (e.g., risk of regulatory delay → early engagement with local agencies).</i>		
<b>8. Recommendation/Ask</b> <i>Be clear and direct: What are you asking decision-makers to approve or fund? Include timing (e.g., approval by the end of Q2 20xx to maintain the launch schedule).</i>		

## **DISCLAIMER**

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