Creating a Business Case

Quick Reference Guide

Georgia Tech
CREATING THE NEXT

Creating a Business Case

The Business Case is developed during the early stages of the Demand process. It captures the reasoning for initiating the Project and is one of the ways you prove the value of the Demand.

The Business Case consists of four areas when entering your request:

1. **Business Case:** Business rationale for the Demand.

2. **Risk of Performing:** Risks if the demand is approved and implemented.

3. **Risk of Not Performing:** Risks if the demand is not approved.

4. **Assumptions:** Help to define scope and risks, and fine-tune the estimates for time and cost.