

## THE BUSINESS CASE PRIMER

***This business case format is a variation on the creative brief and similar to the document presented to the BC Innovation Council (2008) to support annual funding for the Wavefront AC incubator.***

***Organizing information in an effective and systematic manner explained the mutual advantages for this partnership that continues to this day.***

We will organize the business case this way:

1. The title page. Select something engaging, we do this last
2. The table of contents, we do this second last.
3. The executive Summary and we do this page once we complete the body of the business case.  
We then answer the following questions, using one page per question, and two to three pages for the recommendations. We don't fill each page from top to bottom; we leave enough white space to encourage the reader. The font size is between 11 and 12 point.
4. What is the intention? Why it is important for the government's perspective?
  - a. How does this fit into the plans the government has for the jurisdiction?
  - b. How do the multi government stakeholders feel about this, would they support it?
5. Who supports this intention?
  - a. This is the page of endorsements from our alliances and partners.
6. and 7. Recommendations (up to two pages)
  - a. What do we think should be done?
8. Who else has done this?
  - a. Cite examples: look for relevant, recent examples
  - b. Look to industry associations and government economic development offices for access to the economic impact studies done by other similar sized jurisdictions
9. Timeline to implement the recommendations
10. Estimate costs
  - a. A detailed budget
  - b. Stagger the costs through continuing fiscals. For example, the location only jurisdiction requires marketing planning and advertising budget now, however, the talent attraction piece can wait until next fiscal – or the fiscal year after.
  - c. End the budget page with one three-line paragraph reminding the reader why is this money well spent.