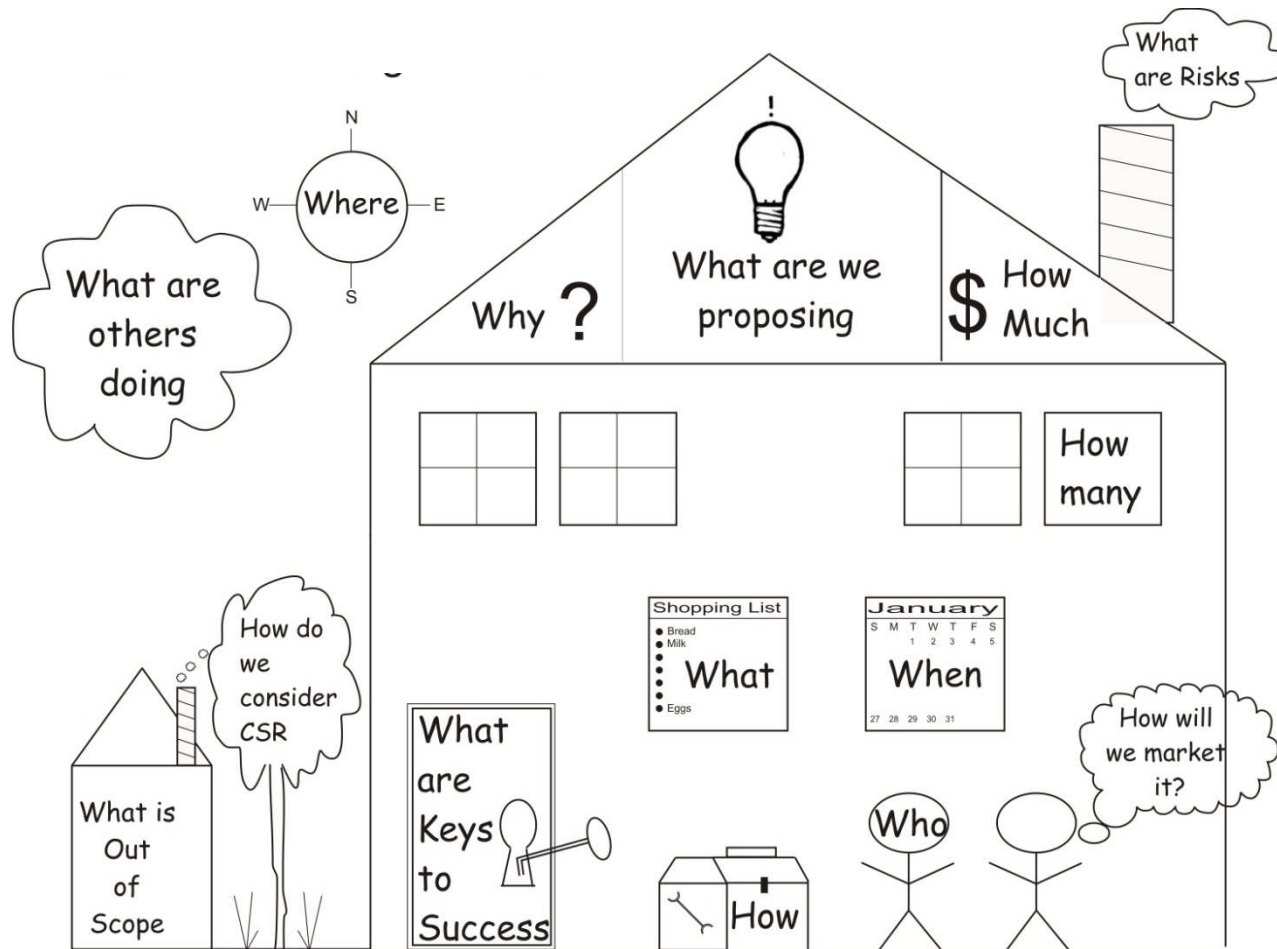


# 15 Questions to begin a Business Case



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## Start with answering these questions:

1. What are we proposing?
  2. What is out of scope?
  3. Why are we proposing it? What are the objectives? What are the benefits?
  4. How much will it cost?
  5. Where are we proposing it?
  6. What are the risks?
  7. How many do we need? How are alternative solutions ruled out?
  8. What do we need to accomplish it?
  9. When will it start? End? Occur?
- What is the project plan?
10. Who will pay for it? Who is accountable for the results? Who will approve it? Who is involved with it? Who is affected by it?
  11. How will we accomplish it? What is needed in our toolbox?
  12. How will we market it? Communicate it? How will we educate?
  13. What are the keys to success? What are the key performance indicators? What are the measurements and metrics?
  14. How will we incorporate corporate social responsibility initiatives?
  15. What are others doing that are in similar industries? What about in different industries? What can we benchmark?