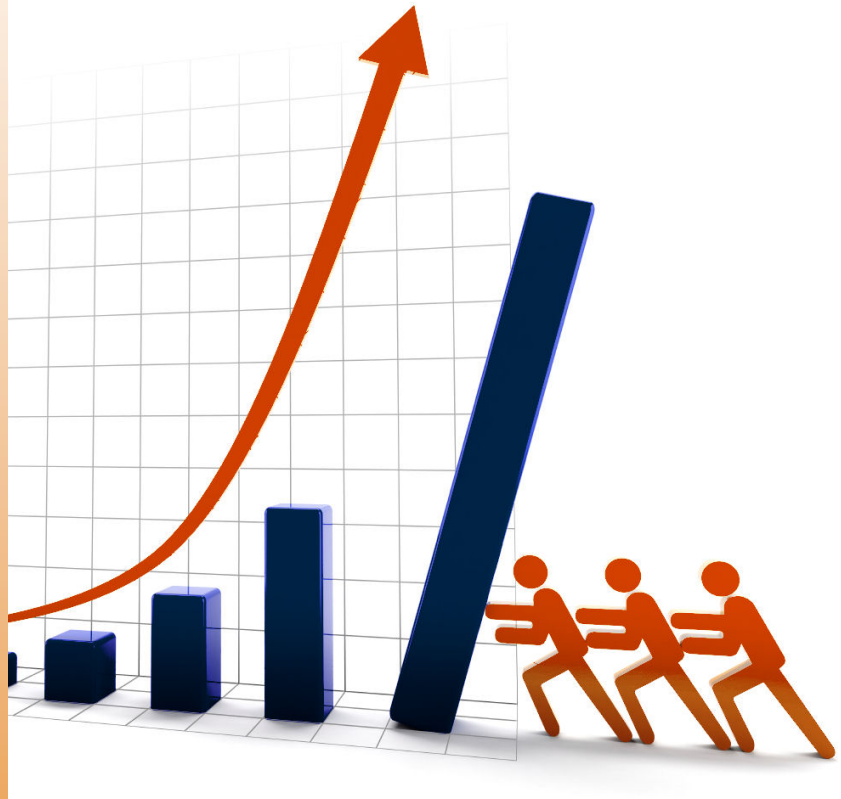
Business Case Presentation Template



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PRODUCT MANAGEMENT
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Business Case Presentation Components

- Why are we considering this proposal?
  - Strategic alignment
  - Opportunity summary
- Problem; market analysis
- Value proposition
- Solution overview
- Competitive overview; product positioning
- Go to market strategy overview
- High-level financial analysis
- Team
- Ask

See the NOTES view in PPT for additional information

Summary Slide 1

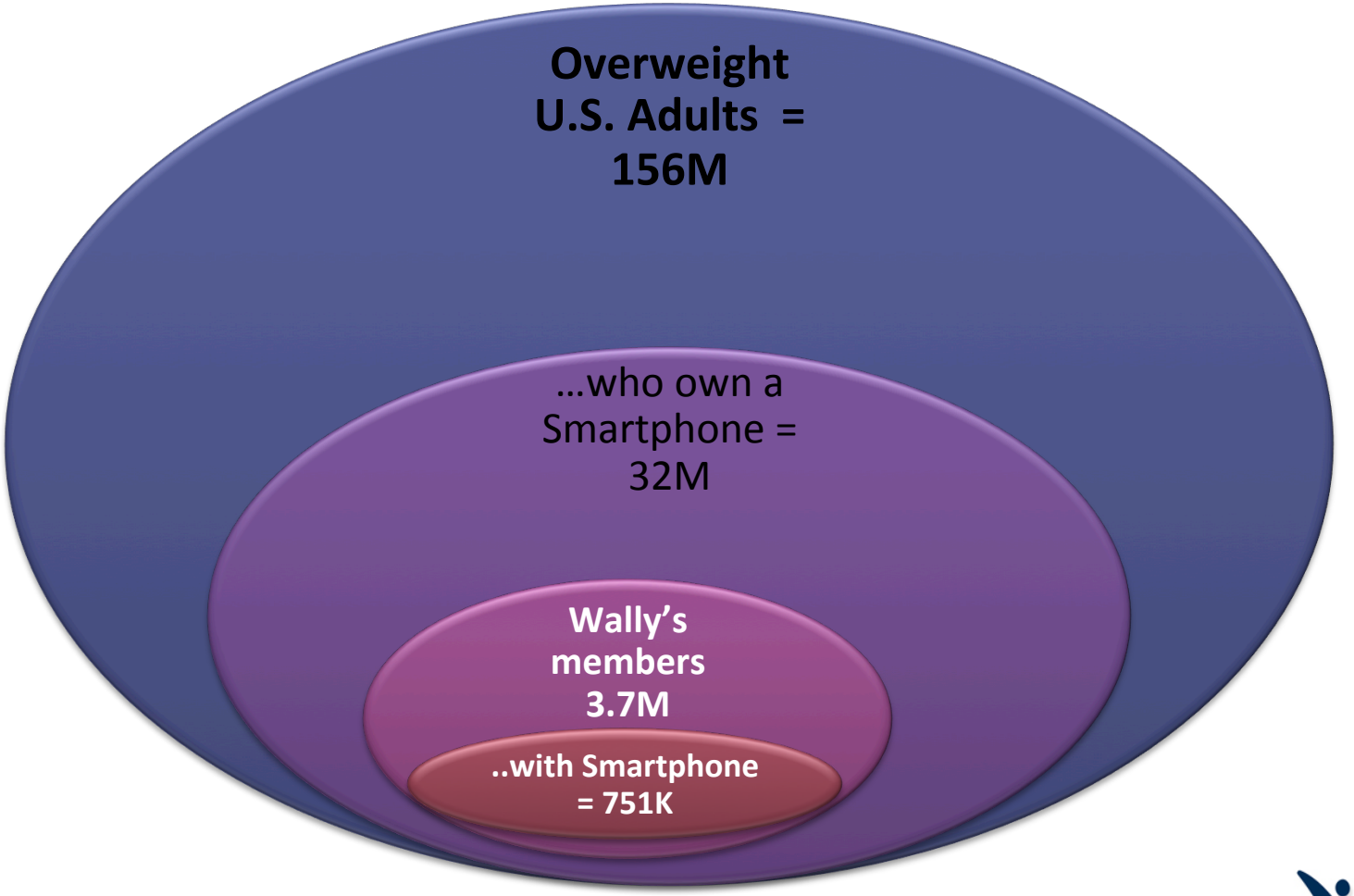
- Why are we here?
- Market analysis
- Differentiation
- Financial analysis

Summary Slide 2

- Solution overview
- Competitive analysis
- Team
- Ask

Align with corporate strategy and goals

Market Opportunity

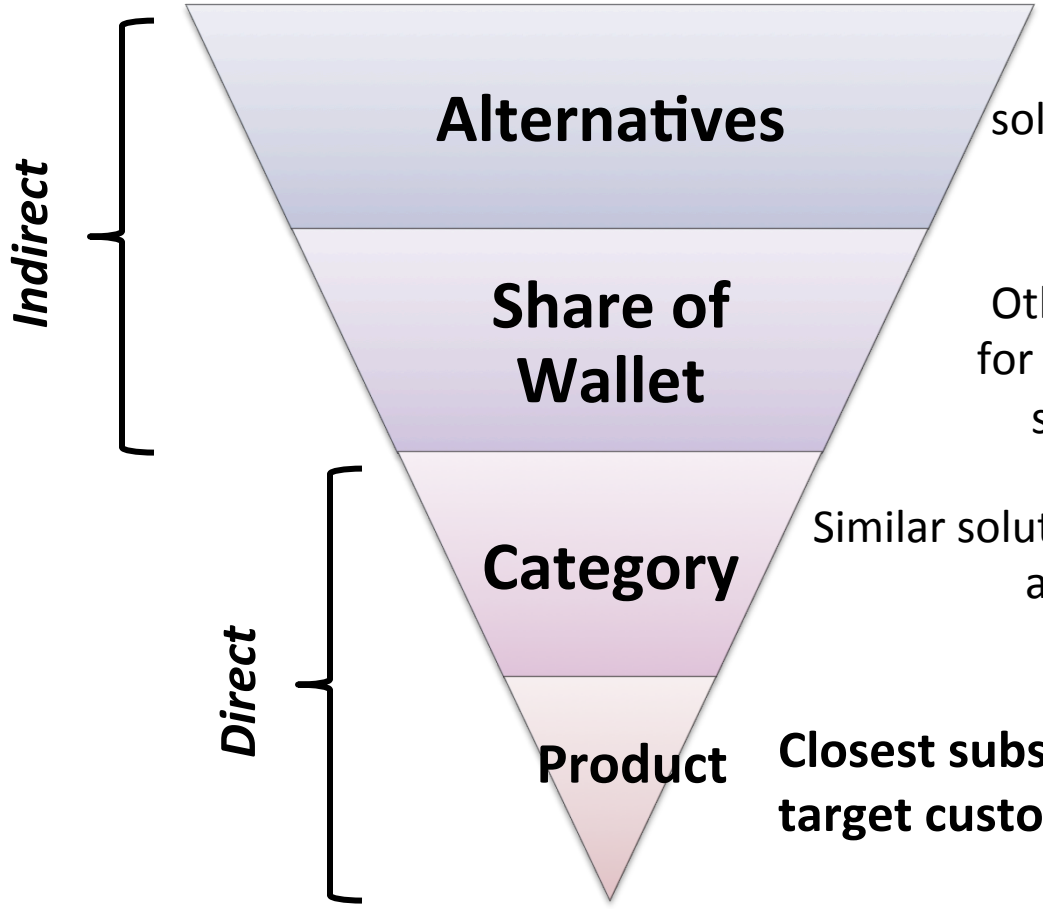


Customer Problem and Value Proposition

Solution Overview

- Main features
- Competitive differentiation

Competitive Analysis



Any other way to solve the problem, including "do nothing"

Other solutions competing for the money that could be spent on your solution

Similar solutions, can be delivered in alternate ways

Closest substitutes as perceived by your target customers

Go to Market Strategy

- Sales Channels
- Marketing Communications

Financial Analysis

- Revenue
- Cash Flow
- Break even
- IRR
- NPV

Team

Ask

- Your recommendation
- What you need to implement next steps

For More Business Case Help

- Pivotal Product Management provides award-winning product management training, consulting, coaching, and skills assessment. Please contact us if you have questions about using this tool. Visit our website for more Product Management best practices, free tools, and templates.
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