Business Case Development & Presentation

Summary
This TechPros session is one piece of the NC State Executive Education program on Managing Disruptive Innovation. Participants learn how to analyze their environment, gather data necessary to build a business case for a new approach, and how to present their case effectively. The session provides the opportunity to develop a business plan as an integral part of the learning process. Several participants will have the opportunity to present their plans and receive feedback.

Cost
$6,000 for a group of up to 30 people

Who Should Attend
Anyone who is interested in learning how to develop a business case and effectively present the case. Business cases could be for internal funding requests, external partners, changes to existing business models, or other situations that require presenting a case for financial support.

How Will You Benefit?
• Know how to find and assess idea sources that represent an “opportunity space” for new models of doing business
• Create and evaluate innovative business models that are based upon unique company capabilities, and link these to customer needs
• Research both the business model and the market opportunity efficiently utilizing an information-gathering hierarchy
• Research and evaluate the business opportunities on operational and strategic dimensions to uncover fatal flaws at an early stage
• Formulate and articulate a compelling business proposition for the best opportunities, with a good understanding of the risks involved
• Develop business model and commercialization strategy for the best opportunity
• Build an appropriate business case for the new model, venture, alliance or new line of business, with the case tailored to the appropriate decision-makers

What Is Covered?
• The Innovation Process and “The Valley of Death”
• Development of a Value Proposition
• The 9 Box Business Model Canvas (From Business Model Generation by Osterwalder and Pigneur), which includes:
  1. Define customer, why your product/service is compelling, and channels you will use to reach the customer
  2. Summarize the competition and outline your company’s competitive advantage
  3. State specific, measurable objectives for achieving your near-term goals
  4. Outline a high-level financial plan that defines your financial model and pricing assumptions, resource requirements, revenue streams and cost structure
  5. Summarize risks of the proposed project and estimate expected rewards
• Basic Income Statement projection
• Communication/presentation plan to gain support and resources