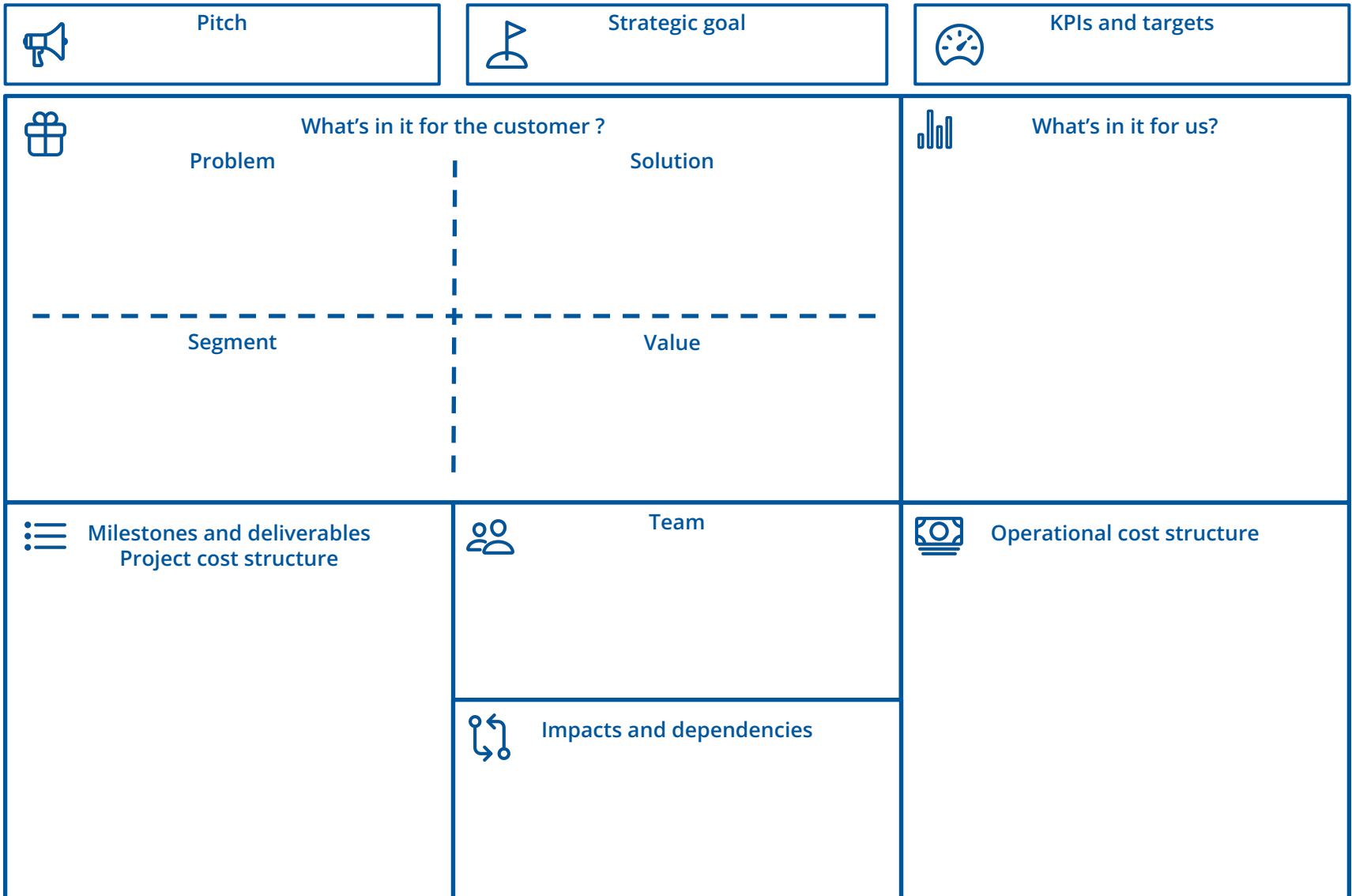


Investment proposal — Customer-facing projects



Customer view



Company view



Business model



Project view

# Investment proposal



## Pitch



## Strategic goal



## KPIs and targets



### What's in it for the customer ?

#### Problem

- What specific customer problem will you solve?

#### Solution

- What are the core features of your solution needed to solve the consumer's problem and to create value for him?
- What is the Unique Selling Proposition?

#### Segment

- Who is your customer? Be specific!
- External or internal
- What drives your customer's behaviour so that he will use your solution?

#### Value

- How does the customer benefit from having his problem solved?
- Financial and/or other benefits?
- Short term and/or long term benefits?



### What's in it for us?

What value will you capture? How?

Define and analyse your market:

- Demand: volume, market share, market share evolution, ...
- Supply: competition, differentiation, ...
- Pricing strategy

Estimate financial potential:

- Revenues, costs & cash-flow
- Indicators: payback, break even, IRR, NPV

Do not overestimate! Make different simulations to test your hypotheses.



### Milestones and deliverables Project cost structure

- Validation plan: Identify, prioritise and validate hypotheses
- Implementation plan: start small and build up; prioritise ruthlessly
- Integrate your validation and implementation plan into a project roadmap
- Translate the financial potential into a justifiable, one time project investment



### Team

- Key stakeholders
- Required skills, knowledge, experience, attitude
- Collaboration approach
- RACI



### Impacts and dependencies

- Other projects
- Partners & Suppliers
- Business capabilities
- Technology capabilities
- Legal dependencies



### Operational cost structure

Translate the financial potential into a justifiable investment for recurring operational costs:

- Service delivery
- Marketing
- Administration
- Support
- Procurement
- Technology
- ...



Customer view



Company view



Business model



Project view

Investment proposal — “Internal” projects



Pitch



Strategic goal



KPIs and targets



What's in it for the customer?



What's in it for us?

Problem

Solution

Role

Value



Milestones and deliverables  
Project cost structure



Team



Operational cost structure



Impacts and dependencies



Customer view



Company view



Business model



Project view