**New Product Business Case Template**

Project / Product Name

Business Case

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| **Prepared By** |  |
| **Date** |  |

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| Pin with solid fill**Executive Summary** |
|   | *Provide a concise overview of this proposal. Include the product name, the market need it addresses, your proposed approach, anticipated impact, and the business recommendation (e.g., funding or launch approval). Keep it to one page max.* |
|   | Content |

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| Pin with solid fill**Product Overview** |
|   | Product Concept | *Describe the product and its key features or innovations.* |
|   | Content |
|   | Customer Value Proposition |  Explain why customers will want it — what problem does it solve? |
|   | Content |
|   | Current Stage | *Is this in concept, prototype, beta, or pre-launch?* |
|   | Content |
|   | Unique Selling Point | *What makes it stand out from competitors?* |
|   | Content |

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| Pin with solid fill**Strategic Fit** |
|   | Alignment with Business Goals | *How does this product support company-wide strategic priorities (e.g., growth, sustainability, market expansion)?* |
|   | Content |
|   | Portfolio Positioning | *Describe how it complements or differentiates from existing offerings.* |
|   | Content |
|   | Long-Term Vision | *Explain how this product fits into the company’s future roadmap.* |
|   | Content |

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| Pin with solid fill**Marketing and Competitive Landscape** |
|   | Target Segments | *Define your intended customer groups and their key characteristics.* |
|   | Content |
|   | Market Trends | *Describe emerging patterns, technologies, or behaviors that support your case.* |
|   | Content |
|   | Competitor Overview | *List the key competitors and how your product compares.* |
|   | Content |
|   | Market Gaps | *What unmet needs or pain points does your product address?* |
|   | Content |

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| **Customer Insights** |
|   | Research Summary | *Summarize surveys, interviews, pilots, or focus groups.* |
|   | Content |
|   | User Personas | *Provide 1–2 sample personas representing your key customer types.* |
|   | Content |
|   | User Needs | *What are the main goals, frustrations, and decision drivers for each persona?* |
|   | Content |



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| Pin with solid fill**Financial Model and Business Case** |
|   | Cost Projections | *Summarize estimated development, operations, and marketing costs.* |
|   | Content |
|   | Revenue Forecast | *Outline projected revenue over 1–3 years.* |
|   | Content |
|   | ROI / Payback Period | *Estimate how soon the product will return value.* |
|   | Content |
|   | Financial Assumptions | *Clearly state any assumptions behind your numbers.* |
|   | Content |

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| Pin with solid fill**Launch and Go-To-Market Plan** |
|   | Development Roadmap | *High-level timeline from current stage to launch.* |
|   | Content |
|   | Marketing Plan | *Core strategies for product awareness and lead generation.* |
|   | Content |
|   | Sales Enablement | *What tools and support will the sales team need?* |
|   | Content |
|   | Customer Support | *Plan for onboarding, support, and retention.* |
|   | Content |

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| Pin with solid fill**Risk and Mitigation** |
|   | Key Risks |  *List the top 3–5 risks across technical, financial, market, or regulatory categories.* |
|   | Content |
|   | Mitigation Plans | *For each risk, outline how you’ll reduce likelihood or impact.* |
|   | Content |

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| Pin with solid fill**Operational Considerations** |
|   | Cross-Functional Impacts | *Will this affect operations, support, compliance, etc.?* |
|   | Content |
|   | Staffing Needs | *Do you need new hires, cross-training, or external vendors?* |
|   | Content |
|   | Technology Dependencies | *Any integrations, infrastructure, or tools required?* |
|   | Content |

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| **Recommendations and Next Steps** |
|   | *Summarize your recommended course of action. Include budget ask, timeline for decision-making, and who needs to approve the next phase.* |
|   | Content |



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| Appendices |  |  |  |  |
| *Attach anything too detailed for the main document* | * Research findings
* Survey data
* Financial models
* Wireframes or prototypes
* Legal or regulatory inputs
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