

Building the Business Case

Fundamentals of a Persuasive Investment Proposal

A one-day course: 9.00 am to 6.00 pm. (Lunch and coffee included)

Why Learn to Build a Business Case?

Investing company resources in a new telecoms project or IT system requires an estimate of the costs and benefits.

Your CTO, CFO or CEO will need to be persuaded by your proposal; knowing how to construct a business case is the answer.

Understanding Basics

Not everyone has had training or has a financial background in building business cases.

This course will help you get ahead in your business career, and help the company you work for.

Practical Workshops

The ability to present your business case with a comprehensive understanding of the key financial elements is an essential skill.

This course covers all aspects of building a robust business case.

Behind The Figures

A review of the facts and figures that are important in building any business case.

An understanding of the key trigger points and possible issues that may arise in building a business case.

Building a business case for an investment – or at least knowing what needs to go into one – is primary knowledge for a successful career in any business.

Few people really understand the essentials or have the opportunity to learn these necessary skills. This course takes participants through the basic components of a business case and financial analysis.

A Business Case for a Telecoms Project

This module, which is delivered as a mix of lectures, breakouts and role play, will simulate the business case for a telecoms project.

Participants will learn how to structure a business case – the information that is typically sought, alternative scenarios to consider and how to present succinct recommendations to the decision panel.

Topics also cover how to develop a financial model, use discounted cash-flow techniques and extract key financial indicators in support of the business case and recommendations.

The sessions will involve hands-on breakout workshops with role play. Each team will develop a business case for a given investment scenario and present it to a panel of financial experts for critical appraisal.

(The head of an investment venture team will also be present.)

The Results

Participants will experience what financial analysts and investors look for in a business case.

They will:

- learn how to construct a business case, how to build in assumptions and how to test those assumptions with sensitivity analysis
- learn the fundamentals of a financial model and key indicators to assess when considering an investment opportunity
- learn how to present a business case to investors, such as venture capitalists and fund managers
- take part in a peer group performance review.



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