

Nobody funds a project. They fund a case.

D8A.ACADEMY/RESOURCES/BUSINESS-CASE

THE FIVE BLOCKS

problem	what it costs today, in numbers
options	what you propose, and the two you rejected
benefit	money or hours saved, with the source
cost + risk	build, run, and what can go wrong
the ask	← one decision, one date

REMEMBER

do nothing	is an option: cost it too
a benefit	without a number does not count

WORTH MEMORIZING

01 The five blocks, one line each

A sponsor reads the ask first, then the benefit, then checks the cost. Write it in that order of importance, not in the order you did the work.

problem	Returns take 3 days to process: 40 hours of support time a week.
options	A: automate the refund rule. B: hire one more agent. C: do nothing.
benefit	A saves 30 hours a week, from the ticket log of the last quarter.
cost + risk	A: two weeks of dev, one edge case (partial refunds) needs a manual path.
the ask	Approve A by Friday so it ships before the holiday peak.

02 Trap: the case that gets parked

Three lines that make a sponsor put a case back in the pile.	
"improves efficiency"	A benefit with no number is an opinion. Hours, euros, days: pick one and show where it comes from.
one option	A single option reads as a sales pitch. Two rejected ones show you looked.
no date	"We would like to" has no deadline. "Approve by Friday because X" does.
→ Do nothing is always on the table. If you do not cost it, the sponsor will, and their number will be lower than yours.	