**SMART BUSINESS CASE TEMPLATE**

*This template is intended to serve as a guide in preparing the Study Outline and the Proposal. These will be the key elements that the SMART Reviewers will be examining to determine whether or not to approve Funding Request.*

**Applicant Name: Phone:**

**Company: Email:**

**Address:**

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| 1. **Company Information** |
| 1. **Company Summary.** |
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| 1. **Product Summary.** |
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| 1. **Project Details** |
| **Describe in detail, the project for which funding has been requested.**  **(Attach any relevant data to support the Business Case including; Market Assessment, Market/Business Feasibility Plans, Business/Marketing Plans or Consultant Studies.)** |
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| 1. **Critical Success Factors** |
| **What are your critical success factors for this project?** |
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| 1. **Risk Factors** |
| **Identify project risk factors.** |
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| 1. **Risk Management** |
| 1. **How will issues be tracked, mitigated and controlled throughout the lifecycle of the project?** |
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| 1. **Describe performance objectives of the project. This needs to include any of the following:**  * **Sales growth in Market (i.e. in 2011 to $\_\_ Current Year to $\_\_Following Year)** * **Unit sales growth in Market (i.e. in 2011 to $\_\_ Current Year to $\_\_Following Year)** * **Market share growth (i.e. in 2011 to $\_\_ Current Year to $\_\_Following Year)** * **Quantifiable productivity improvement for Market (i.e. scrap rate improved from \_ to \_)** |
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| 1. **Financial Return** |
| **Indicate either the expected Internal Rate of Return, Discounted Cash Flow or Payback for this project. Include the details of how this was calculated.** |
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| 1. **Importance of Project** |
| **Identify the importance of this project to your company.** |
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| 1. **Project Management** |
| **Which employee (including title and contact information) will be responsible for overseeing the project?** |
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| 1. **Conclusions and Recommendations** |
| **This is the final chance to summarize the project to the Industry Reviewers.** |
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| 1. **Financials** |
| **Please attach Financial Statements for previous two years.** |

Please upload this document using the online submission form with your application for assessment funding.  Ensure you also upload a detailed proposal from the Qualified Service Provider that clearly outlines the parameters of the study, the costs of the study, the name of the consultant completing the assessment and the expected timeline.