# Building your Business Case for a Partnership – Concept

| BUSINESS CASE | |
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| What is the business opportunity, need or issue? |  |
| What is the evidence of this opportunity, need or issue? |  |
| What is the idea/concept and our value proposition | IDEA/CONCEPT  VALUE PROPOSITION |
| What are our strengths, weaknesses and gaps in relation to this opportunity, need or issue? | STRENGTHS    WEAKNESSES    GAPS |
| What is the most crucial gap that we must address? |  |
| Can this gap be addressed by a partnership? |  |
| What are the business benefits of a partnership? |  |
| What are the alternatives to a partnership? |  |
| Why would a partnership be preferable above other options? | (If other options are preferable, consider them as a serious alternative) |
| What could a partnership offer our business? |  |
| Is this a short, medium or long term partnership venture?  How long? |  |
| What kind of partner are we looking for (eg skills, resources, networks) |  |
| Who might the partner(s) be? |  |
| How do we envision a partnership venture might work? |  |
| What are the outcomes we are looking for? (a) for our business (b) for the venture |  |
| What will be in the scope of the partnership venture? |  |
| What will not be in the scope of the partnership venture? |  |
| What will be the anticipated resource implications?  Management?  Staff?  Existing IP?  Networks/contacts?  Infrastructure?  Financials? |  |
| What will be the financial costs of investing in the partnership |  |
| What will be the cost savings or profits over time? | *Include an estimate for the next 3-5 years* |
| What would be the net financial benefit? |  |
| What would be the opportunity costs if we don’t enter into a partnership venture | *Eg competitors take advantage of new markets* |
| What are the other risks if we do not enter into a partnership arrangement? |  |
| Recommendation(s) | |
| Recommendation (Case for or against a partnership venture, key drivers, requirements etc) |  |