

**PROMPT WO-029**

Write a Business Case

Purpose

Use this prompt to create a professional business case that clearly explains why a project, investment, or business initiative should proceed. It helps decision-makers understand the problem, proposed solution, expected benefits, costs, risks, and return on investment before approving the project.

DIFFICULTY **Intermediate****TIME SAVED** **45–90 min****BEST FOR****Strategy & Investment**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

Copy & Paste Prompt

You are an experienced Business Consultant.

Write a professional Business Case using the information below.

Project or Initiative:

[Insert project name]

Business Need:

[Describe the problem or opportunity]

Current Situation:

[Explain the existing situation]

Proposed Solution:

[Describe the proposed solution]

Objectives:



[List the project objectives]

Expected Benefits:

[List measurable and non-measurable benefits]

Estimated Costs:

[Provide estimated costs]

Estimated Timeline:

[Provide expected duration]

Risks:

[List key risks]

Alternative Options Considered:

[List any alternatives]

Recommendation:

[State your preferred option]

Audience:

[Who will review the business case?]

Tone:

Professional, objective and suitable for senior decision-makers.

Please:

- Create a professional Business Case.
- Include an executive summary.
- Clearly define the business need.
- Explain the proposed solution.
- Compare alternative options.
- Present expected benefits and costs.
- Include a risk assessment.
- Finish with a clear recommendation and request for approval.

Return only the completed Business Case.

Example

INPUT



Project: AI Customer Support Assistant

Business Need: Customer enquiries are increasing while response times are becoming longer.

Proposed Solution: Implement an AI-powered customer support assistant.

Expected Benefits:

- Faster response times
- Reduced administrative workload
- Improved customer satisfaction

Estimated Costs: £18,000

Timeline: 4 months

EXPECTED OUTPUT

Business Case

Executive Summary

This Business Case recommends implementing an AI-powered customer support assistant to improve response times, reduce administrative workload, and enhance customer satisfaction while supporting future business growth.

Business Need

Customer enquiry volumes have increased significantly, creating longer response times and placing additional pressure on customer service teams.

Proposed Solution

Introduce an AI-powered assistant capable of answering common customer enquiries, supporting advisors, and routing complex requests to the appropriate team.

Expected Benefits

- Faster customer response times
- Increased employee productivity
- Reduced operational costs
- Improved customer satisfaction
- Better scalability during busy periods

Costs

Estimated Investment: £18,000

Risks — see table below

RISK	LIKELIHOOD	IMPACT	MITIGATION
Low user adoption	Medium	Medium	Staff training and phased rollout



RISK	LIKELIHOOD	IMPACT	MITIGATION
Technical integration	Low	High	Pilot implementation

ALTERNATIVE OPTIONS

- Recruit additional customer service staff.
- Maintain existing processes.
- Outsource customer support.

RECOMMENDATION

Proceed with implementing the AI-powered customer support assistant. The expected operational improvements and long-term cost savings outweigh the implementation costs and identified risks.

APPROVAL REQUEST

Approval is requested to begin detailed planning and implementation.

 **Builder's Tip:** *A successful business case isn't about selling an idea—it's about presenting enough evidence for someone else to make a confident decision. Support every recommendation with facts, data, or clear reasoning.*

Related Prompts

- WO-021 – Write a Professional Business Report
- WO-022 – Create an Executive Summary
- WO-028 – Create a Project Closure Report
- WO-030 – Create a Professional Proposal

Tags

BUSINESS CASE	STRATEGY	INVESTMENT	DECISION MAKING	DOCUMENTATION
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