

Define Your Idea ... Writing a Business Case

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What's Your Bright Idea?

A really big idea: Google Lunar XPrize

[Reaching for the Moon:
Google Lunar XPRIZE Team lands at BCIT](#)



Define Your Idea ...

Writing a Business Case

- **What** is your idea. (Clear and simple)
- **Who** will buy it. (Market and competitors)
- **Why** you. (Strengths and opportunities)
- **Why not** you. (Competitors)
- **How** will you do it.
 - Your team
 - Your finances
 - Your timeline and business plan

Writing a Business Case:

What is your idea

- Keep it simple and clear ... so anyone can understand
 - What is your idea/business/product
 - What is the stage of development
 - What is the goal

What is your idea?

Writing a Business Case: Who will buy it

- Who will buy or use your products & services:
 - Who are they
 - Where do they come from, where do they live
 - How large is the market

How does your idea solve a problem for them?

Writing a Business Case: Why is your idea bright

- What is unique or special about your idea
- How is it better or different than what's already in the market
- Who are your competitors – technologies and companies

Why should someone buy it?

Writing a Business Case:

How will you make it happen

- **People**
 - Who is on your team
 - Does your team have the right skills
- **\$\$\$**
 - How are you going to develop your idea
 - How much money will you need
 - When will you need it
 - Where will you get it from
 - How much will your product cost

More Information ...

- <http://www.bcit.ca/appliedresearch/student/businessbasics/>
- <http://www.bcit.ca/innovate/>
- research@bcit.ca

- <https://www.bcitsa.ca/beaboss/>
- <https://www.bcitsa.ca/beaboss/events/>

Upcoming Business Basics sessions ...

- Feb 2 Find your Competitive Edge (Market Research)
- Feb 9 Will it really work? (Product Validation)
- Feb 16 Money. Get it, Keep it, grow it. (Financial Literacy)
- Mar 10 Plan to Win (Your Business Plan)
- Mar 16 Sell! Sell! Sell! (Perfecting your Pitch)
- Mar 23 Pitch Video Tips and Tricks

Details:

Sessions have a 30 minute presentation followed by a 15 minute Q&A and/or practical application and are in the Student Council Chambers – SE2 – Third Floor, Thursdays, 11:30 am – 12:30 pm. Pizza and refreshments provided. Sessions are free, but there is limited seating so please send an email to research@bcit.ca to register. Between January and March, students who attend five or more Business Basics for Innovation one-hour FREE sessions or BCITSA Entrepreneurial Services events earn a **“Business Basics in Innovation” Certificate of Completion!**

Thanks!

