

Building the Business Case for New Programs- Speaking in Dollars and Cents

Making a compelling business case for your new program

Your product concept may be the most exciting innovation in decades, but to get approval for new products and R&D programs, you must make a compelling case. A business case is the primary tool most organizations use when making resource decisions for new programs. How well you make this case often determines not just the funding of the program, but your success or survival at the company.

Complex projects and programs are notorious for being difficult to predict final completion dates and total costs — let alone achievement of results. Leaders and managers need accurate and easily interpreted performance reports to quickly diagnose problems and take corrective action.

Dorian Simpson will review the key elements of a successful business case and how to effectively present a new program to get approval. He'll specifically emphasize the challenges and methods to get the right forecast information to build your case. His talk will include:

- The key elements of a business case and where the story usually strays
- The financial measures your CEO and CFO need to know
- Methods to getting the best market information
- How to present risk in financial terms

Your PMF November luncheon presenter, Dorian Simpson, from



Dorian Simpson is the founder and Managing Director of Planning Innovations Group, LLC, an innovation consulting firm that helps technology companies launch successful products through focused planning. More at www.planninginnovations.com



He serves as VP of Business Development for Macrovision, a public company focused on providing entertainment technology solutions.

Since entering the product development over 20 years ago, Dorian has practiced new product innovation with companies such as Motorola, AT&T and ReplayTV.

He has held key management positions in product management, sales, marketing, business development, and engineering and has launched successful products in areas such as digital television, Internet radio, and computer software.

The Product Development and Management Association (PDMA) recognizes Dorian as a Certified New Product Development Professional and his education includes a BSEE from Northwestern University and a MBA from the University of San Diego.