



One-page business case

A complete argument in one breath



EM Orbit

If it does not fit on one page, you do not yet know what you are asking for. Bring the definition of every number with you.

Title

From

Date

The problem, in numbers, with the period and the source

Who is harmed, and how

Options

Option	Cost	Benefit	Risk
Do nothing			
Option A			
Option B			

What we recommend, and why

How we will measure it, and when we will report back

The ask: what, from whom, by when

