Sample e-Learning Business Proposal Outline

1. Executive Summary
   a. Outline the situation
   b. Include the problem statement, opportunity statement, or gap analysis
   c. Support with data, and state in quantitative terms
   d. Present an overview of the recommendation

2. High level financial analysis
   a. Cost projections
      i. Initial fixed and variable costs calculated over a period of time
   b. Benefit projections
      i. Propose measurable goals that are aligned with the business and problem, opportunity, or gap
      ii. Calculate the financial improvement over the same period of time from achieving the goals
      iii. Determine the net benefit as the difference between the pre-goal performance and the post-goal result
   c. Calculate ROI or EVA
      i. \( \text{ROI} = \frac{\text{Net Benefit Over Time}}{\text{Cost Investment Over Time}} \)
      ii. \( \text{EVA} = \left(\text{Net Benefit} - \text{Cost of Capital}\right) / \text{Cost Investment} \)

3. Detailed explanation of the recommendation

4. Document the risks and threats
   a. Consider both internal and external variables

5. Identify possible next steps
   a. Research specific tools or resources
   b. Conduct a needs assessment
   c. Gather technical requirements
   d. Build a detailed budget
   e. Prepare a cash flow analysis
   f. Complete a study with learners or instructors
   g. Determine stakeholders and/or decision makers

Source: eLearning Guild
Building the Business Case for e-Learning