



## The business case

The objective of this concise document (ideally one page) is for you to demonstrate why it is important for your company to participate in this standardization activity. To get funding, you need to explain in business language how your work adds value to your company (impact on revenue, ability to do business, competitive advantage, protection of corporate investment, etc.). The exercise is also valuable in that it links standardization with corporate objectives, bringing it to a higher plane.

<b>Objective for participation:</b>	State key business objectives which your participation would positively impact (specific engineering requirement to protect or promote; facilitate regulatory acceptance, simplified conformity assessment, etc.).
<b>Short description of organization or committee:</b>	How does this organization's/committee's activities relate to your company's activities and products (why participate here and not elsewhere)?
<b>Scope of standard(s):</b>	List the standard(s) (incl. scope) your company uses or could use that are developed by this organization/committee.

<b>Impact assessment:</b>	
<b>Overall</b>	Describe how the standard does (or could) impact your company (if possible, cite any internal documents that mention this standard).
<b>Value proposition</b>	Describe the size of corporate investments this standard impacts (value/number of products, parts, materials, tooling, testing, etc., governed by this standard).
<b>Business impact</b>	Describe how the standard impacts a project or process and its importance for your company (absolute monetary impact, increased margin, lowered cost, qualitative, ability to do business).
<b>Detailed overview of benefits</b>	Outline specific benefits you expect to achieve through your participation in the standards development process (impact on products, parts or processes). Note all business units that (would) benefit from your involvement.
<b>Relationship building</b>	Describe the value your participation can achieve in terms of relationships with customers, suppliers, industry, government, etc.
<b>Competitive environment</b>	Identify positive benefits if you participate, such as first-mover advantage; not let competition decide alone; market intelligence, compliance, etc.
<b>Risk of non-participation</b>	Outline the risk of not participating, i.e. what cost would your company incur if this standard were changed to no longer fit your products or processes?

<b>Constraints/commitments:</b>	
Note here the expectations and commitments that might be placed on your company if you participate in this standardization activity:	
<b>Manpower</b>	Who, from which department, role/level
<b>Time/year</b>	Approximate number of days (add up meetings and comments/contributions)
<b>Dues/travel cost</b>	Estimate
<b>Length of commitment</b>	Months/years (how many until the standard is completed. Average = one to three years, depending on technology area)
<b>Intellectual property</b>	Note if and what IP you expect your company will share

Attach a short summary of your business case every time you fill a travel request for your next standardization meeting.

Have an elevator speech ready to convince executives about the importance of your work.