

# Rocking your business case

Presented by:  
Dilla Anindita Purnawan





# I will talk about 4 things today

1. The **basics** of business case and why is it useful
2. **Structure** of business case
3. **Deep dives** on each part of the structure
4. How to **win** Compfest (lol), APEX (really), and basically every other competition



**What is business case?**





## Business case definition

“A **justification** for a proposed **project** or undertaking on the basis of its expected **commercial benefit**”



## Business case definition

WHY

HOW

“A **justification** for a proposed **project**  
or undertaking on the basis of its  
expected **commercial benefit**”

WHAT



**Why is business case  
needed?**





# Don't worry guys, this is useful til you're old

- Propose **ideas** to top management
- Help top management make **decisions** based on quantitative and qualitative approach
- Hold **account** a project execution report - case vs reality
- Btw, in reality, the case is literally not written in text, but you gotta **build your own understanding** based on the situation!
- Learning these things early will really help you in early stage of career - **practice** before you face the real world

**“There is no such thing as  
true or false in business  
case, only strong or weak”**



The background is a solid orange color. In the top-left corner, there are three vertical bars of varying heights, each composed of several overlapping semi-transparent orange circles. In the bottom-right corner, there are four vertical bars of increasing height from left to right, each also composed of several overlapping semi-transparent orange circles.

# Structure of business case



# Business Case Common Structure

1. Executive Summary
2. Setting the context
3. Building a strong analysis
4. Pitching your recommendation
5. Proving you can implement it
6. Making a strong conclusion
7. Appendix

Guys, copyright me for this plz



# **Deep Dive 1: Setting the context**





## Setting the context

- Context setting is so underrated, this is not about rewriting the case, but it's about setting context to your audience on **what are the key information they need to know that can support your case**
- Company profile is not important, what is important is **what minimum information should I know and what do you want to achieve specifically**
- Reading materials: Five whys, root cause, OKR, SMART, storytelling with data



# DOs and DON'Ts

## DON'T

- Rewrite company profile, really
- Be too shallow: literally put 5W 1H as headers --
- Rewrite the whole case story, duh
- Spend too much time on this
- Not SMART enough! Too absurd and abstract
- Too techy, not for common human beings

## DO

- Clarify the business drivers and technology catalysts
- State the clear metrics of what measurable items you want to achieve
- Present in a storytelling manner instead of class lecture
- Share only relevant items for the case



# Example (1)

## Tuberculosis is one of the deadliest diseases in Indonesia



TB is a **bacterial infection** that can spread through the lymph nodes and bloodstream to any organ in your body, **commonly found in lungs**

Indonesia has the **highest TB incidence** rate in Asia



**1 out of 10** people is infected



TB is one of **top 3** deadliest diseases, bigger risk than HIV

1

Background

Solution

Business Model

Implementation Plan

Impact & Future Plans






## Example (2)

How might we...

stopTB

Leverage the value of **technology** to help **tuberculosis patients** to:

-   
**Connect** with their family and doctors
-   
**Access** reliable information about the disease and treatment
-   
**Sustainably** build a long-lasting business model on top of it

7

Background    Solution    Business Model    Implementation Plan    Impact & Future Plans



## Example (3)

### Goal Statement

EZY  
TEAM

Providing the best **market strategy** to help **Veritrans** decide whether or not they should **enter e-money business** considering its **feasibility, profitability, impact, and future development**



Background


Analysis

Solution


Implementation

Conclusion





# **Deep Dive 2: Building strong analysis**





# Building strong analysis

- Analysis shows how each team is unique, because it shows your **flow of thinking**
  - No need to explain every diagram in detail
  - Focus on relevancy with the case goal
- You can simply highlight: **what tools/methods you use, based on what data, and why you come up with a certain insights**
- Dump the rest of the materials in the appendix
- Reading materials: internal analysis tools, external analysis tools, SWOT analysis, data visualization, enterprise architecture, gap analysis



# DOs and DON'Ts

## DON'T

- Overanalyze
- Have 10 slides for analysis only
- Share irrelevant analysis to the proposal
- Just copy and paste a raw analysis diagram (doesn't belong to main slide)

## DO

- Handpick which analysis goes to main slide, which goes to appendix
- Make it short, concise, clear
- Ensure the story in the analysis matches with the background and solution
- Summarize in main slide, full analysis in appendix
- Highlight the flow of thinking
- Compare with other options



# Example (1)





## Example (2)





# **Deep Dive 3: Pitching your recommendation**





# Pitching your recommendation

- Sometimes, you guys focus too much on building analysis and implementation plans, but **forgot to elaborate on the recommendation properly**
- **This** is where you showcase your talent
  - **Simply explain what you do** (if you can't explain it simply, it's weak enough to make judges sleep)
  - Show **mockups**
  - Explain **how it works**
  - Highlight the **unique values** and how it **aligns** with the metrics
- Reading materials: how to make pitch deck, sales deck



# DOs and DON'Ts

## DON'T

- Text only, no visual
- Be too wordy
- Present without wordings as well
- Forget to explain values
- Have 10 slides for this
- Have 1 slide only for this (most often)

## DO

- Showcase the technology components (this is biz-IT case, remember?)
- Make mockups, don't be lazy lah
- Flowchart or any way to visualize simply how it works -- as simple as possible





## Example (1)

The highlighted features of stopTB application

stopTB

Selamat datang, Arry!  
Sebenarnya lagi! Anda bisa!

Day 0 Day 115 Day 185

Sudah minum obat hari ini?

Obatmu: Prazinamid 15-40

Tindak Lanjut Poli Profil Berbagi

As a TB patient, you can **track your progress** of medication

9

Background **Solution** Business Model Implementation Plan Impact & Future Plans



## Example (2)

**stopTB has a sustainable business model**

**stopTB** is a **freemium** mobile app that will get revenue from:

- Partnership** with mobile application startups such as Konsula, Pasionia, GOJEK, etc.
- Premium User** with extra features such as tracking device and additional reminder
- Funding** from government, investors, and health organization

15

Background      Solution      **Business Model**      Implementation Plan      Impact & Future Plans

The background is a solid orange color. In the top-left corner, there are three vertical bars of varying heights, each composed of several overlapping semi-transparent orange circles. In the bottom-right corner, there are four vertical bars of increasing height from left to right, each also composed of several overlapping semi-transparent orange circles.

# Deep Dive 4: Proving you can implement it



# Proving you can implement it

- There are lots of frameworks and templates from here and there to build this part, common structure includes: **timeline, financial, risk, impact**
- How to be different?
  - **Tell more stories!**
  - **Visualize** better and stronger, let your numbers sparkle
  - Be more **techy** in these parts, highlight some core tech knowledge
- Reading materials: PMBOK, basic economics: NPV, BEP, IRR, budgeting



# DOs and DON'Ts

## DON'T

- Copy and paste your senior's templates and just change the content with minimum effort
- Be too stiff and boring for these part
- Randomly assign numbers that doesn't make sense for budgeting
- Just jot down risk without any mitigation -- risk need budget as well sometimes!

## DO

- Prove that the goals set, the metrics required, are all touched in the biz case
- Spend some time to deep dive in financials: make sure budget make sense
- Research in websites about usual budgets for tech investments
- Balance qual and quant impact



# Example (1)

**stopTB is a profitable project due to the positive NPV and IRR in four years**



**IDR263,000,000**  
of Net Present Value



**37.6%** of Internal  
Rate of Return

24

Background

Solution

Business Model


**Implementation Plan**


Impact & Future Plans




## Example (2)

**Our solution can bring positive, sustainable impacts for the society in healthcare field**



 **Quantitative**

- Number of TB patients in Indonesia successfully **decreased to 19K (2021)**
- Having more than **50% positive feedback** about this app's impact to patients

 **Qualitative**

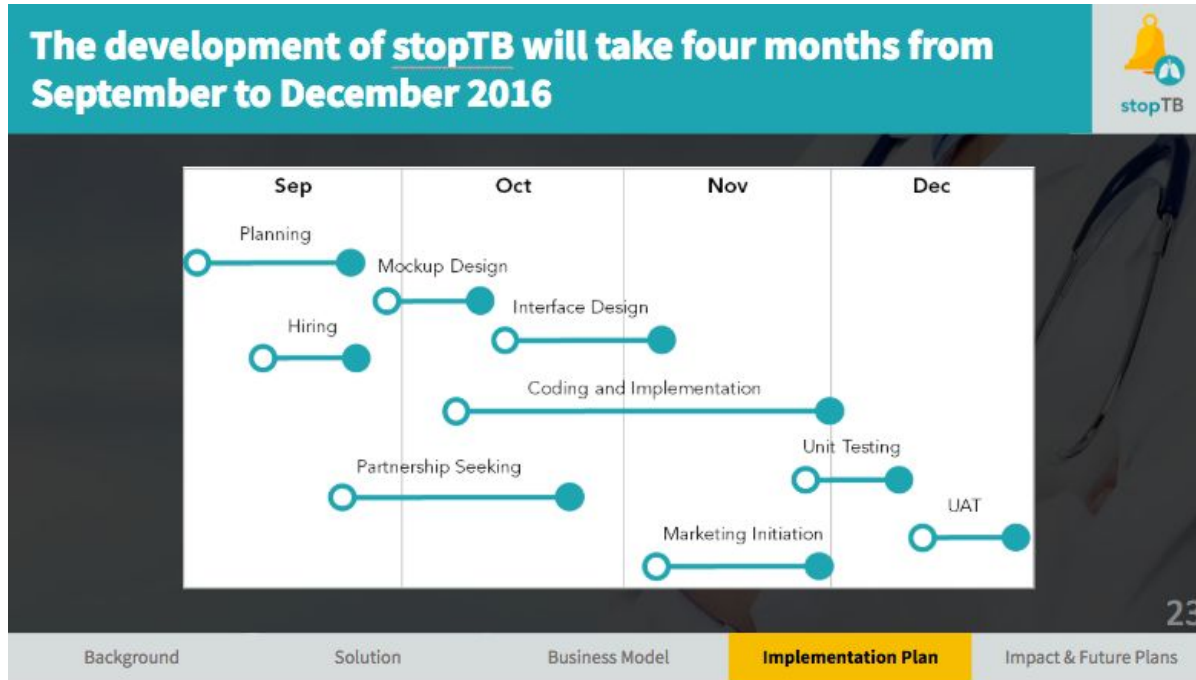
- Increasing people's **awareness about TB**
- **Easing the burden** that TB patients face during treatment
- **Fostering communication** between TB patients with their family, fellow patients, and doctors
- Boosting the **growth of other local startups**

25


Background    Solution    Business Model    Implementation Plan    **Impact & Future Plans**




## Example (3)







# **Deep Dive 5: Making a strong conclusion**






# Making a strong conclusion

- This part is literally **up to you**, but let me remind you a few things:
  - Revisit your background
  - Revisit your thought process
  - Remind people that your solution is dabest
  - And the implementation make sense
  - Therefore they should support you
- **Leave memorable remarks!**




## Example (1)

***“Becoming the top integrated digital solution for  
Tuberculosis in Indonesia”***



# **Deep Dive 6: Executive Summary**



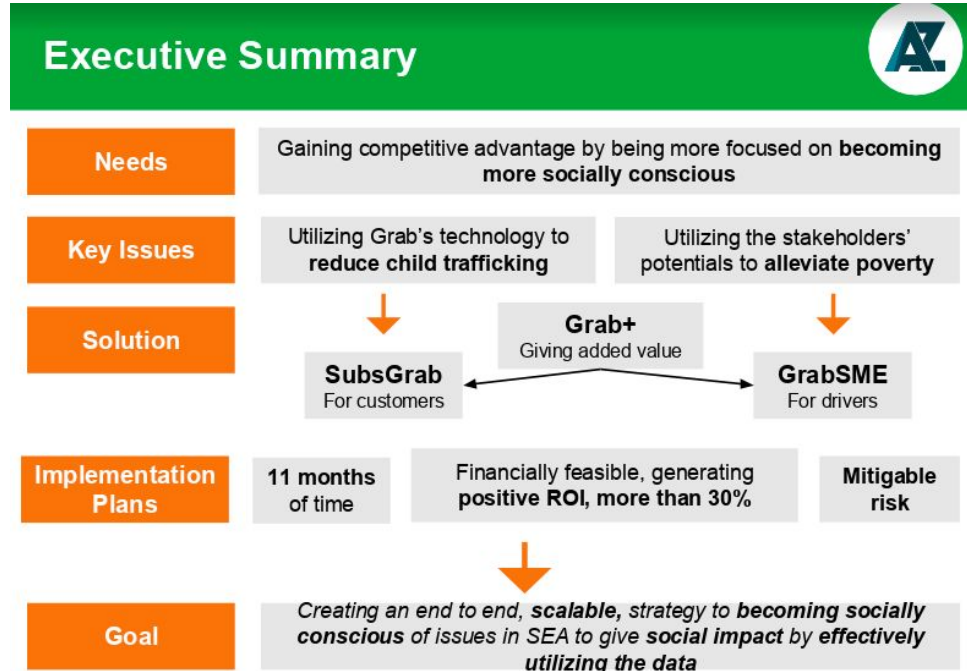


# Executive Summary

- Executive summary is **TLDR** (too long don't read) version of your whole deck
- Make this **after** you finish your whole deck
- Don't spend too much time **presenting this, max 60 seconds -- consider this as elevator pitch**
- Don't just **copy and paste slide titles**
- Present this in a **storytelling manner**



# Example (1)





# Deep Dive 7: Appendix





# Appendix is so important!

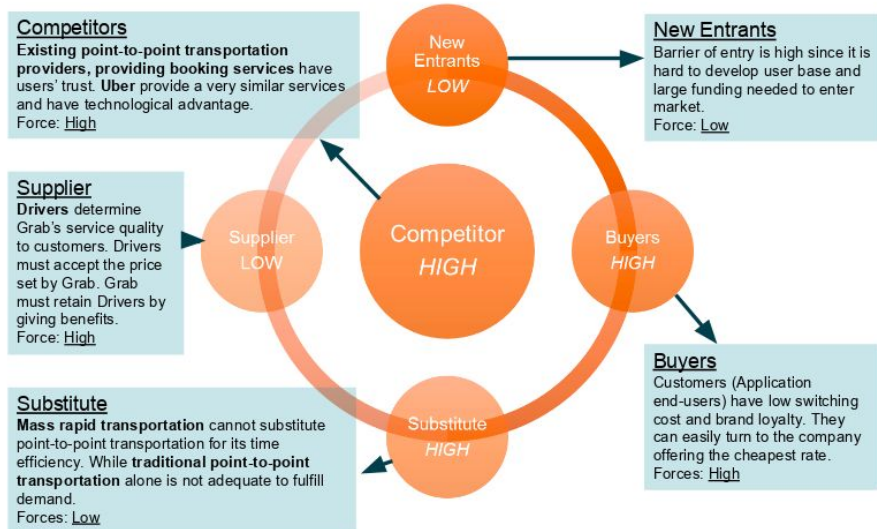
- Jot down every single supporting item for your slide: all analysis, all items that can't fit into main slides, everything
- Including research items, Googling results, etc. **Everything**.
- Why?
  - If judges ask question -- guide them to the appendix for finding relevant answers -- the **WHYs**
  - Good to remind you again whether or not your **proposal makes sense**
  - **REUSABLE FOR NEXT COMPETITIONS LOL**





# Example (1)

## Appendix F: Porter's Five Forces





## Example (2)

### Appendix L: Comparisons of 7 countries

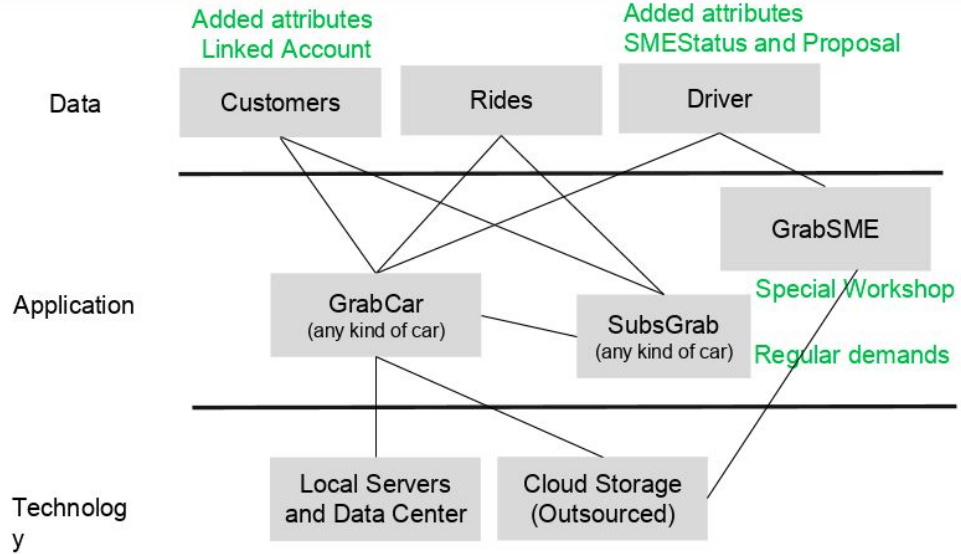


							
City	Jakarta	Bangkok	Manila	Ho Chi Minh City	Kuala Lumpur	Singapore	Bandar Sri Begawan
Smartphone users	High	High	High	High	High	High	High
Population	High	Medium	High	High	Medium	Low	Low
Number of youth	High	High	High	Medium	Medium	Low	
SME growth	High	Medium	Medium	Medium	Medium	High	
Legality	No	No	Yes	No	No	Yes	No
Poverty	High	High	High	High	Medium	Low	Low
Political situation	Stable	Stable	Stable	Stable	Stable	Stable	Stable
Traffic congestion	Yes	Yes	Yes	Yes	Yes	No	No
<b>WAVE</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>



# Example (3)

## Appendix AE: System architecture of Grab due to implementation of Grab+





# **Team collaboration in time boxes**





# You only have 12 hours, what should you do?

- **Make a game plan**
  - Who is going to do what: set **PICs** for obvious items (who will make mockups, who will count financials, who will explain techy stuffs, etc)
  - What are the key activities you will do in 12 hours, separate into smaller **time boxes**
- **Be very strict** and remember to set a **spare time** just in case you guys mess up and can't finish the time boxes on time
- **INCLUDE PRACTICE TIME FOR PRESENTING AND SLEEP!**



# Example of game plan

No	Activity	Duration
1	Reading the case	30 mins
2	Discussing the findings	1 hour
3	Shaping background	1 hour
4	A: Make mockup	1 hour
	B: Explain tech architecture	
	C: Financial analysis	



**How to be the strongest  
of them all?**





## Other factors that can make you win

- **Good design**, let's be fair, everyone likes good design. It does matter. Both slides design and mockup design.
- **Good presenter**, remember you have limited time, practice a lot
- **Good answers**, judges ask hard questions, prepare possible answers in appendix (and know some PPT shortcuts brah, like type a number then click enter to quickly navigate to the page you want)
- **Tech buzzwords**, let's be fair, not all judges are well-equipped, probably have no time to read all cases, also forget lots of details -- so sell like you're Steve Jobs, buzzwords are fine





## Other tips lah

- **This is not idea competition:** Definitely not only about making solution (only), but to have strong reasoning and analysis for everything you say -- bertanggung jawab dengan kontenmu!
- **Slides are reusable, the more you compete, the better your slides get!**
- **Know your judges:** who are they, backgrounds, what they care most, not all judges are master of all, they usually care about specific aspects (remember, **APEX had 12 judges in final round**)
- Rest well, eat well, and stay calm!
- **Network with other participants!**
- **ASK FOR JUDGES FEEDBACK!**

# Thank You!

More questions?

Find me anywhere: @dilleuh

