

The logo for Campus+ features the word "Campus" in a blue sans-serif font, followed by a green plus sign. Below it, the tagline "Good ideas are everywhere" is written in a smaller, green sans-serif font.

Good ideas are everywhere

How to write a business case

How do you create a compelling business case which makes it impossible to say 'no' to? In this webinar, participants will learn how to develop a persuasive business case that targets the needs of the audience and gets the outcome they are seeking. From engagement and pre-work, through to navigating bureaucracy and common mistakes, we'll cover the full business case process. Whether you are a researcher interested in commercialization or looking to be more successful inside or institution or the outside world, this webinar will prepare you to produce a quality and winning business case.

Learning Objectives

- The key tasks a business case needs to perform
- Business Case Development Process
- Understanding the audience and their drivers
- Engagement & Pre-Work
- The rules of the game
- Navigating bureaucracy
- Different business case formats
- Common mistakes
- Case Studies

Who should attend?

Suitable for all faculty and research students as well as TTO staff.



3 July

1:30pm EST
10:30am PST



REGISTER NOW

www.myplatformplus.com

A portrait of Ken Mahon, a bald man with glasses wearing a dark blue shirt, set against a blurred background. The image is framed by decorative lightbulb graphics on the left and right sides.

Presenter: Ken Mahon, Campus Plus

Ken is a seasoned professional who helps businesses and organizations turn innovation, research, and intellectual property into value and impact. He has extensive experience in strategy, management, and governance across various sectors, domains, and stages of development.