TEMPLATE

GEO business case: product in market

Owner name | Decision date date

01 PROBLEM

Our evidence	observation, source, period; otherwise untested assumption

02 BASELINE

measured on date

Measurement scope	number buying questions, runs runs each, in AI systems
Answers naming us	x of y
Top competitor	name , x of the same y

03 PROPOSED FIRST STAGE

Deliverables	workshop / work package / pilot; specific outputs
Alternative	scope, period, full cost ; recommendation because reason

04 COST OF THE FIRST STAGE

External fees	€/month × months + one-off €
Additional tools	€ total
Internal team	hours/month × months × €/hour
Content and development	additional €, no double counting
Full cost	€
Assumptions	€ contribution margin per deal by review date , close rate %
Break-even by review date	n additional deals or n qualified enquiries

05 SUCCESS CRITERIA

agree before starting

Decision KPI	revenue / qualified enquiries / visibility; unit, baseline
Measurement	source, measurement period, attribution gap
Agreed	date, decision-maker

OUTCOME	KPI RANGE AT REVIEW	ACTION
Bad		stop / adjust
Good		continue / roll out
Very good		rollout scope

06 PREREQUISITES AND RISKS

Procurement, privacy, IT	status and pending approvals; system access needed / none
Existing agency	division of work; otherwise not applicable
Customer reference	comparable case / reference call; checked / pending

07 DECISION REQUESTED

Budget owner	name
Budget source	budget pot, fiscal year, available until
Approve	€ external budget , from date to date
Review date	date
Exit if targets are missed	agreed / pending; trigger, notice, remaining cost