

**Enterprise Business Stage 1: Business Case Proposal Template**

Issued 8 November 2023

This Business Case template is to be used as a guide in preparation for your Enterprise Business application, Stage 1.

This Business Case template will be included in the Enterprise Business Stage 1 application form, available on 8 November 2023 via the Screen Australia [application portal](https://screenaustraliafunding.smartygrants.com.au/). Applicants will be required to submit information into the application form that outlines their company’s Business Case, that is, details of what activity you are applying to Enterprise for, and the Business Case for that activity.

Please review this Business Case template prior to applying to Stage 1 of the Enterprise Business Program in order to prepare for your application.

When applying you will be asked to fill in the following Business Case elements:

## 1. Outline of Preliminary Proposal (800 words max.)

What activities are you applying to do as part of the Enterprise Business Program? A key focus may include:

* International Strategy;
* Slate Diversity & Expansion;
* Slate, Creative Skill & Calibre;
* Financing & Partnership;
* Company Structure & Business

## 2. Rationale (400 words max.)

How does the proposal relate to and flow from your existing business activities and the Business Plan you are submitting?

## 3. Use of Funds (250 words max.)

How are you planning on deploying funds to realise this proposal?

## 4. Outcomes (400 words max.)

What outcomes are you anticipating you will achieve from undertaking this proposal? Use the following format to outline these:

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **Activity** | **KPI** | **Timeline** |
| Outline of the goal you aim to achieve | Detailed description of the activities you anticipate you will undertake to help achieve your goal | Measurable outcomes or activities that you will seek to complete | Timeframe within which you anticipate completing your goal |

## 5. Equity and Inclusion (250 words max.)

How does the proposal benefit from and contribute to equity and inclusion?

## 6. Industry Benefits (250 words max.)

What benefits does the proposal provide to the industry?

## 7. Sustainability (250 words max.)

How is the proposal going to be sustainable or contribute to sustainability beyond initial funding?