

**Enterprise Business: Business Case Template**

Issued 8 December 2022

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 9 February, 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 in order to prepare for your application.

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

## Outline of Preliminary Proposal (800 word max.)

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

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

## 2. Rationale (400 word 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 word max.)

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

## 4 Outcomes (400 word max.)

What outcomes are you anticipating you will achieve from undertaking this proposal? Use this format for outlining 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 word max.)

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

## 6 Industry Benefits (250 word max.)

What benefits does the proposal provide to the industry?

## 7 Sustainability (250 word max.)

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