

■ Sample e-Learning Business Proposal Outline

1. Executive Summary

- a. Outline the situation
- b. Include the problem statement, opportunity statement, or gap analysis
- c. Support with data, and state in quantitative terms
- d. Present an overview of the recommendation

2. High level financial analysis

- a. Cost projections
 - i. Initial fixed and variable costs calculated over a period of time
- b. Benefit projections
 - i. Propose measurable goals that are aligned with the business and problem, opportunity, or gap
 - ii. Calculate the financial improvement over the same period of time from achieving the goals
 - iii. Determine the net benefit as the difference between the pre-goal performance and the post-goal result
- c. Calculate ROI or EVA
 - i. $ROI = \text{Net Benefit Over Time} / \text{Cost Investment Over Time}$
 - ii. $EVA = (\text{Net Benefit} - \text{Cost of Capital}) / \text{Cost Investment}$

3. Detailed explanation of the recommendation

4. Document the risks and threats

- a. Consider both internal and external variables

5. Identify possible next steps

- a. Research specific tools or resources
- b. Conduct a needs assessment
- c. Gather technical requirements
- d. Build a detailed budget
- e. Prepare a cash flow analysis
- f. Complete a study with learners or instructors
- g. Determine stakeholders and/or decision makers