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| Feasibility Study |
| [Insert Project Name] |

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| Pam Fluttert Pam Fluttert  Last Updated: October 16, 2012 |

# Executive Summary

*The Executive Summary provides an overview of the content contained in the feasibility study. It provides a higher level summary of the detail contained within the rest of the document.*

[Insert Executive Summary]

# Description of Products/Services

*A high level description of the products and/or services that are being considered in the feasibility study should be included here. This section provides the detailed descriptions of what is being considered. This description should capture the most important aspects of the products and/or services and how it (they) may benefit stakeholders and the University.*

[Insert Description of Products/Services]

# Technology Considerations

*Include an explanation of any technology considerations the University must consider for each of the products and/or services discussed. These technology considerations may be internal or be contracted and any costs associated with them weighed in determining the decision.*

[Insert Technology Considerations]

# Product/Service Marketplace

*This section should contain a description of the current marketplace for the products and/or services being discussed. Thing that may be included are who the target market consists of, who the competitors are, how products will be distributed and what influences the customer’s decisions.*

[Insert Product/Service Marketplace]

# Marketing Strategy

*This section may contain a high level description on how the University will market the products and/or services. It may also contain a high level description on how the product and/or service will be marketed to internal University stakeholders.*

[Insert Marketing Strategy]

# Organization and Staffing

*Indicate if additional staffing is required or how the project will be staffed with current resources.*

[Insert Organization and Staffing]

# Timeline

*Provide an estimated timeline. Milestones could be included as guidelines only. A detailed schedule is not required in a feasibility study – this would occur during project planning if this initiative is approved.*

[Insert Timeline]

# Financial Projections

*This section includes a description of financial projections of what this product and/or service is expected to yield vs what it will cost. Different methods of presenting these projects can be used (eg. net present value, cost-benefit calculations, balance sheets). Include any assumptions used in the projections.*

[Insert Financial Projections]

# Findings and Recommendations

*Summarize the findings of the feasibility study, identify a recommendation and explain why it is recommended. Pros and cons can be included in this section. This section should also describe the likelihood of success.*

[Insert Findings and Recommendations]