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| **Funnel Entry Date:**  (Use for tracking, aging and analysis in the Kanban) | **Epic Owner:**  (Who is the epic owner?) | | | | **Key Stakeholders:**  (List the names of key stakeholders) | |
| **Epic Description:**  (Consider using the epic Hypothesis Statement in the epic article as a starting point for a description of the epic.) | | | | | | |
| **Business Outcome Hypothesis:**  (Describe how the success of the epic will be measured: for example, 50% increase in shoppers under 25; Availability increases from 95% to 99.7%, etc. ) | | | | **Leading Indicators:**  (Establish innovation accounting metrics to provide leading indicators of the outcomes hypothesis: for example, a measurable change in purchaser demographics within 30 days of feature release) | | |
| **In Scope:**   * **…** * **…** * **…** | | **Out of Scope:**   * **…** * **…** * **…** | | | | **Nonfunctional Requirements:**   * **…** * **…** * **…** |
| **Minimum Viable Product (MVP) Features**   * (Feature or Capability) * **…** * **…** | | | **Additional Potential Features**   * (Feature or Capability) * **…** * **…** | | | |
| **Analysis Summary:**  (Brief summary of the analysis that has been formed to create the business case. | | | | | **Go / No-Go:**  (Go, or No-Go recommendation) | |

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| **Solution Analysis** | |
| **Which Internal and/or external customers are affected, and how?**  (Describe the user community and any markets affected) | |
| **What is the potential impact on solutions, programs and services**?  (Identify solutions, programs, services, teams, departments, etc. that will may be impacted by this epic) | |
| **What is the potential impact on sales, distribution, deployment and support?**  (For external solutions or products, describe any potential impact on how the product is sold, distributed, or deployed) | |
| **Forecasted Costs** | |
| **MVP Cost:**  (What is the investment requested to fund the MVP (the MVP cost))? | **Estimated Implementation Cost:**  (What is the estimated investment (cost) of full implementation of the epic if the MVP hypothesis is proven true? This estimate is refined of over time)  Initial estimate: *This can be expressed as a range*  Refined estimate(s): *Identify material updates to the estimated implementation cost, usually informed from experiments* |
| **Forecasted Returns** | |
| **Type of Return:**  (Market share, increased revenue, improved productivity, new markets served, etc.) | |

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| **Development Strategy** |
| **In-house or Outsourced Development:**  (Provide recommendations for where the epic should be developed) |
| **Incremental Implementation Strategy:**  (Epics are defined as a single whole, but each epic undergoes incremental implementation. Click [here](http://www.scaledagileframework.com/implementation-strategies-for-business-epics/) for details on potential strategies.) |
| **Sequencing and Dependencies:**  (Describe any constraints for sequencing the epic and identify any potential dependencies with other epics or solutions) |

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| **Additional Supporting Data** |
| **Attachments:**  (Other supporting documentation, links to other data, feasibility or trade studies, models, market analysis, etc., that were used in the creation of the business case) |
| **Other Notes and Comments:**  (Any additional miscellaneous Information relevant to LPM) |