

The ROI One-Pager

Making the Unsolicited Business Case — Appendix C Framework

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One page. Sixty seconds. This document connects your AI initiative to an executive priority and makes the financial case in a format that requires no meeting to deliver. Nobody asked for it—that's the point.

HEADER

INITIATIVE NAME

ONE-SENTENCE CONNECTION TO EXECUTIVE PRIORITY

THE PROBLEM (2-3 SENTENCES)

WHAT PAIN POINT DOES THIS ADDRESS? QUANTIFY THE CURRENT COST.

THE SOLUTION (2-3 SENTENCES)

WHAT YOU BUILT OR PROPOSE. NO JARGON. FOCUS ON WHAT IT DOES, NOT HOW.

THE EVIDENCE

INTERNAL METRIC (YOUR PILOT/PROTOTYPE RESULT)

EXTERNAL BENCHMARK (INDUSTRY/COMPETITOR DATA)

RESEARCH ANCHOR (COST OF INACTION OR INDUSTRY STATISTIC)

THE ASK (1-2 SENTENCES)

WHAT YOU NEED TO MOVE FORWARD. BE SPECIFIC: APPROVAL, BUDGET, ACCESS, DATA, TIME.

FOOTER

PREPARED BY

DATE

ALIGNMENT SOURCE (E.G., "ALIGNED WITH [PRIORITY] PER [STRATEGIC PLAN, P.X]")
