

BUSINESS CASE MANAGEMENT



Comprehensive financial management functions built into the innovation process.

COST MODEL

- By stage, milestone, etc
- Linked to schedule dates

SALES MODEL

- By country, etc
- Linked to Launch dates

P&L MODEL

- Aligned to calendar
- Analysis, ratios, NPV etc

TRACKING

- Aligned to calendar
- Analysis, ratios, NPV etc

COST MODEL



TO CAPTURE AND FORECAST COSTS

- Development, Opex, Capex
- Custom metrics/categories
- Best-practice solution
- Link to stages/gates
- Dynamic timing model
- Links to P&L
- Rollup to portfolio
- Integrates with Excel

SALES MODEL



TO PLAN AND FORECAST SALES

- Timeline based model
- Build realistic plans
- Link to launch schedules
- Plan rollout sequences
- Invest wisely
- Gap analysis
- Integration with Excel
- Automatic portfolio rollup

PROFIT ANALYSIS



INTEGRATED P&L TO ANALYSE FINANCIAL RETURN

- Full P&L analysis
- Project to portfolio rollup
- Slice and dice
- NPV, ROI, IRR etc..
- Custom metrics/KPIs
- Custom formulae
- Integral timeline
- Linked to schedules

TRACKING

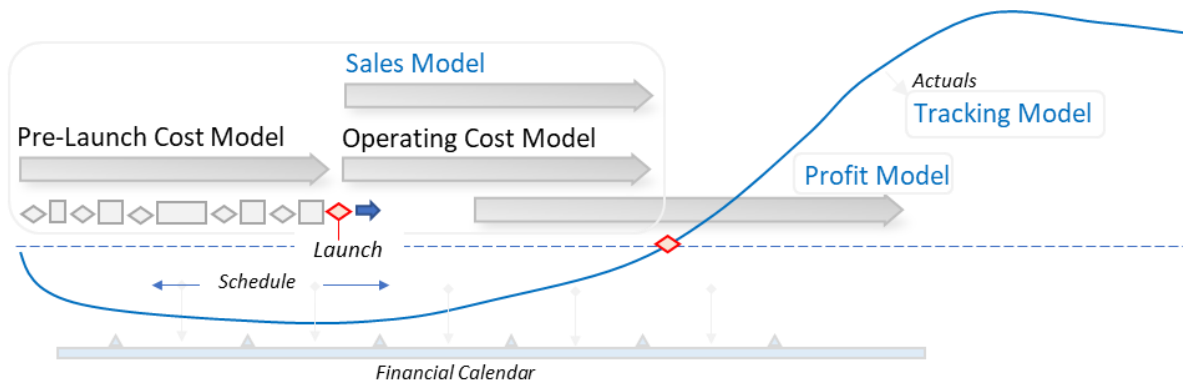


TO COMPARE ACTUALS WITH FORECAST & BASELINE

- Track actuals
- Plan/budget vs actual
- Monitor variance
- Import from SAP/ERP
- Drill down to detail
- Explore trends
- Analyze history
- Learn and improve



GenSight incorporates sophisticated yet easy to use financial modelling matched to the innovation process. Firstly, costs are estimated according to the development stages and milestones of the project to produce a cost model. In order to then develop a business case for each project, GenSight helps you to build a robust sales and profitability plan. Typically, upfront costs are linked to milestones in the development plan, and revenue and operating costs are pinned to the launch dates. Any changes in scheduling are automatically fed through to the overall financial calendar plan.



GenSight Enterprise

Project 35: Eco Breeze

User: Glynn Huntington

Project Profit & Loss

Full Stage Gate: 1: Concept | 2: Feasibility | 3: Design | 4: Pre-Launch | 5: Launch

Start Date: 10-Jan-16 | Launch Date: 01-Jan-18

Total NPV: 101 | Forward NPV: 101 | Payback: 3.0

IRR: 45 | Forward IRR: 45

Name	Prev Yrs	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Sales Launch Date											
Plan Net Inc Sales	0.0	0.0	200.0	220.0	200.0	200.0	250.0	250.0	200.0	136.0	
COGS	0.0	0.0	20.0	15.0	12.0	12.0	8.0	8.0	8.0	8.0	
Royalties	0.0	0.0	7.0	7.0	7.0	7.0	5.0	0.0	0.0	0.0	
Total Cost of Sales	0.0	0.0	27.0	22.0	19.0	19.0	13.0	8.0	8.0	8.0	
Gross Margin	0.0	0.0	0.0	173.0	198.0	181.0	181.0	237.0	242.0	192.0	128.0
Project Costs											
FTE Cost	0.00	7.10	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
R&D Cost	0.0	50.0	50.0	56.0	28.0	27.0	26.0	25.0	24.0	23.0	22.0
Process Development Costs	0.0	21.0	26.0	19.0	18.0	17.0	16.0	15.0	14.0	13.0	12.0
Other Pre Launch Costs	0.0	11.0	12.0	13.0	14.0	15.0	16.0	17.0	18.0	19.0	20.0
Total Project Costs											
Total Pre Launch Costs	0.0	89.1	83.8	88.0	60.0	59.0	58.0	57.0	56.0	55.0	54.0
Income											
Operating Income	0.0	-89.1	-83.8	85.0	138.0	122.0	123.0	180.0	186.0	137.0	74.0
Profit / Loss											
Net Interest & Other	0.0										
Profit Before Tax	0.0	-89.1	-83.8	85.0	138.0	122.0	123.0	180.0	186.0	137.0	74.0
Taxes	0.0										
Net Income (Loss)	0.0	-89.1	-83.8	85.0	138.0	122.0	123.0	180.0	186.0	137.0	74.0



GenSight is in daily use supporting billion dollar innovation portfolios for many of the worlds largest corporations. Proven. Scalable. Flexible.