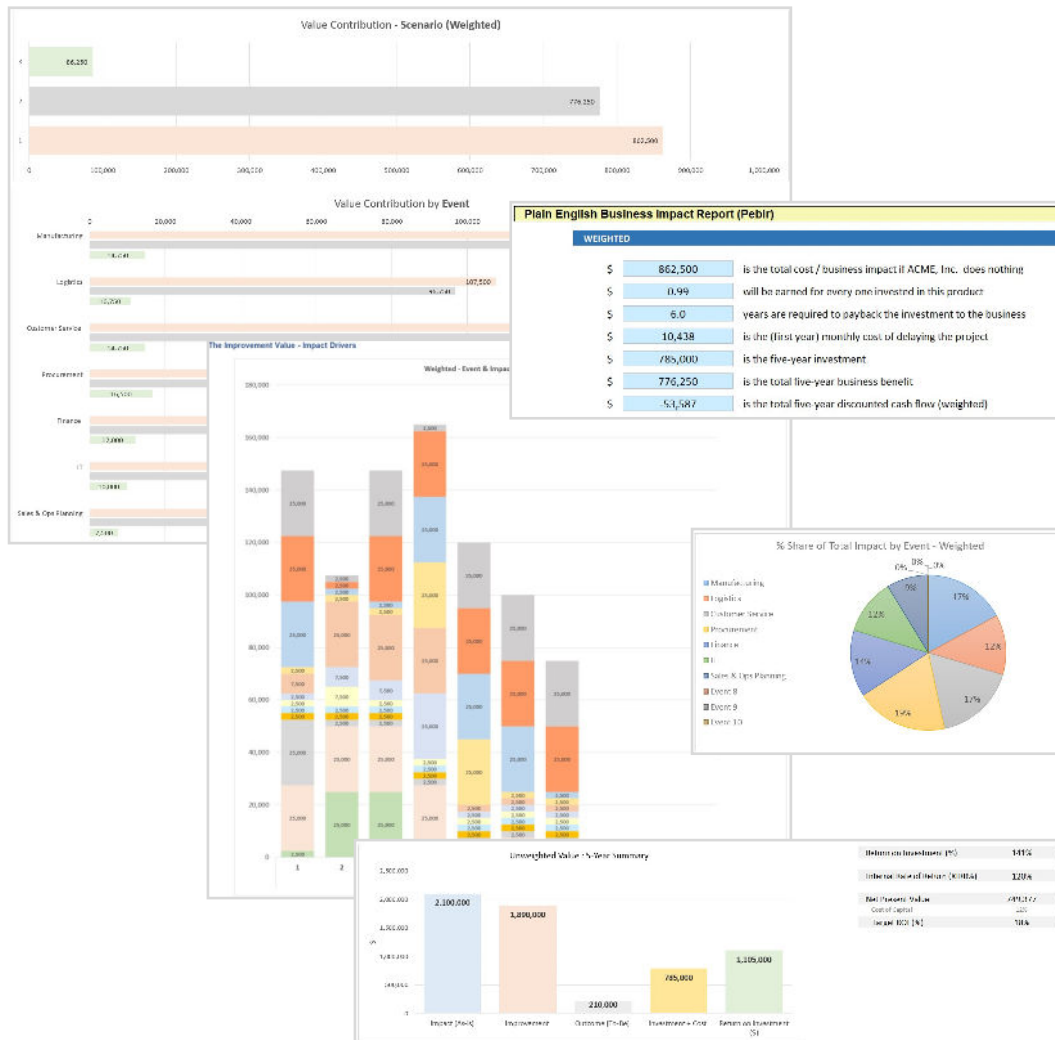


BizKase Apps

World-Class Business Cases ... Made Easy & Compelling



Executive Overview

The Enterprise Sales Challenge

In today's high-stakes B2B sales, features alone don't close deals—financial justification does. Yet most sellers can't deliver credible business cases, and most buyers can't build them either. The result: stalled deals, steep discounts, and lost revenue.

"80% of enterprise buyers require a business case before approving purchase—but only 20% of sellers provide one." — Forrester Research

What is BizKase?

BizKase is a purpose-built app that equips B2B sellers to produce CFO-grade business cases without relying on complex Excel gymnastics, consultants, or finance teams. With built-in financial modeling, buyer collaboration, and compelling defensible outputs, BizKase helps close bigger deals faster—with customer-driven facts, not just seller promises.

What Makes BizKase Unique?

Outcomes that Matter

- **Clear Differentiation Through Quantified Value**
 - *Result: You stand out in crowded RFPs, beat vague competitors, and justify premium pricing*
- **Instant Access to Investment-Grade Business Cases**
 - *Result: Faster deal velocity, fewer dropped deals, and stronger control of the narrative*
- **Credibility That Closes Deals**
 - *Result: Buyers trust numbers they understand and can defend internally. BizKase builds your credibility and lowers the risk profile of your proposal*

Differentiator	Why It Matters
Structured, CFO-Grade Output	Ensures every deal justification is boardroom-ready and financially defensible
No More Fragile, Complex Spread-	Removing complex spreadsheets from the process
Co-Create With the Customer	Builds trust, improves buyer alignment, and reduces internal friction
Self-Serve for Sellers	Eliminates bottlenecks from pre-sales, value engineering, or finance
Fast Time-to-Value	Build compelling, defensible business cases in
Post-Sale Value Realization	Drives accountability across delivery and strengthens customer retention



BizKase Single User App

For individual sellers ready to gain a competitive edge, the **Single User** version offers advanced features designed to drive results.

Create persuasive, high-impact business cases that highlight measurable value and strengthen your sales proposals. With access to enhanced customization, professional-grade calculations, and deeper insights, you'll be equipped to differentiate your offering and win deals with confidence.

Perfect for solo professionals or independent sellers looking to sharpen their approach and maximize every sales opportunity, this subscription is the next step toward achieving stronger outcomes.

Advantage:

- * Unique methodology engages the customer so they 'own' the case
- * Hard-number impacts and outcomes speak the customer's language—more so because they are the customer's own numbers
- * Easy to Use *Living Document* approach with graphics and metrics that are always available
- * Collaborative, transparent process builds customer trust and seller credibility
- * Empowers the customer as an internal champion

BizKase Enterprise App

For sales leaders and organizations committed to long-term success, the **Enterprise** version delivers a comprehensive, scalable solution. Designed to create a competitive advantage across sales teams, it ensures consistent, professional business case presentations that align with your strategic objectives and brand standards.

Key features include advanced customization options, collaborative tools for team-based selling, and built-in mechanisms for tracking and validating the actual value realized by customers over time. This not only strengthens customer trust and engagement but also provides actionable insights to refine strategies and prove ROI—turning every sale into an opportunity for long-term partnership.

Advantages:

- * Team-Based Case Collaboration
- * CRM Integration (Salesforce, HubSpot, Etc.)
- * Enterprise Security (SSO, Audit Logs, Role-Based Access)
- * Analytics & Dashboarding for BizKase Use & Deal Metrics
- * Custom Templates, Branding & API Access

'Only 12% of ROI models are trusted by buyers.'

FORRESTER

'Sales reps are only involved in 17% of the buyer's journey.'

Gartner

'81% of executives say they are looking for partners who can help co-create business value'.

accenture



