

	Level 0 Business Case	Level 1 Business Case	Level 2 Business Case	Level 3 Business Case	Level 4 Business Case
Level of Detail	50000 Ft	30,000 to 10,000 Ft	5,000 Ft	Very Detailed	Very Detailed Using Data and BoB (Upsell/Renew)
Level of Effort	10 mins	1 hour/Semi-automated	2-3 hours/Semi-automated	Days/Weeks	Days/Weeks
Performed by	RSM	SC	SC	Some SC's, St Analytics, Engr	Strategic Analytics
Certification Level	White Belt	Green Belt	Green Belt	Black Belt	Black Belt
Inputs	2 Values: # Empls, Industry	2 Values: # Empls, Industry	Numerous	Custom	Custom
Outputs	MS-PPT 2-3 slides	MS-PPT 2-6 slides	MS-PPT 4-15 slides	MS-PPT 8-40 slides	MS=PPT 8-40 slides
% of deals	100%	80%	50%	20%	100% (?)
Client Involvement	Zero, or, limited, minimal information Many assumptions by Castlight	Zero, or, limited, minimal information Many assumptions by Castlight	After meetings 1-3, obtaining more information Escalating to a high-level audience/executives Some assumptions by Castlight, some data and assumptions from client	Collaborative, jointly developed. Joint Executive and/or Actuary involvement / Sponsorship	Collaborative, jointly developed. Joint Executive and/or Actuary involvement / Sponsorship
Purpose	Initial meeting	Initiate sales engagement Push client engagement process into investment/close discussion	Negotiate the value Elevate the discussion (financial executes) Investment/close	Investment/close	Upsell / renew investment/close
Type of client	Growth Enterprise Strategic	Growth Enterprise Strategic	Growth Enterprise Strategic	Growth Enterprise Strategic	Enterprise Strategic