



Business Case TPO Questionnaire ValueEngineOne™

Company Name	
Project Title	
Project Description	
Project Sponsor	
Project Analyst	
Project Analyst	
Project Analyst	

Total Potential of Ownership (TPO) Analysis

TPO analyzes a set of criteria associated with the degree to which a project is strategically aligned with an organization's core business goals. These goals are driving the company and are the benchmarks from which both management and employees will be evaluated on in terms of their ability to execute.

TPO Company Analysis

Enter the name of the *target company*, that company where the IT Innovation is being proposed. Additionally, provide the name and stock symbols of up to seven competitors. Please note, if the competitor is not publicly traded, it can not be included in the analysis.

	Company Name	Stock Symbol
Target Company		
Competitor		
Competitor		
Competitor		
Competitor		
Competitor		
Competitor		
Competitor		