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Mobilise helps Business Case Guru build an AI Application on AWS using PoC Partner Funding

BCG
BUSINESS CASE GURU

Overview

Business Case Guru (BCG) is a fast-growing innovator focused on transforming how public sector organisations create, validate, and deliver business cases. Writing a robust, HM Treasury-aligned business case usually takes months and is resource heavy, often requiring expensive external consultancy support. Business Case Guru's mission is to leverage AI to slash the time and spend, cutting business case development times from months to days.

BCG's platform empowers programme teams, digital leaders, and service owners with an intelligent application capable of producing structured, standards-compliant business cases at a fraction of the cost—without compromising quality, accuracy, or governance. By combining domain expertise with AI-driven content generation and automated cost-benefit modelling, Business Case Guru is redefining how organisations plan, justify, and deliver change.

Partnering with Mobilise and AWS Funding

Business Case Guru partnered with Mobilise, an AWS Advanced Consulting Partner, to design and deliver a fully serverless AI proof of concept (PoC) on AWS. Mobilise secured AWS Partner PoC funding, reducing financial overhead and enabling rapid innovation with minimal upfront risk.

"It's fantastic to see Mobilise leveraging the transformative power of AWS, along with our AWS Partner Funding Programs, for Business Case Guru. The combination of AI tools and services from AWS with Mobilise's domain expertise delivers immediate value to Public Sector organisations across the UK."

John Newson, Head of UK Public Sector Partners,
Amazon Web Services (AWS)

aws

The Challenge

Business Case Guru had a strong product concept: an AI-powered platform capable of analysing user inputs, generating complex business case content, and applying financial logic automatically. However, they required support in several key areas, including cloud architecture expertise, AWS AI/ML knowledge, and a cost-effective mechanism for experimentation. They needed a trusted delivery partner who could architect the solution quickly, validate the idea, and secure funding to reduce early-stage financial burden.

Why Mobilise Cloud?

Mobilise.Cloud was chosen due to its deep experience in AI, serverless frameworks, and AWS-native workloads; its proven success leveraging AWS PoC Partner Funding; and its alignment with AWS Well-Architected Framework and NCSC Cloud Security Principles. Mobilise's ability to secure AWS PoC funding enabled Business Case Guru to focus on validating the concept without heavy investment.

"Business Case Guru had an ambitious vision: to fundamentally change how the public sector creates business cases. By combining BCG's domain expertise with Mobilise's experience in AI and serverless architecture—and leveraging AWS PoC funding—we turned that vision into a working product in a matter of weeks."

James Carnie, CTO, Mobilise.Cloud

The Solution

Mobilise.Cloud and Business Case Guru collaborated to create a secure, scalable AI PoC using fully managed AWS services, including:

- Amazon Bedrock,
- AWS Lambda,
- API Gateway,
- AWS S3 and
- DynamoDB.

The PoC demonstrated automated generation of structured business case content, cost-benefit modelling, and a complete serverless workflow requiring no infrastructure management.

Outcome & Impact

The PoC was delivered in weeks, allowing Business Case Guru to validate product viability, demonstrate significant reductions in time and consultancy reliance, and plan a production-grade build with confidence. AWS PoC funding substantially reduced costs and accelerated delivery.

"Mobilise.Cloud understood immediately what we were trying to achieve. Their team moved quickly, secured AWS funding, and delivered an AI prototype that exceeded expectations. The PoC proved not only that our idea works, but that it has the potential to transform how public sector teams build business cases."

Stefan Sanchez Co-Founder, Business Case Guru