

Threats & Risks



Threat: A possible cause of hazard or loss
 Risk: Exposure to the possibility of hazard or loss
 Risk Management: Control of exposure to the possibility of hazard or loss

Threats Specific to ClientPlaza (not including universal threats and risks)

Threat	Magnitude of Harm	Controlling Action
Not enough Clients use ClientPlaza	Failure of Business	Adequate business model validation (done) Well-chosen CMO Adequate Marketing budget (done) Emergency Marketing budget (in reserve) Note 1, below
Not enough Service Providers use ClientPlaza	Failure of Business	Adequate business model validation (done) Well-chosen CMO Adequate Marketing budget (done) Emergency Sales budget (in reserve) Note 1, below
ClientPlaza <i>process</i> fails at large scale	Delay of timely return on investment	Improve process programmatically (budgeted) Improve process steps (already prepared)
Disappointed Clients: Service Providers are not developed fast enough	Slow growth / Over-use of Marketing Expenditures Budget Slower return on investment	Listen to feedback from SPs Listen to feedback from Sales Pros Increase Sales force Improve Sales scripts Improve Sales cycle Adjust advertising to laser-focus: Mini-Markets where SPs already exist
Disappointed Clients: Quality of Service Provider is inadequate	Slow growth / Over-use of Marketing Expenditures Budget Slower return on investment	Listen to feedback from Clients Listen to feedback from Sales Pros Enhance SP screening process Adjust website to self-select out poor SPs Adjust website to self-select in good SPs Adjust Marketing / Messaging Increase pricing
Disappointed Clients: Service Providers fail to report outcome of attempted Client Contact	Slow growth / Over-use of Marketing Expenditures Budget: Slower return on investment	Improve process programmatically (budgeted) Improve process steps (already prepared)

Note 1: Impossibility of adequately neutralizing this threat will be clear early, before 80% of Investment is disbursed. Investors are therefore somewhat protected.