Examples of Risk   I

Risk Condition	Consequence	Cat	Prob	Imp-act	Mitigation	Monitoring	Manage-ment
Competitors duplicate technology rapidly	Competitors products dilute market share	Follow-On	High	Critical	Develop Copy and IP protection, protect trade secrets through NDAs and source code through copyright	Keep abreast of current research and potential competitors	Adjust product pricing, develop upgrades
Product not well targeted to market	Unable to Capture Market Share	Commercialization	Medium	Critical	Create Business Plan and adapt development accordingly	Tracking current and predicting future market trends	Further market research and retargeting of product

Examples of Risk   II

Risk Condition	Consequence	Cat	Prob	Imp-act	Mitigation	Monitoring	Management
Failure to recruit suitable lead developer on schedule	Significant delays (lead developer is on critical path)	Development	Medium	Critical	Advertise widely, offer attractive salary package	Track number and quality of applicants	Second round of recruiting (perhaps internationally), Target specific individual
Failure to acquire international business partner	International marketing and distribution hampered	Follow-On	Medium	Critical	Begin search early, develop business plan and prototypes to promote concept	Keep record of potential partners and commitment status	Delay follow-on until partner recruited or revise business strategy

Risk: Competition in Technology

Risk Condition	Consequence	Mitigation	Monitoring	Management
Competitors duplicate technology rapidly	Competitors products dilute market share	Develop Copy and IP protection, protect trade secrets through NDAs and source code through copyright	Keep abreast of current research and potential competitors	Adjust product pricing, develop upgrades

Update 9/5/20..	Update 23/10/20..
Virtools and Prof. Kaufman identified as key competitors	3D Games Studio is a competitor, but not Prof. Kaufman

ASD: Project Management

16/7/15