

Start-up support Risk Assessment Tool for Start-up's

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All my life I've had this strange feeling that there's something big and sinister going on in the world.

The Hitchhiker's Guide to the Galaxy

The Tool – why?

If anything goes wrong – somebody has to pay

- **Awareness** of possible risks
- Better chance to **detect** possible flaws
- Faster **reaction** time to unexpected events
- Back-up plans and **solutions** in case complications
- **Tidier** backyard



A year from now you will wish you
had started today.

Karen Lamb

The Tool – o why?

Downsides

- first set-up is time consuming → prioritize top 3 categories and go
- maintaining document is annoying → opportunity often looks like work
- future is unpredictable → *nod*, but routines are predictable
- it won't happen to my company → it usually already has



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The Tool – what?

Tool deals with various topics such as:

- Strategy management
- Leadership and management
- Market and Competitiveness
- Technology and R&D
- Finance
- Legal issues

"By three methods we may learn wisdom:
First, by reflection, which is noblest;
Second, by imitation, which is easiest;
and third by experience, which is the bitterest."
— Confucius



The Tool – how?

Part 1

• Defining and describing different risks

- Products are not working as customers expect
- IPR has not been protected
- Cashflows are unstable

• Assessing influence to operations

- Low customer satisfaction, possible claims and penalties, bad reputation
- Possible copycats, raising venture capital impossible
- Lack of money, break-even point not in time, additional funds required, founders time is spent in search of funds instead on (add whatever activity you consider important)

Pessimist complains about the wind.

Optimist expects it to change.

Leader adjusts the sails.

John C. Maxwell



If a man takes no thought about what is distant,
he will find sorrow near at hand.

Confucius

The Tool – how?

Part 2

Risk analysis – assigning values to:

- Severity – people and money involved
- Probability – minor, small, significant, big, catastrophic
- Detection – almost 100%, easily, average, rarely, stealth mode

Score will be calculated which enables risk prioritization



Lead – it means to foresee.
Czarina Catherine II

Foresee – it means to lead.
Pascal

The Tool – now what?

Follow up and action plans

- Define risk-indicators
 - No cashflow reporting system
 - No estimates about burn rates in coming months (for R&D projects)
 - No actions to cut costs
- Plan and execute evasive (corrective) actions
- Assign deadlines & responsible persons
- Monitor the progress

Always look on the bright side of life!

MONTY PYTHON



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A single conversation with a wise man is better
than ten years of study.

Chinese Proverb

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Thank You!



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