**Risk management**

|  |  |  |  |
| --- | --- | --- | --- |
| Risk | Probability | Impact | Strategy |
| App crash | Medium | High | Avoid |
| DDoS / attack | Low | High | Transfer |
| User delete their account by mistake | High | Low | Accept |
| Servers damage | Low | High | Transfer |

**Opportunity management**

|  |  |  |  |
| --- | --- | --- | --- |
| Opportunity | Probability | Impact | Strategy |
| More users than expect | High | High | Mitigate |
| More stores | High | High | Mitigate |
| Corporate with bigger company | Low | High | Accept |