**Risks**

There are many risks with beginning a start up tech company, some things that are specific to us would be capturing a market, beating our competitors as well as making sure we aren’t infringing copyright or a patent, passing the chrome app approval process. The reason capturing the market poses a large risk is there are already products similar to ours and without customers however we are planning to overcome this risk and turn it into an opportunity by targeting a more specific market and offer services more tailored to the customers that we want. The chrome app approval process shouldn’t pose to much of a risk as I believe our app will fall within the guidelines but the approval process may still take up to a week so that could pose a risk to things like our launch date as it may be delayed depending on how long it takes the app to be approved.