

Risk	Probability	Impact	Risk Mitigation Monitoring and Management
Low User Engagement	5	2	<ul style="list-style-type: none"> <li>* Implement a gamified point system with engaging challenges.</li> <li>* Partner with NGOs and companies for exciting rewards.</li> <li>* Regularly introduce new features and content to keep users interested.</li> <li>* Track user engagement metrics and adjust strategies accordingly.</li> </ul>
Difficulty Establishing Partnerships	3	4	<ul style="list-style-type: none"> <li>* Build a strong value proposition for NGOs and companies.</li> <li>* Highlight the benefits of increased visibility and positive CSR impact.</li> <li>* Develop a user-friendly platform for seamless collaboration.</li> <li>* Actively participate in relevant sustainability events and conferences for networking.</li> <li>* Track partnership establishment progress and identify areas for improvement.</li> </ul>
Competition	3	3	<ul style="list-style-type: none"> <li>* Clearly differentiate Sustanify App by emphasizing its focus on community building and real-world impact.</li> <li>* Continuously improve app features and functionality to stay ahead of the curve.</li> <li>* Monitor competitor activity and adapt strategies as needed.</li> </ul>
Data Security and Privacy Concerns	1	5	<ul style="list-style-type: none"> <li>* Implement robust security measures to protect user data.</li> <li>* Clearly communicate data privacy policies to users.</li> <li>* Provide users with control over their data.</li> </ul>
Difficulty Aligning Corporate Social Responsibility (CSR) Efforts	3	3	<ul style="list-style-type: none"> <li>* Develop a comprehensive vetting process for companies to ensure genuine sustainability efforts.</li> <li>* Partner with reputable NGOs that have a strong track record in sustainability.</li> <li>* Clearly communicate the impact of user contributions to companies.</li> </ul>