Activity	Causes	Proactive Controls	Hazardous Event	Reactive Controls	Consequences	Propobility	Impact	Risk Level
Stripe								
Processing Ditigal Payment								
Digital payments are processed by integrating a payment processing platform's API into a business's website or mobile app, where customers can make purchases using their payment information. The payment processor securely handles the transaction by collecting and verifying the payment information, processing the payment, and transferring the funds to the business's bank account.	Technical issues or errors Insufficient funds or errors in the customer's payment information Connectivity issues with the payment processor's servers or the customer's bank Fraudulent activity or security breaches	Regular testing of the API integration Ensuring that the customer's payment information is accurate Implementing strong security measures to protect the payment processor's servers Implementing fraud detection and prevention measures	Payment Processing Failure	Pause payment Terminate payment attends Retry payment Create a Case	No payment System reputation Loss	0.2	0.99	0.198
Betterment								
Personalized Portfolio Investment								
Betterment creates personalized investment portfolios for users by using an algorithm that takes into account their goals, risk tolerance, and other factors. Users provide information about themselves and their investment preferences, and the algorithm selects a mix of low-cost exchange-traded funds (ETFs) to match their needs. Betterment then monitors the portfolio and rebalances it as necessary to ensure it stays on track to meet the user's goals.	Market Volatility Inaccurate Risk Assessment Poor Asset Allocation Inefficient Rebalancing	Diversification Accurate Risk Assessment Regular Review Efficient Rebalancing	Poor Investment Return	Portfolio review and analysis to identify the reasons for poor investment return Adjustments to the investment strategy based on market conditions and changes in user goals Proactive communication with users to address their concerns and provide support and guidance	Loss of trust and confidence in the investment platform Negative impact on the user's financial goals and objectives Potential for legal and regulatory consequences if the investment platform fails to meet its fiduciary obligations.	0.3	0.85	0.255
UiPath								
Robotic Process Automation (RPA)								
UiPath's software automates repetitive, rule-based processes across a variety of industries, enabling companies to save time and reduce errors.	Insufficient analysis of the process to be automated Lack of understanding of the software by the end-user Technical issues with the software during implementation Inadequate training of personnel responsible for the automated process	Conduct a thorough analysis of the process before implementation Provide extensive training and support to end-users Regularly test and update the software to prevent technical issues Ensure personnel responsible for the process are adequately trained and get support	Fail Robotic Process Automation	Identify the cause of the failure and address it promptly Provide additional training and support to end-users Update the software to address any technical issues Conduct a post-implementation review to identify any areas for improvement	Loss of time and productivity due to manual intervention Decreased accuracy and increased errors in the process Negative impact on the customer experience and company reputation.	0.1	0.8	0.08
CrowdStrike								
Advanced cloud-based cybersecurity solutions								
This includes protecting their clients' endpoints (devices and systems) from various cyber threats such as malware, ransomware, and advanced persistent threats. CrowdStrike's primary focus is on delivering comprehensive endpoint protection through its Falcon platform, which utilizes artificial intelligence, machine learning, and real-time threat intelligence to detect, prevent, and respond to security incidents. They also offer incident response services and proactive threat hunting to ensure the ongoing security of their clients' environments.	Insufficient Security Awareness Training Inadequate Patch Management Weak Access Controls Lack of Incident Response Planning	Implement Comprehensive Security Awareness Training Programs Establish Robust Patch Management Processes Strengthen Access Controls and Authentication Mechanisms Develop and Implement Effective Incident Response Plans	Poor cloud-based cybersecurity solutions	Incident Response and Remediation: Swiftly respond to security incidents, investigate the nature and extent of the breach, contain the threat, and restore affected systems and data. Forensic Analysis: Conduct in-depth forensic analysis to determine the root cause of the security incident, identify any compromised systems or data, and gather evidence for legal or regulatory purposes. Incident Reporting: Report the security incident to relevant stakeholders, including clients, regulatory authorities, and law enforcement agencies, as required by applicable laws and regulations. Post-Incident Review: Conduct a thorough post-incident review to identify weaknesses or vulnerabilities in the cybersecurity measures, processes, or controls, and implement necessary improvements to prevent similar incidents in the future.	Data Breach: Unauthorized access or disclosure of sensitive information, leading to potential legal and financial consequences, reputational damage, and loss of customer trust. System Downtime: Disruption of critical systems or services due to cyber attacks, resulting in productivity losses, revenue impact, and customer dissatisfaction. Operational Disruption: Compromised endpoints or systems affecting business operations, causing delays, errors, and disruptions in normal workflow. Regulatory Non-Compliance: Failure to meet regulatory requirements for cybersecurity, resulting in potential fines, penalties, and legal consequences for non-compliance.	0.1	0.9	0.09
Palntir Technologies								
Developing and deploying integration software platforms								
Developing and deploying software platforms that enable organizations to collect, analyze, and interpret large volumes of data from various sources. Palantir's software helps clients make informed decisions, identify patterns and trends, and gain valuable insights from complex and diverse data sets. Their platforms are designed to assist government agencies, financial institutions, healthcare organizations, and other industries in optimizing their data-driven operations, enhancing security, and improving decision-making processes.	Poor Development Practices Inadequate Quality Assurance Insufficient Scalability and Performance Lack of User Adoption and Engagement	Robust Software Development Lifecycle Rigorous Testing and Quality Assurance Processes Scalability and Performance Optimization Strategies User-Centric Design and Training Programs	Poor development and deployment of software platforms	Incident Response and Recovery Plan Continuous Monitoring and Threat Detection Patch Management and Vulnerability Remediation User Training and Awareness Programs	Data Breaches and Security Incidents Loss of Data Integrity and Confidentiality System Downtime and Performance Issues Decreased User Trust and Reputation Damage	0.2	0.85	0.17
Clio								
Streamline their day-to-day management operations								
Day-to-day operations include: manage cases, track time, and collaborate with clients. Clio's software enables clients to enhance their productivity, improve client communication, and effectively manage their legal matters from anywhere, at any time.	Insufficient Training and Adoption Ineffective Integration with Existing Systems Lack of Customization and Flexibility Poor User Experience and Interface Design	Comprehensive Training and Onboarding Programs Seamless Integration with Third-Party Tools and Systems Customizable Features and Workflow Options Intuitive User Interface and User Experience Design	Poor streamline of daily management operations	Rapid Issue Resolution and Technical Support Continuous Monitoring and Performance Optimization Regular Feedback and Improvement Processes Data Backup and Disaster Recovery Measures	Decreased Productivity and Efficiency Communication Breakdown and Client Dissatisfaction Inaccurate Time Tracking and Billing Errors Risk of Data Loss or Security Breaches	0.2	0.7	0.14
SeeClickFix								
Report non-emergency issues in their communities								
Allow individuals to report non-emergency issues in their communities, such as potholes, graffiti, or broken streetlights, through a mobile app or website. These reports are then forwarded to the relevant local government authorities for resolution. SeeClickFix also facilitates communication between citizens and government officials, allowing for updates, feedback, and transparency throughout the issue resolution process.	Inadequate User-Friendly Interface Lack of Clear and Intuitive Reporting Process Insufficient Mobile App Functionality Limited Accessibility and Connectivity	Improve User Interface Design Simplify and Streamline Reporting Process Enhance Mobile App Features and Performance Ensure Broad Accessibility and Stable Connectivity	Poor reporting online experience	Prompt Issue Resolution and Communication Effective Escalation and Follow-up Mechanisms Regular Performance Monitoring and Feedback Timely Updates and Status Notifications	Delayed Issue Resolution and Customer Dissatisfaction Ineffective Communication and Lack of Transparency Decreased User Engagement and Trust Poor Reputation and Negative Public Perception			
MetricStream								
Report non-emergency issues in their communities								
Their main activity is helping organizations manage their GRC processes effectively and efficiently. This includes streamlining risk management, regulatory compliance, policy management, audit management, and other related activities. MetricStream's software platform enables clients to centralize and automate their GRC processes, ensuring adherence to internal policies, industry regulations, and best practices. The company's solutions aim to enhance risk visibility, improve decision-making, and strengthen overall governance and compliance frameworks for its clients.	Inadequate user interface design Lack of customization options Limited integration capabilities Insufficient training and support	User-centric interface design Flexible customization features Seamless integration with other systems Comprehensive training and ongoing support	Poor management experience	User feedback and satisfaction surveys Prompt issue resolution and bug fixes Continuous software updates and enhancements Efficient customer support and troubleshooting	Decreased user adoption and engagement Higher support ticket volumes Negative customer reviews and reputation damage Potential loss of clients and revenue			
DeepMind								
Implementing AI technology in new domains								
The main activity revolves around pushing the boundaries of AI technology and applying it to various domains. DeepMind aims to develop AI systems that can learn, reason, and make decisions autonomously. They work on solving complex problems and advancing the field of AI through cutting-edge research, developing AI algorithms and models, and exploring applications in areas such as healthcare, energy efficiency, gaming, and more.	Insufficient Research and Development Lack of Ethical Considerations Limited Real-World Applications Inadequate Performance and Scalability	Robust R&D Investment Ethical Framework Implementation Diverse and Practical Application Development Continuous Performance Improvement and Scalability Testing	Poor application of AI technology	Rigorous Testing and Validation Prompt Bug Fixing and Issue Resolution Ethical Review and Intervention Continuous Monitoring and Evaluation	Decreased Reliability and Trust in AI Technology Potential Ethical Concerns and Controversies Limited Adoption and Impact in Real-World Scenarios Performance Issues and System Failures			
Nuance Communications								
Developing and delivering speech recognition								
Developing and delivering speech recognition, natural language understanding, and virtual assistant technologies to assist businesses and organizations in enhancing their customer experience, improving productivity, and enabling more efficient interactions with their customers. Nuance's solutions enable clients to automate processes, enable self-service options, and leverage voice and language capabilities to transform how they engage with their customers and users.	Poor Speech Recognition System Inadequate Natural Language Understanding Limited Virtual Assistant Functionality Insufficient Customer Experience Enhancement	Enhance Speech Recognition Accuracy Improve Natural Language Understanding Capabilities Expand Virtual Assistant Features and Capabilities Optimize Customer Experience Enhancement Strategies	Poor speech recognition system	Perform Regular System Testing and Quality Assurance Continuously Update and Improve Language Models Conduct Post-Deployment Monitoring and Analysis Provide User Feedback and Error Reporting Mechanisms	Decreased Customer Satisfaction and Experience Reduced Efficiency and Productivity Increased Error Rates and Misinterpretation of User Commands Limited Adoption and Usage of the Speech Recognition System			
OpenAI								
Develop AI-based services and platforms								
OpenAI develops AI models and systems, conducts research, and offers AI-based services and platforms to its clients. Their focus includes natural language processing, machine learning, robotics, and other AI-related domains. OpenAI's goal is to empower individuals, businesses, and organizations with powerful AI tools and capabilities.	Insufficient research and development Lack of scalability and performance Inadequate user experience and interface Limited integration and compatibility	Robust research and development processes Scalable and high-performance infrastructure User-centric design and intuitive interface Seamless integration and compatibility testing	Poor AI services and platforms	Continuous monitoring and analysis of AI systems Prompt response to system failures and errors Rigorous testing and debugging processes Timely updates and patches to address vulnerabilities	Inaccurate or unreliable AI predictions or outputs Loss of trust and credibility in AI services and platforms Negative impact on user experience and customer satisfaction Potential security breaches or data privacy issues			
Lemonade								
Provide insurance services								
Lemonade is a digital insurance company that utilizes artificial intelligence and behavioral economics to offer homeowners insurance, renters insurance, and pet insurance. Through their mobile app and website, clients can easily get quotes, purchase policies, file claims, and receive fast and hassle-free insurance coverage. Lemonade aims to simplify the insurance process, provide transparent policies, and offer a seamless customer experience.	Inadequate coverage options Slow claims processing Poor customer service Lack of transparency	Diverse coverage options Efficient claims processing Excellent customer service Transparent policies and communication	Poor insurance services	Timely claims investigation and resolution Effective dispute resolution mechanisms Customer feedback and complaint management Continuous improvement and adaptation based on customer needs and feedback	Dissatisfied customers and negative reviews Loss of trust and reputation in the insurance industry Decreased customer retention and loyalty Potential legal and regulatory issues due to poor insurance services			