RISK ASSESSMENT

Risk Category	Description	Likelihood (Low/Med/High)	Impact (Low/Med/High)	Mitigation Strategy
Data Privacy & Security	Risk of user data breaches and misuse of personal data	High	High	Implement strong encryption, comply with GDPR/CCPA, use secure authentication
AI Accuracy & Bias	AI may generate inaccurate or biased meal plans	Medium	High	Continuously train AI with diverse datasets, allow user feedback for improvements
Market Competition	Strong competition from existing AI meal planning apps	High	High	Differentiate with unique features like food waste reduction and smart kitchen integration
User Adoption	Users may find AI meal planning complex or unnecessary	Medium	Medium	Offer a simple UX, onboarding tutorials, and freemium model to attract users
Technical Failures	Bugs, crashes, or system downtime	Medium	High	Regular testing, cloud backups, and robust infrastructure to handle failures
Regulatory Compliance	Compliance with food safety, health regulations, and AI ethics	Low	High	Stay updated with regulations, partner with legal experts to ensure compliance
Revenue Model Sustainability	Difficulty in maintaining profitability due to pricing pressure	Medium	High	Diversify revenue streams via subscriptions, partnerships, and affiliate marketing

Scalability Issues	Increased demand may slow performance	Medium	High	Use cloud-based scalable infrastructure to manage traffic growth
User Trust & Satisfaction	Negative reviews or trust issues may hurt adoption	Medium	High	Provide excellent customer support, address concerns, and improve based on feedback