**Risk & Opportunities Management**

* Risk Management

| Risks | Probability | Impact | Strategy |
| --- | --- | --- | --- |
| Lose customers data | Medium | High | Avoid |
| Offer providers end contract | High | Medium | Transfer |
| Not meeting the deadlines | Medium | Medium | Mitigate |
| Low traffic on the app | High | High | Escalate |
| Sponsor ends the contract | Low | High | Transfer |

* Opportunities Management

| Opportunities | Probability | Impact | Strategy |
| --- | --- | --- | --- |
| more offers provides need contract with us | Medium | High | Accept |
| more customer signed to the app | Medium | High | Accept |
| Competitor lose the market | Medium | High | Enhance |