## Project: ACME HEALTH INNOVATION C SUITE MARKETING APP PROJECT Date: April 2023

#	Cause (condition/situation)	Event	Impact	Risk owner	Category	Probability risk rating	Impact risk rating	Risk score	Trigger	Response
	Over Budget	Redced ROI	Affect xceution of Project	Finance Director	0	5	-5	-25	Project funds	Manage and Control Funds
	Design Flaws	App launch delays	delays in developing software	Marketing Director	Т	-2.5	5	17.5	IMACIGNING	Operational lead & SME
	Development Delays	App launch delays	delays in testing of App software	Prduct Owner	Т	4	4	16	programming	Productmanagement, feedback from customer
	IT Capability issues	Reduced ROI	App launch delays	IT Lead	IT	3	4	12	Software , harware	T infrastructure upgrades and security upgrades
	Internal App development Capacity	App launch delays	App launch delays	Project Core team, IT ersonnel	Т	2	3	6	marketing data	Marketing an App testing
	Approval of Software Usage	App testing delays	beta testing and final testing	CEO,Marketing Director	Т	2	3	6	Software launch	beta test, final test
	Total Risk Score								Risk Exposure	

Probability risk rating	Impact risk rating
5: High	5: High
4: High to moderate	4: High to moderate
3: Moderate	3: Moderate
2: Moderate to low	2: Moderate to low
1: Low	1: Low