VIABILITY IMPACT **DESIRABILITY IMPACT FEASIBILITY IMPACT CONSUMERS PRODUCERS BUSINESS PERSEVERANCE** WORKFORCE PROTECTION (Policies, Preventive actions, communication What is the current runway? chains, reportings, ensure productivity) Actual cash in hand? Can runway be extended? **CURRENT RUNWAY** IN MONTH COST CUTTING OPTIONS IT & DATA PROTECTION (Critical infrastructure, protection plans, mitigation How can you cut costs to extend runway? plans) **FIREWALL IMPACT NEEDS** CRISIS OWNER: IMPACT ASSESSMENT **BRING IN CASH OPTIONS** SUPPLY CHAIN STABILIZATION (risk transparency across value-chain, identify What options you have to bring in cash? critical parts, mitigation actions) (Credits, Investors, ...) **NEW BUSINESS OPPORTUNITIES ECOSYSTEM SUPPORT PARTNERS** What are opportunities to change / adopt the Beside your own business, how can you support others also affected by the crisis? business model? **CUSTOMER ENGAGEMENT & COMMUNICATION** (Communication to B2B and B2C customers, risk communication, customer service, learning from inbound communication)













