Risk Register

Scope

High Level Project risks here are to be listed here so that they are clear and can be focussed on.

1) Attracting Users: the big challenge for the business is to attract enough Users to the website to make it a commercial venture. The stated aim will be to attract 50,000 unique users per day within 6 months. We need to be quite analytical about this being reached and make a decision on whether to continue the site if the numbers don’t materialise.

2) Revenue from Advertising: Assuming we attract 50,000 users, there is a risk that our

projected click rate will not materialise, and the project revenue from Advertising doesn’t

happen.

3) Lack of content: Currently we are dependant on using the free content from the RSS

providers. If the business becomes very successful, we can assume that the RSS providers

won’t be happy that we are making money from their content. They may remove the RSS

feed or just blacklist the IP of our website.