

The Risk Game

Project Charter

The Specification Of An Automated Risk-Calculator-Game

Leeroy Koller, Nadège Marending, Yannik Bräutigam & Fabia Berger

Client: Stephane Martin, Smart Risk Consulting GmbH

Supervising lecturer: Frank Grimberg



Project title: The Risk Game

Project start date: 09.09.2020

Projected finish date: 01.01.2021

Budget information: Based on the Practical Project course, a workload of 300 hours is designated per person. This implies a total of 1'200 workhours for this project. Any further expenses are not foreseen.

Project manager: Leeroy Koller. Further details are under Roles and Responsibilities.

Starting point, current situation, problem definition

On today's market, there exist numerous risk management systems. However, only few can differentiate themselves from the monotonous majority with creative and innovative ideas and concepts. Additionally, the average SME is lacking in the aspects of risk management efforts. Current events, such as cyber security concerns and the pandemic, further emphasize the importance of the subject. Although many risk management-companies have identified this as an attractive opportunity, so far none of them have devised a creative way to highlight and address the subject of risk management to their customers. The presentation and facilitation of the true value of "Risk Management" for businesses can be "game-changing". The demand to induce and convey the required knowledge of the risk management domain for the years to come is existent.

This shall be achieved by creating a so-called "Risk Game" that will educate "the fearless business entrepreneurs" of start-ups and SMEs and accompany them throughout the process of setting-up and running their businesses. The Risk Game concept intends to support entrepreneurs, which have not yet been exposed to risk management culture and/or training. The aim is to better engage them in identifying, assessing, and managing risks as well as to excel in the delivery of their business objectives.

An attractive analogy for the gamification concept in this respect may be "team sports" to incorporate competitiveness.

The development of an automated "risk calculator" shall initially focus on cyber security as it poses a key risk for businesses. In the Global Risks Landscape edited by the World Economic Forum, cybersecurity risks are identified as "growing, both in their prevalence and in their disruptive potential". The AON Global Risk Management Survey also names cybersecurity as a key risk with rising potential. In addition, reports of key consulting firms (e.g., Deloitte) rank cybersecurity as a top risk that should be addressed. In essence, in today's reality the question is not how a cyber-attack will take place but rather "when". Especially today, where a mobile workplace is trending, businesses are more risk prone than ever before.

Project objectives and expected results

The objective of this project is the specification of a (fun but professional) “risk-game” idea, that educates risk management concepts through gamification and enhances risk management culture in start-ups and SMEs. The solution should fully engage the adopters in the process and portray possible risks in their companies and accompany any organization throughout their development.

The requirements and possibilities of the project are rather broad. Therefore, three concepts shall be developed and discussed with the client iteratively to narrow the options.

The prototype Risk Game would include a risk calculator, which is collected and processed before being used as a risk indicator for further analysis. It should be a technologically advanced, interactive yet reasonably priced tool. Whereas the initial scope is information security, the model should be scalable to any risk area in any case. The solution should provide the business owners with the statistics and potential financial impact their company may suffer from (e.g. cyber-breach). The automatic risk estimations should be based on actual data that can be found in the web. Ideally, the game would constitute an enhancement of already existing risk management tools. The whole concept would benefit a market, which is in need of this solution and technology.


Success criteria:

The success criteria are built upon three measures: Firstly, the creation of three game concepts to identify the requirements for the solution. Secondly, the decision of one of or a combination of the three concepts and its thorough documentation, including mock-ups. Lastly, the presentation and review of the solution through a prototype.

Approach and choice of appropriate methods:

Three game concepts that each follow distinct characteristics shall be developed and discussed with the client. Following the design thinking approach by documenting the progress, staying in close and iterative contact with the client, research of risk-management factors, and further approaches, suitable decisions can be made. Through this process, the requirements and possible options for the game can be narrowed down. Later, the fitting concept can be concluded, or a new combined solution can be created. Finally, the most suitable solution is presented through a prototype or similar and its evaluation is made.

Roles and Responsibilities

<i>Name and Signature</i>	<i>Role</i>	<i>Position</i>	<i>Contact Information</i>
Stephane Martin	Client		stephane.martin@smartrisk-consulting.com Phone: +41791720606 Cell: +41791720606
 Frank Grimberg <i>Basel, 24 Sep 2020</i>	Supervising lecturer		frank.grimberg@fhnw.ch +41 61 279 1814
 Leeroy Koller	Project Team (Communicator)		leeroy.koller@students.fhnw.ch +41 78 772 17 24
 Nadège Marending	Project Team		nadege.marending@students.fhnw.ch +41 79 242 97 96
 Yannik Bräutigam	Project Team		yannik.braeutigam@students.fhnw.ch +41 79 712 08 80
 Fabia Berger	Project Team		fabia.berger@students.fhnw.ch +41 76 566 92 10

Comments: (comments from above stakeholders, if applicable)

For organization's sake the communication between the project team and the client is handed over to and held by Leeroy Koller throughout this project. Nevertheless, the project load and responsibilities are managed equally by all parties.