

# Managing Our Business Risk

Potential Risk To Our Business?	Description	Degree of Risk? (0 None, 1 Low, 5 High)	Priority to Address? (0 None, 1 Low, 5 High)
Customer concentration	Revenues from a single customer greater than 15%		
Loss of customer or contract	Greater than 50% probability of meaningful loss		
New competition	Low barrier to market entry expanding number of competitors		
Alternative solution	Customers seeing the emergence of a suitable alternative to your product/service		
Single point of failure	Reliance on equipment or supplier in which their failure could impede your profits		
Pending legal matters	Negative impact from an employee, customer, vendor or government lawsuit		
Shared Intellectual Property	Inability to show you control/own 100% of your IP as others could lay some claim		
Facility at capacity	Growth could be impeded by constraints and expansion costly		
Reliance on key personnel	Owner or key employee knowledge or experience critical to company results		
Product Liability	Recall or warranty claims related to products or services		
Lease transferrability	Facility or equipment leases not assignable to an acquirer if company were to sell		
Business designation	Revenue benefit from being designated as a minority owned or small business		
Technology threat	Evolving technology that has a probability of future disruption to your business		
Legislation changes	Potential for changes in laws in your industry that could impede your growth		
Loss of certification/license	Loss of revenues/margin as a result of non-renewal		
Environmental	Current or prior facility use of chemicals/waste products affecting ground/water		