

This checklist will help you **assess potential risks** to your startup according to their likelihood, impact, and importance.

To determine importance, **rank the probability and impact of the risk** in question on a scale of 1 (lowest) to 5 (highest). Determine the risk's importance by multiplying probability and impact.

Risk Importance Guidelines

<p>1-5</p> <p>Negligible</p> <p>Either the risk is so low-impact that it doesn't require much preparation or it's so unlikely to occur that it's not practical to prepare.</p>	<p>6-10</p> <p>Low</p> <p>Risks with a 6-10 importance level are manageable events that will require some preparation.</p>	<p>11-15</p> <p>High</p> <p>Founders/owners should invest significant energy in creating a detailed, workable mitigation strategy.</p>	<p>16-25</p> <p>Very High</p> <p>There are steps you should be taking currently to decrease either the severity or frequency of these risks. Events in this range should be dealt with immediately.</p>
--	--	--	---

RISK	IMPORTANCE			MITIGATION PLAN
<p>Example: Total apocolypse</p>	Probability	1	5	No possible means to reasonably prepare or avoid; ignore.
	Impact	5		
<p>Example: Death of a founder</p>	Probability	3	15	Create a succession plan, prep managers for additional responsibilities in an emergency, create PR strategy for investors
	Impact	5		
	Probability			
	Impact			
	Probability			
	Impact			

RISK	IMPORTANCE			MITIGATION PLAN
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			
	Probability			
	Impact			