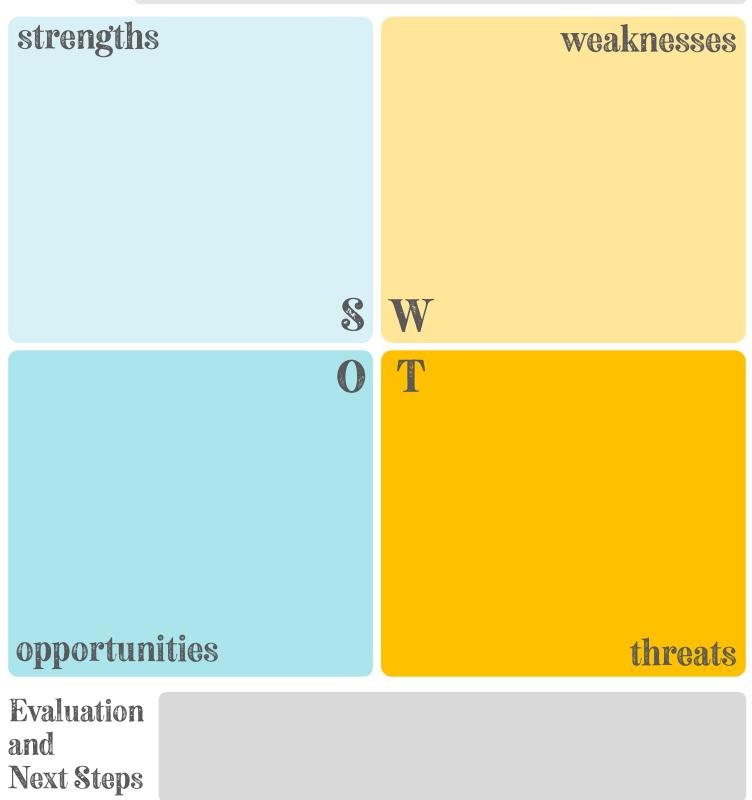
RISK OPPORTUNITES THREATS TEMPLATE

Analysis Goals



RISK OPPORTUNITES THREATS TEMPLATE – EXAMPLE

Analysis Determine if an expansion into the metaverse is beneficial to our Goals business.

strengths

- + Consumer Oriented: We can sell digital-only products to customers all over the world.
- + Business Oriented: We can incorporate blockchain technology and accept all kinds of digital payments.
- + Digital Expansion: We have an opportunity to reach a much broader (i.e., worldwide) audience.
- + New Revenue Streams: We can create new digital and real-world product lines and set ourselves up for future growth and evolution.

opportunities

Infrastructure in Infancy: There will be a substantial number of growing pains.

weaknesses

- No Mentors or Experts: Because the metaverse is new, there are no proven mentors or experts to help guide us.



Security: Not enough is known about cybersecurity and the risks of hacking within the metaverse.

- Crime and Harassment: It is difficult to enforce rules and laws in a digital space.

threats

Evaluation and Next Steps

Start a trial and continue research. Look into advertising opportunities and virtual storefront costs. Meet with a metaverse rep about security and legal policies.

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