

# RISK OPPORTUNITIES THREATS TEMPLATE – EXAMPLE

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## Analysis Goals

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

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### weaknesses

- Infrastructure in Infancy:  
There will be a substantial number of growing pains.
- No Mentors or Experts:  
Because the metaverse is new, there are no proven mentors or experts to help guide us.

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- + 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.

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- 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.

### opportunities

### 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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**Analysis  
Goals**

**strengths**

**S**

**weaknesses**

**W**

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**opportunities**

**T**

**threats**

**Evaluation  
and  
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