

No.	Category	Risk Description	Impact	Likelihood	Score	Risk Rating (H/M/L)	Risk Owner	Date Raised	Risk Status	Mitigation
1	Commercial	Market data may reveal issues and unexpected results	3	4	12	Medium	Commercial Lead	Current	Open	<p>We will ensure that models are in place to deal with new findings and contingency actions are ready.</p> <p>In depth discussions during the early stages will positively effect uptake of the concept with primary partners. Discussions will be ongoing with the full list of supply chain partners for the duration of the project.</p> <p>Identify solution that minimises time of development to release to market.</p> <p>NDA's in place with any suppliers. Develop marketing plan to capture market share before patent widely available.</p> <p>The consortium will use a fully employed project manager to maintain control of forecasting etc.</p> <p>Consortium is experienced in project management and delivery at multiple levels. The Innovate UK framework gives a good project management system</p> <p>The risk is controlled through engagement with local market participants, future members of the ecosystem. Flexibility of the system also allows to finetune the set-up once its up and running.</p> <p>As we increase coverage the volume of content we process will increase, requiring that we scale up the processing pipelines to ensure the content gets the consideration it needs, and that it doesn't take too long to process (creating a potential backlog and out-of-date results). Our scalable infrastructure and team's data engineering experience gives us confidence we will be able to preserve quality of results, even as the quantity of data processed rises.</p> <p>Our team has practical experience of this kind of challenge. In order to produce summarises and rank and recommend source content, it is necessary to extract features that represent what makes each item interesting and of potential importance. The challenge will be to reliably extract high-value features from unstructured files (i.e. content designed for human rather than machine consumption). This will require combining domain knowledge of what is important, with ML techniques that can reliably identify it, such as transformer-based language models.</p>
2	Commercial	Lack of interest from the target market	4	2	8	Medium	Commercial Lead	Current	Open	
3	Commercial	Delivery time for viable outputs to market is extended/competitor gains market share	5	2	10	Medium	Commercial Lead	Current	Open	
4	Financial	Project costs are higher than anticipated.	4	2	8	Medium	Financial Lead	Current	Open	
5	Management	Poor project management results in project under delivery	3	2	6	Low	Project Lead	Current	Open	
6	Operational	Continous change in requirements. Will happen if customization points and system configuration have not been correctly identified or selected.	5	2	10	Medium	Project Lead	Current	Open	
7	Technical	Scaling up processing pipelines, dealing with increased data volumes	3	4	12	Medium	Technical Lead	Current	Open	
8	Technical	Extraction of salient features from unstructured content	5	4	20	High	Technical Lead	Current	Open	

9	Technical	Adding personalisation to recommendations	5	3	15	High	Technical Lead	Current	Open	Our team understands this problem and has the expertise to tackle it. Importance is subjective to each user, so rankings will need to be personalised, based on users' expressed preferences e.g. keywords, topics, companies and sources. Our ranking algorithm will then be adapted to incorporate these preferences. Personalisation does introduce additional overheads to the recommendation process, which will grow linearly as new users are added. To keep the ranking process cost-effective may involve implementing approaches like determining user similarity, so recommendations can be produced for groups rather than individuals. The more power we grant to users to personalise what they receive, the more the platform will serve as a mentor, a coach, or an assistant - rather than a dumb feed. Hence this has the potential to be very high impact deliverable.
10	Technical	Implementing topic identification to enable content provider recommendations	4	3	12	Medium	Technical Lead	Current	Open	We believe this problem to be tractable. Some content providers are more popular than others, whilst some are small, but reknown experts in their particular niche. Our ranking algorithm should incorporate these signals, together with the users' expressed interests. As the importance of providers varies across topics, we will need to implement a means of identifying topics based on the history of what each source has published. This will enable us to recommend new sources to users that they have not yet subscribed to, based on their existing subscriptions and interaction history.
11	Societal	COVID	5	2	10	Medium	Project Lead	Current	Open	Hard to assess what will be the impact in the next couple of years, but trends are improving and producers and end user demand is likely to be high by the time the technology is ready for use/exploitation.
12	Societal	Technology is relatively new to market and may not be accepted.	5	3	15	Medium	Project Lead	Current	Open	Updates on technology development will be provided through technology lead partner for the duration of the project. Key milestones in place to review failure risk and potential ramifications to project delivery.
13	Privacy	Difficulties getting access to data.	5	3	15	High	Regulatory Lead	Current	Open	We will have consent built into the process. Not all data will be open -- Only on a need-to-know basis which means only data owner can share full data, in line with GDPR.
<b>Overall Risk Assessment</b>			<b>4.3</b>	<b>2.8</b>	<b>12</b>	<b>ABCD</b>	<b>Overall: The project presents as a ABCD risk for failure to deliver expected outcomes.</b>			

Key

1-2	Very Low
3-7	Low
8-13	Medium
14-20	High
21-25	Very High