

TOP 5 RISKS FACING TECH STARTUPS AND HOW TO MITIGATE THEM

1 CYBERSECURITY THREATS

Risk: Cyber-attacks can lead to data breaches, financial loss, and reputational damage.

Mitigation: Implement robust cybersecurity measures such as firewalls, encryption, and regular security audits as a first line of defence. Add comprehensive cyber insurance to act as a second line of protection.



2 REGULATORY COMPLIANCE

Risk: Failing to comply with industry regulations can result in hefty fines and legal issues.

Mitigation: Stay updated on relevant regulations and consider legal counsel for compliance strategies. Our insurance solutions include coverage for defending regulatory investigations, helping you stay compliant without financial strain.

3 INTELLECTUAL PROPERTY THEFT

Risk: Losing control over your proprietary technology can be detrimental.

Mitigation: Secure your intellectual property through patents, trademarks, and copyrights. Continuum can help you explore intellectual property protection to safeguard your innovations.

4 MARKET VOLATILITY

Risk: Rapid changes in the market can affect your startup's financial stability and instability can lead to legal action.

Mitigation: Diversify your revenue streams and maintain a flexible business model. We offer liability insurance to help you weather future legal uncertainties.



5 TALENT RETENTION

Risk: High turnover rates can disrupt operations and growth.

Mitigation: Foster a positive workplace culture and offer competitive benefits. Employee-related insurance products offered by our partners can help you create an attractive retention package.

