

BloodCode Owner Risk Map

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Powered by Stefan Spasov, BloodCode and ElmConstruct.

This document is for owners who want one simple view of where money, reputation, trust, operations, and security can leak from the business.

1. Revenue Leakage

Ask:

- How many calls and form requests are missed each week?
- Who follows up after the first contact?
- Which leads are worth the most?
- Which source brings the best clients?

Owner action:

Create one daily lead review with status, value, owner, and next step.

2. Reputation Leakage

Ask:

- What does a buyer see before calling?
- Are reviews strong, recent, and answered?
- Is there a trust page with proof, cases, team, process, and guarantee?
- Is there a plan for fake reviews or public complaints?

Owner action:

Review public trust signals once per week.

3. Invoice And Payment Risk

Ask:

- Who can approve payments?
- How are new suppliers checked?
- How are bank account changes verified?
- Is there written evidence before money moves?

Owner action:

No payment change should pass without a second verification channel and written record.

4. Employee Pressure Risk

Ask:

- Can employees recognize manipulation, urgency, fake support, and fake invoices?
- Who is allowed to reset passwords or approve changes?
- Does the team have a clear stop-and-verify rule?

Owner action:

Run short internal practice every month.

5. Digital Exposure

Ask:

- Which public information exposes the company?
- Which old accounts, documents, domains, and profiles are still visible?
- Who owns access to key platforms?
- Is recovery documented?

Owner action:

Map the most important accounts and recovery paths.

6. Incident Readiness

Ask:

- Who responds if an account is lost?
- Who speaks to clients?
- Who preserves evidence?
- Who decides what happens in the first hour?

Owner action:

Create a one-page first-hour incident plan.

7. Owner Command View

The owner should see:

- top risks,
- open incidents,
- missed leads,
- reputation status,
- invoice/payment exceptions,
- employee practice status,
- next three actions.

BloodCode Recommendation

Start with a BloodCode Executive Command Center sprint:

1. Map the current risk.
2. Build the first owner dashboard.
3. Create priority actions.
4. Add monthly control.
5. Expand into invoice defense, reputation defense, employee practice, and VIP protection where needed.

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