Erik Stevenson (LCA)

From: Yusuf Mehdi
Sent: Tuesday, October 15, 1996 9:42 PM
To: Will Poole; Brad Chase; Susan Fetter
Subject: RE: Draft IE4 presentation (495KB) - please review ASAP

My comments:

* This is a lot of slides that i doubt you will get thru with bill. So I would have an exec summary of no more than 5 slides with the key goals/takeaways upfront. If he agrees then you can talk about the plan to achieve it.
* Relating to above, I think it is key you have some $ figure that represents the most optimistic scenario in terms of revenue generation. At some point the biz model won't be interesting and it is good to have a sense for what is the homerun number based on what ICPs have said they might pay. I have to think that anything under $100M/year is not that interesting if there is a lot of pain.
* My POV is that with time so short, the value unproven, and complexity of implementation so costly, we may be better off not charging any money and instead ask for in-kind efforts of good will from the partners we put on the desktop by default (eg., activex support, normandy servers). You can make a very strong argument that says Active Desktop should just be ubiquitous and thus no ICP would write for anything else. The other side is that if we create value and charge for it, we will be competing against all the pointcast startups in the world for our platform/desktop.

That is my high level feedback. I have a ton of feedback on implementation. I will give some here and the rest in person if you'd like.
* No superchannels. They way they are spec'd is totally broken. It is bad system design to have multiple ways for the end user to change channels. We already have several schemes for managing mutliple hierarchies of info - program groups, outlook workbooks, etc that should replace what is plan of record. Otherwise we are writing throw away code that just duplicates a system we have already invested in.
* OEM revenue. Seems like there is an oppty to get ALOT of money from sales to OEMs by having them purchase the "default" channel or settings and reselling them to content providers. This is an easier way to get out of the business of brokering one-off deals and having the OEM pay for aggregation rights. You can charge yearly and they do the work. If they don't want to, we sell it.

I know this is a tough problem. Best of luck.

* Seems like you need to put somewhere upfront an estimate on the most favorable amount of revenue we would make in both near and long term so he has a sense of scale.
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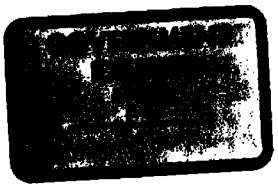
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