From johnfi Tue Jul 17 17:27:20 1990
To: billg bradsi cameronm davidcol joachimk philba richardf russw steveb
Cc: richab
Subject: GeoDOS / John Gordon
Date: Tue Jul 17 17:23:35 1990

Yesterday, Rich Abel and I had lunch with John Gordon,
a well-traveled sales exec who has been with Phoenix,
founded GSS, etc. We discussed his views on GeoDOS from
Berkley Softworks. We have not examined the product,
as it is not shipping yet, so this mail is based entirely
on his opinion, the opinion of the June 22 Soft.Letter
and the attached email.

GeoDOS is a Windows competitor that runs very well on
XT-class machines and "screams" on 386s. It's features
include:

- occupies less than 200k
- has threads and true, pre-emptive multi-tasking
- "event-driven"
- nested, overlapped, etc. windows
- device independent graphics, proportional fonts
- some OOP
- nice apps that are included

Berkley is 60+ people with "30 engineers" and has recently
received enough VC to permit marketing and expansion.
The principals are Brian Dougherty (hands-on) and Clive Smith
(on the board) They haven't aggressively pursued either
OEMs or ISVs in a big way, but Gordon said deals are brewing
with Laser, Everex and others. He also said Lotus was very
interested and is working with the product. Much of this
is discussed in the Soft.Letter (the library has copies
or let me know and I'll get them to you.)

Gordon said that Berkley would be very suspect of any interest
on our part (naturally) and would probably be opposed to any
deals. However, if we took a very subtle approach, we
certainly could feel them out for technology and opportunity.
With Cameron/Nathan's background, they could probably shed
some light on attitudes and approach strategy. Whatever the
method, it's clear we should take some action prior to the
expansion of their ISV/OEM program and certainly prior to
full end-user beta or product release.

Comments? Other Data?

John

>From peterbra Mon Jul 16 17:32:32 1990
Subject: GeoWorks
Date: Mon Jul 16 17:30:51 1990

Berkley was started to do applications for the Amiga, and then started
converting their software to the PC 2 years ago, because of the lack of
success of Amiga. There are about 50 people in the company.

I talked to Mike Segroves, who had talked to these guys. GeoWorks wanted
SystemSoft to be their partner for oem business, in terms of licensing
to oems and doing oem adaptations. Berkley has been looking for a
partner for the oem business while Berkley concentrates on the retail
business. They want to make their real money by selling apps for the
GeoView Windowing environment. The product is targeted to XTs and ATs
sold in the mass market channel.

In terms of the oem product, it includes the GeoView environment, a flat
file system, a bit map package, a comm package and Write type of word
processing. They are trying to sell it for a royalty of $7.50 - $10.00.

Mike felt that our friend Jon Gordon was the last person who had the oem
marketing rights to it; as of Spring Comdex. Mike feels that Jon will
not anything with because he has other priorities.

Their weaknesses are they don't have:

1. porting tools to their environment and conflict of interest with their own apps development.

2. not known in the dos world