

Assignments

- Send email to niraj@eecs.berkeley.edu and keutzer@eecs.berkeley.edu by 8AM Wednesday
- Simply include answers as plain text in email, make sure your name is in the email
- Label each answer with question number
- Use bullets and phrases, no one reads English prose anymore, but be prepared to articulate and defend your answer well.

First Assignment

NOTE: BECAUSE CLASS ENROLLMENT HASN'T SETTLED, THIS IS A BONUS ASSIGNMENT. THIS ASSIGNMENT WILL ADD TO YOUR CLASS AVERAGE, BUT YOU CAN STILL GET 100 POINTS IN CLASS (THEORETICALLY) WITHOUT THIS ASSIGNMENT

Answer THREE (your choice) of the following four questions:

- Question 1a: Slides 9 and 13 give a basic "cyclical evolutionary model" of a software market. Give an example of a SW industry sector, market, or even product, that is making a transition from one stage of the cycle to another
 - For example, a market in which successful companies are moving from providing bundled HW/SW to independently packaged (enterprise or consumer) SW
- Question 1b: What is causing this transition to occur?
- Question 2: Is the software industry consolidating, or expanding? Choose a company or sector and give evidence to support your position.
- Question 3a: Interview question at a VC firm: Generally speaking, do you believe that the software industry offers better, or worse opportunities than other technology sectors?
- Question 3b: If better, give an example of an exciting new opportunity and why you like it. If worse, what technology sector do you prefer and why?
- Question 4: On slide 14, three additional factors are named which shape the software industry: end-customer market dynamics, technological dynamics, and financial market dynamics. Give an example of how one such external factor will affect the software industry in the near future.
- Choose just one external factor, here are some hints:
 - 4a: End customer: Increasing pace of life is causing consumers to want more and more continuous access to information and interfaces they need to run their busy lives ... what's next and what does that have to do with software?
 - 4b: Technological: For example in the past, the personal computer had a dramatic effect on the software industry, providing for the first time a consumer software market. What technological devices are emerging and what software markets will they create or expand?
 - 4c: Financial markets: How's the current attitude on Wall Street or VC Street (Sand Hill Rd), going to affect the software industry?