ProfitLogic Questions

- **Send email to niraj@eecs.berkeley.edu and keutzer@eecs.berkeley.edu by 8AM Wednesday (9/17)**
- **Subject line on the email should be: 290T Homework #3**
- **Simply include answers as plain text in email, make sure your name is in the email**
- **Homework questions**
  1. **Which of the three options (as enumerated by John Bible) would you recommend for ProfitLogic?**
     - **pursue the software tools strategy**
     - **give the ASP model a chance to become profitable**
     - **cut the burn rate to $500k/mo and continue building custom ASP models**
  2. **What should Scott Friend do about the Smithfield's account?**
  3. **Where does the Application Service Provider (ASP) category fit in the Software lifecycle presented in lecture 2?**
  4. **Describe the ideal customer for an ASP solution.**
  5. **What was the impact on ProfitLogic of raising venture capital?**

- **Just to think about for class discussion**
  - **Would you consider ProfitLogic a successful software company?**
  - **How is ProfitLogic doing now?**

Kurt Keutzer