

Debra Vogt

From: Steven Sinofsky  
To: Bill Gates  
Subject: FW: Crazy Idea  
Date: Monday, January 17, 1994 11:29AM

From: Daniel Petre  
To: Steve Ballmer  
Cc: Bill Gates  
Subject: RE: Crazy Idea  
Date: Monday, November 01, 1993 11:44AM

can you give me some perspective to this idea. are we losing share in the WP category to Ami Pro Wordperfect?? or is this a way to get more rev share quickly or a way to get a base to trade up to office??

I can think of ways to use word 6 as a base/rev/mkt share gatherer with the big push to get them to office/office pro but just doing a word cheap offer with no connection to some other goal would seem to have some short term upside but lack of longer term plan.

I'd love to trial something dramatic but to understand better I need to understand what objective this idea was addressing.

thx

From: Steve Ballmer  
To: Bill Gates  
Cc: Daniel Petre  
Subject: RE: Crazy Idea  
Date: Saturday, October 23, 1993 5:46AM

99 is too high. it is almost a competitive upgrade price. we should test doing the thing at 50 quickly in a non us mkt just to see what happens. danielp might be interested. danielp??

From: Bill Gates  
To: Steve Ballmer  
Subject: FW: Crazy Idea  
Date: Wednesday, October 13, 1993 11:02AM

What do you think about this? Intriguing. We could make it \$50 or \$99 instead.

From: Chris Peters  
To: Bill Gates; Mike Maples; Pete Higgins  
Subject: Crazy Idea  
Date: Sunday, October 10, 1993 3:57PM

Okay, totally crazy, but we could make WinWord 2.0 and Excel 4.0 FREE starting January 1st (after Excel is out). Hmmmm....what would happen?? Lotus could not give away their current apps, and their old versions are pretty old these days.