

From jeffr Thu Nov 1 07:37:40 1990
To: debern
Subject: Please print
Date: Thu Nov 1 07:35:39 1990
<EndOfHeader>
For Go Corp file. Thx. Jeff

> From lloydfr Wed Oct 31 16:40:34 1990
To: billg gregs jeffr mikemap pradeeps
Subject: Approaching GO
Date: Wed Oct 31 16:39:37 1990

Our primary mission right now is to stop GO. We could do this by either
1) making sure they sign up no OEMs or ISVs, hence have no customers or
2) convert them to Windows. I've been thinking that it might not be
such a bad idea to give #2 a shot again. My reasoning follows.

No matter what GO says, they know they don't need a whole new OS to do
most of the things they are doing. I believe the reason they've gone
into the OS business is mainly to make a lot of money, but also because
they did not want to be burdened with the past. The fact that we've
sold over a million copies of Win 3 and developers are flocking to
Windows might make them see that being "burdened with the past" really
isn't such a disadvantage. And, we've heard from someone inside of GO
that GO is running into Win-H everywhere, especially the people Billg
has spoken to; they call it FUD. If we've spoken to the accounts first,
GO has a hard time getting off the ground. And to people GO thought
they had locked up and we talk to them, GO has to visit them again
(Cannon?). The idea is not to get them to convert right away, but to
build a relationship with them so that it is not so distasteful for them
to go that direction at some point in the future. Right now we are the
big bad Goliath, and I don't think we have much to lose by being very
open with them about what we are doing and how they could fit into it.

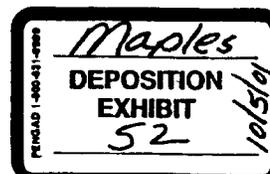
How could GO make money working with Windows? Basically I think they
have a lot of smart people and good ideas. They have three things which
would work well on top of Windows - their HWX, their notebook shell with
applets, and their OO framework. They should see that as well as
portables, there is a huge desktop market that could use this same
technology. And you just have to have a compatible OS to try and reach
the desktop. If they decided to port their stuff to Windows, then they
would essentially be competing with both the handwriting group (HWX and
notebook applets) and AFX, but not the Windows group. We could license
Win 3.1 to OEMs, and then the OEMs could buy GOs stuff on top of that.
I'm not sure how much of a business opportunity this is, but at least it
is something for GO to fall back on if they are unsuccessful in the path
they are taking now. Also, do we want to risk losing some of potential
revenue?

If we were to approach GO, I assume we would meet with them, give them
our API's now and an SDK when it's ready. We might want to show them a
demo of the compatibility layer, but definitely not the notebook. We'd
just try to be more open and friendly and not ask for anything in
return. We'll say that our apps division will consider writing apps for

Plaintiff's Exhibit

7542

Comes V. Microsoft



X 531274
CONFIDENTIAL

the GO machine, but realistically we wouldn't make that decision until they have sold a fairly large number of machines.

A last benefit of taking this friendly approach is that we might lessen the chances of them suing us for some unknown reason right as they are about to go under.

Just an idea, any comments?

- Lloyd

X 531275
CONFIDENTIAL