

*Point 1* — the focus of the company would be on providing a code execution platform as a utility service alongside an expanding range of industrialised component services for common tasks such as billing, messaging, an object store (a key-object store API), email etc. All components would be exposed through public APIs and the service would provide the ability to develop entire applications in a single language — JavaScript. The choice of JavaScript was because of its common use, the security of the JS engine and the removal of translation errors with both the front and back end code built in the same language. The entire environment would be charged on the basis of JavaScript operations, network usage and storage. There would be no concept of a physical or virtual machine.

*Point 2* — to accelerate the development of the platform, the entire service would be open sourced. This would also enable other companies to set up competing services but this was planned for and desirable.

*Point 3* — the goal was not to create one Zimki service (the name given to our platform) but instead a competitive marketplace of providers. We were aiming to grab a small but lucrative piece of a very large pie by seeding the market with our own utility service and then open sourcing the technology. To prevent companies from creating different product versions the entire system needed to be open sourced under a license which enabled competition on an operational level but minimised feature differentiation of a product set — GPL seemed to fit the bill.