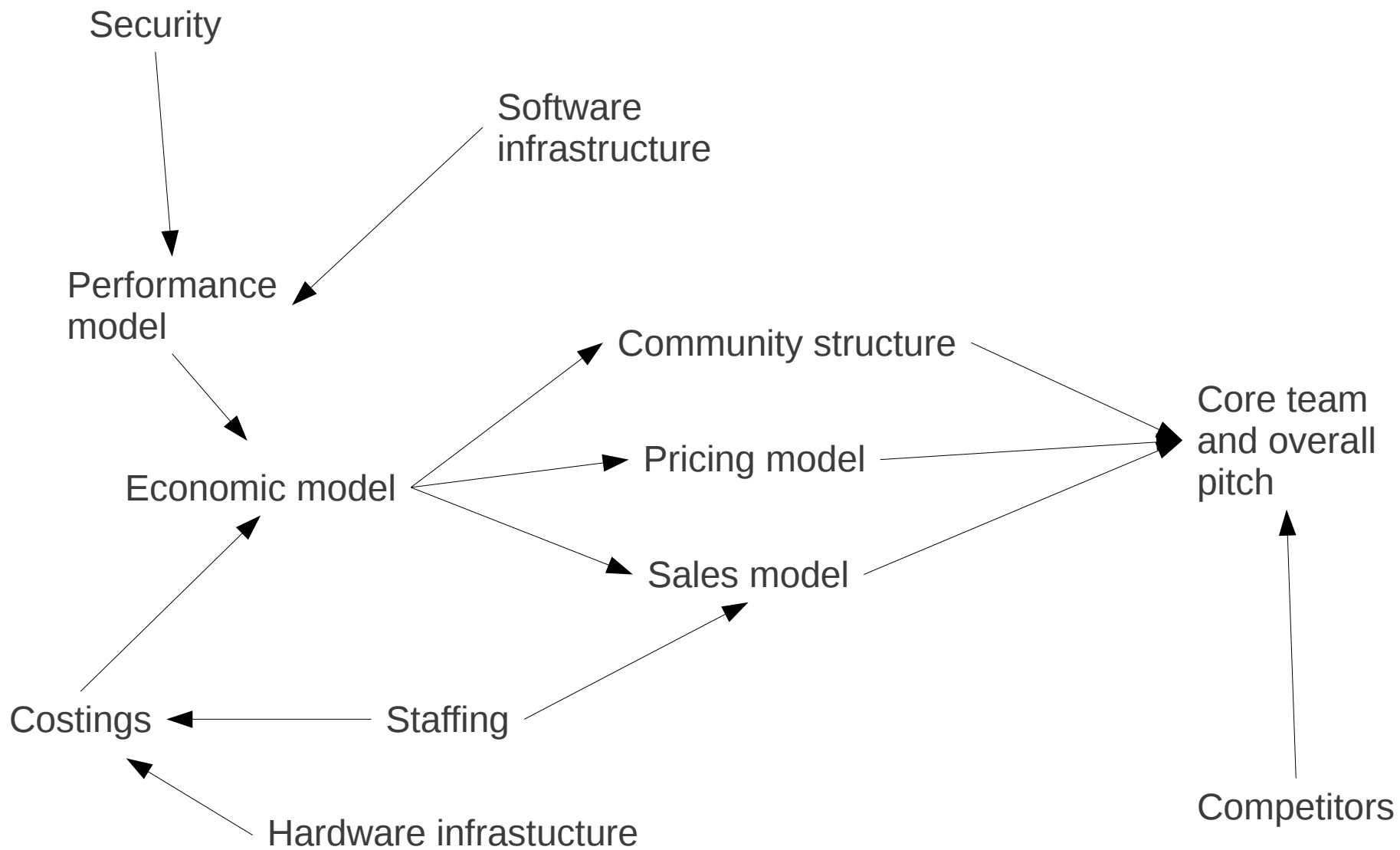


# Working title: Myriabit

- PAAS business based around low power ARM CPUs with flash instead of RAM
- PAAS allows flexibility to develop technologies without issues of user purchase and commitment risk
- Not a hardware business, focussed around the software stack that will make this technology shift work as a business



# Software

- Architecture

load balancing, replication, scaleout, storage, databases, security, monitoring, billing

- Demonstrable performance on realistic applications

sample realistic web application workloads

# Hardware

- CPU, flash  
modelling of tradeoffs
- Network architecture  
redundancy, performance, routing
- Power  
redundancy, failure, cooling

# Economic model

- Model of costs as a function of usage and capacity
- Fixed and variable costs
- Capital and running costs
- Aim is to inform pricing model and community incentives

# Pricing

- Realistic pricing model
- Aim for simplicity, capture key cost points
- Supports the community incentives
- Aim for undercutting existing services by a significant amount while maintaining high profitability

# Community

- Aim is to incentivise the community to work towards a strong community in the areas where the product is most economically competitive
- The economic model pushes for sharing software, shared code is much more efficient
- Catalyze open source products that will drive volume and hence economies of scale

# Sales and marketing

- Work out the best sales model based on the community incentives and the economies in the pricing model
- Leverage the community by providing incentives to grow