- Examples of embedded algorithms in larger softward packages
    - Equation editor in Microsoft Office.
    - Microsoft licensed DOS to IBM instead of selling it.
    - Business model:
        - License for upfront fee (desirable if the customer may go out of business)
        - License for annual payment
        - E.g. Beauty salon software. Made more money when charged a subscription fee instead of a one-time license.

- Leaders in the micro-array analysis field
    - Rosetta, which was recently acquired by Merck
        - Agglomerative clustering, looks at the distance between data points, asks what are the closest ones
        - Clumsy
        - We could sell our algorithm to Rosetta.

- Possible applications
    - Customized medicine, or "pharmacogenetics"
        - Profile people's genetic differences (SNPs) to determine which drugs will work best for them.
        - Use an inexpensive test to yield better patient results to drugs. Could be a huge market for this.
        - May or may not work, but pharma is researching the technology, and so they could use our product NOW. If successful, clinics will use our product in the FUTURE.
        - Our software should interface with clinicians, datasets, and patient data to make match-ups.
        - **Current players**
            - Affymetrix: makes the micro-arrays that are needed to visualize the SNPs
            - Mark Che: guy who measures lots of SNPs
            - GlaxoSmithKline: Alan Rosen, interested in making drugs more safe, not necessarily more effective.
                - Had generated a $1 million oligo database for SNP queries.
            - Illumnia: makes micro-arrays. Look at their 10k. They also sell data analysis tools. Located in San Diego
            - Orchi Biosciences: SNP technology
            - Applied Biosciences (?)
            - Pearlinger (?)

- Business models
    - Sell as service?
        - Hard to reap the economy of scale
        - Users may not want to give away data.

    - Sell as in-house shrink-wrapped software
        - May be easier for users to use
        - Economy of scale.
    - Develop a consulting group around our software
        - David should have an example of this
        - E.g. clinical trial optimization, offers advice on how to optimally use clustering tools, design experiments around them, etc.
- How is Eigencluster differentiated from other algorithms
    - Accuracy, effectiveness, speed.