

# Commercialization of Soar

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# Commercialization of Soar

- How do you make \$\$\$ with Soar?
- What are the legalities of selling Soar?
- Who is selling Soar?
- What do customers want?
- How to synchronize research and commercial versions?
- Why are we successful?

# How to Make \$\$\$

- Cannot compete with public domain code
  - » Commercial “Soar” adds features like multi-threading or faster RETE
- 80’s taught us not to sell shell systems
- ***Sell applications not tools***
  - » Customers don’t care about underlying language
  - » Interfaces effectively hide Soar from user

# Legal/Moral

- Soar is public domain
- Some businesses do reseed research community, some don't
- Suggestion to copyleft kernel
- Interface could be proprietary

# Why Support Commercialization

- Future employment
  - » Professorships in Soar harder to find
- Consulting work
- Expand body of Soar users
- Proof of concept

# Why Support Research

- Remain competitive
- Share ideas
- Nurture future employees
- Explore higher risk applications

# How to Synchronize Research and Commercial Versions?

- Research code too unstable for commercial applications
  - » Lack of backward compatibility
  - » Little payoff for changing
- Commercial improvements may not propagate back to public domain
  - » Requests for improvements must be matched with resources (cash or code)
- Prepare for divergent versions

# What do Customers Want?

- Majority of \$\$ is for applications
  - » Military
  - » Financial
  - » KE
- Small but significant demand for training
- Smaller market for Soar itself



# Why are We Successful?

- Assumes a handful of small, recent companies is a success
- Competitive advantage in rapid software development
- Complexity management
- I/O model
- Good timing : Hardware speeds
- Good people : Soar is still a black art

# Who is Using Soar Commercially

- Paul Haley
- ERS
- Soar Technology, Inc.
- Others