**Future Adilas Business Model Planning – Where are we headed?**

Steve has had the idea of putting Adilas into a trust for many years. We would like to advance that ball forward. We are interested in hearing some of your ideas and input on creating a plan for moving in that direction.

Stephen’s answers, ideas and thoughts.

1.         How big do we want to get?

As small as possible.

This is a question of Resources(People/Time/Money) and Revenue (adilas Income). A Balance. IKeep the team (Founders) as small as possible and maximize personal income. This is the true nature of business. So the question then becomes how much income does each person desire? Monthly and Retirement. Inflation? How far in Perpetuity? We need to know how much Revenue we desire and how many people we need to reach this.

2.         What is our time frame to get there?

When we reach the Balance desired. We can speed this up with selling the current model. We can slow this down by not selling the current model.

3.         What do we want to do/have for our company/user culture?

Company - To reach and support the Balance by helping Businesses Succeed - Founders Independently Together

User - Ability to Succeed in Business - Supported by Training/Oversight/Future Growth

4.         What are some of the things you like about what we are doing right now?

Evolving towards the Balance

VPS / Development Coordination / Phone Tree / GUI / New Features

5.         What are some things you would want us to change?

Sales

Keep refining structure and evolve the architecture for Deployment and Support

6.         As far as structure, what do you like? Do you like the independent model or would you like it more solid?

Independant Dependable

7.         Do you like the jellyfish model? (Organized with a loose, flowing feeling. Adilas is the overarching umbrella and there are a number of sub departments or subsets.)

There are naturally different aspects to the success of a business. People can pick and choose where they like to help and work with those already there.

8.         Would you want to see something different (company structure)?

Goals and checkpoints along the way to the Balance

9.         What products and services do you think we should focus on?

Operational and Accounting

10.    Do we want to continue to internally fund this or seek outside investments?

1. Sell Systems and Internally Fund              2. Consider funding such as Mike the CPA in CA

11.    What do we need on the management side? What do we need in leaders and managers? Traditional managers? Or more of a Board of Trustees or Advisors?

A Trust (Founders) are lead by Trustees (Founders collectively trusted)

If you love adilas you are a Founder. Where you know you fit in is your destiny. Seek your bliss and adilas succeeds.

My mom always said, "The cream will always come to the top but the milk is just as important"

In business school I learned that dedicated people care. If they care they will find a way to win.

12.    Do we want some sort of internal loyalty system or revenue sharing plan?

Profit sharing for every Founder

13.    How do you play? What is your time commitment, scheduling, maxes and mins (hours per week/month)?

5:30 to 8 most mornings. 9 to 6 Monday, Tuesday, Thursday and Friday except

Yoga from 10 to 12 on Tuesday and Thursday

Checking Email and Text most other times

A 50 to 60 hours per week envolment

14.    What business verticals are you interested in?

All

15.    Where would you like to focus?

Our clients business

16.    What are your thoughts on look and feel for the application interface?

SAAS by nature is dynamic and must evolve or stop existing. Coding is learning a language you will never learn.

We provide SAAS with emphasis on the last S. Software As A Service....... The extended Service is we develop for

the success of our clients.

We allow them to grow both by providing a business solution and by allowing that solution to be refined.

All the refinement grows the solution for every client and future clients.

We are going with the flow and that is the easiest path. It's taken a while to find the path but to me it's very clear.

17.    Let’s talk pricing. What are your thoughts?

Sell more so we can keep the monthly as low as possible. We need a deep focus on what value we provide and how to communicate to

current and future clients.

18.    What about marketing and sales?

Increase, sell the current model, raise revenue to take adilas to the balance.

19.    What about code, databases, automation, testing, deployment, and other techy stuff? Back-ups, redundancy, mirrors, servers, clusters, etc.

Continue improving, keep chasing the advancements of technology.

20.    What are your thoughts on education, training, and add-on services?

Phone tree is the start of support which will lead us to refine deployment.

21.    What about custom and API sockets and integrating with other external products?

Mainly a waste of time, we should sell our own first and cut down on 3rd party solutions. Only provide what is needed such as hardware or CC processing.

22.    If we do a trust what are the other rules or parameters we want to set up? Is it just time, is it time and money, is it investment, what is necessary if you want to buy in? How do we determine who is active and not active? How many virtual family members do we want? Etc.

 Smallest group of Founders possible, a scale to measure independent Founder trust level, a board of Trustees, a voting structure.

Founder - Person that loves adilas

Trust Value - Level of involvement of Founder, factored to a number

Trustee - Founder that chooses to serve on the board and is elected

23.    Where do you see us (as a company) in 1 year, 5 years, 10 years?

I see adilas in 500 years continuing to evolve.

Operational and Accounting solutions are some of the oldest forms of writing and will continue to be required for businesses to succeed.

24.    Where do you want to be in 1 year, 5 years, 10 years?

1 year - adilas Development efforts solid, adilas Deployment 75% solid, adilas trust 50% solid.

5 years - many Founders earning 10k or more per month

10 years - Trust Retirement plans in place and funded.

25.    Other ideas and thoughts?

We have a very unique opportunity that with continued tweaks to the foundation and structure we can create the ultimate company.

A company that will persist in perpetuity so our families and future families can enjoy the same work environment and earnings security.

I dislike the employee / employer model and know we can break tradition and succeed in creating the best company ever.

After all, we want to enjoy work, earn a comfortable amount and have time to enjoy life, correct?