Steve - ESOP – employee stock ownership plan –

Russell – Who likes the fracture type model? Brandon, Molly, Alan, Danny, Chuck, Sean, Drea

* We don’t want to create more work on the setup and implementation area
* Templates and modified templates – bulk settings
* Possible options of a try it for free

Try storming – you still brainstorm but you know that you will have to circle back around

Brainstorming –

////////////

Wayne – A business that he was working with had a couple owners that were looking for an exit strategy. They ended up creating an ESOP trust. There were rules and docs to control the trust. Basically, the company virtually sold the company to the trust and then then trust with it’s board help to run the company.

You joined the trust when you became an employee. As you gained shared and values… it ended up being part of your retirement type plan.

Once again, these are just some ideas.

Wayne is open to questions and he enjoyed the experience.

Our model is already different just because we are all sub-contractors and/or private or independent model.

There was a form of revenue sharing and/or a version of loyalty points that was setup.

///////////////////////

Russell – He would like to see Steve and Brandon and David get taken care of

For the record – we can’t and don’t do everything… we need all of you guys

There is a core family and we want to call it a family.

Molly - Really for everybody, we want to help this keep going. How can we make this sustainable over time.

* There are tons of ways of contributing to the cause… time, money, ideas, etc.
* Questions about the managing structure, the financials, the rules, ect.

Wayne – Is the committee going to run it or are we going to hire that role out to someone else?

* Voting interest, shares, benefits
* Silent partners, voting members, and who is going to lead?

Drea – If we have a vision, that is written and recorded, that will help lead us into the future

Kelly – Vision and goals going forward –

Russell – He loves the freedom of the independent model – Keep lost of those aspects – be on the ecosystem of adilas (aka the core platform) and then build off of that type model. Maybe even being outside the model (to whatever level) but still be part of the whole – like the railroad and the city around it.

* He would like to see almost like a “constitution” of sorts – what are the rules, expectations, and options. Even being able to mix the resources and who controls those resources.

Alan, Chuck, Cory, Danny, Drea, Dustin, Kelly, Marisa, Molly, Russell, Sean, Shari O., Wayne

Alan – feeling similar to what has already been said… get the plan and then work that plan – lots of options both as a core and as an individual (personal investments of products, features, and tools)

Chuck – WanderWays – a platform that we may build off of for different verticals. He likes people who listen to the ideas – no has all of the ideas – we need the whole team – we also need someone at the end of the day that says yes, let’s chase that idea or no, we don’t want to.

We still need a voice, but we do need a more defined management structure

Cory – All over the place – join the crowd… 😊 – likes the idea of the platform type model – slow and steady – be able to service all of what we have to offer – hybrid type model – mix of inside services and options and also offering outside (independent) services

Danny – it seems like lots of the visions are similar – what do we do to fuel the engine – round table type meetings – we need to get more sales coming in to keep it going – focusing more on marketing and sales

Drea – sorry that we skipped you… - she was a power user prior – she loves the family feel – she helps out with tech support, marketing, consulting, etc. – would love to see more on the stability of the code, servers, and platform – we will need to do some priorities and keep refining – modular model – remove all the clutter and skinny things down – make it easy

Dustin – matching talents and motivation and allowing for growth in those people and/or companies – would love to see more structure on code releasing and testing.

Marisa – loves the family feel – keep it going – non judgement zone – sales and marketing – small groups based on talents and needs – enough income to sustain our families and keep growing

Molly – ditto – Molly has put in a lot of extra and outside effort – thanks – don’t bit off more than you can chew – if you do, chew hard and wash it down with something… - don’t forget to chew

Russell – all succeed and all enjoy the journey

Sean – new to the team – seeing some cross roads – verticals – cannabis vs other verticals – the other is the size of our customers – mom and pops vs enterprise level clients – value add-on core type model – start with the transactional core and add on layers from there.

Shari O. – Focus on sales and keep it going – let’s see what others are going to bring to the model – stone soup… a little bit of seasoning, some veggies, some meat (if you like), and some good mixing

Wayne – happily retired… would love to cut back – he would love to be mentor and/or trainer of sorts –

/////////////////////////////////////////

Russell and Alan stayed on the meeting…

* How can we help Steve?
* We need a sales team, just like we have a developer team
* Smaller getters and setters – dynamic database access objects
* Balance between time and resources
* Firming up some of our plans
* Problems with the independent type model. Not all of it is roses and flowers.
  + With the independent type model, you tend to attract more of the dreamers and entrepreneurial type people.
  + However, there is still a need for dependables and people who fill a set of needs.
  + With a full independent type model, you can’t push on it very hard without it squishing out a bit.
* We are all seeking a form of security, structure, and stability
* Technically, there is no ceiling as far as you could go… you are able to do whatever
* Speaking honestly… we often have an internal conflict as to give and take of our time and efforts. We all want to help, but sometimes we get overwhelmed very easily.
* Metrc… both a blessing and a full on curse. What a pain. It costs us so much money just to keep playing the game.
* Laws of supply and demand – how do we play into that mix? What are the supplies and demands – right now?
* Technology games of new tech vs older tech? Functions vs faction (look and feel) battles.
* Like Sean said… we are seeing some crossroads in front of us… Area we going big or small (our company size vs our client company size).
* Alan – had a great question… is it an industry question or a size of the company question? Most of our bigger clients right now are in the cannabis industry. Is it an industry problem or the size of the clients that are bringing the pain points? For example: down time – the bigger the industry the more demands they will push over on to us.
* This comes back to a price point decision – If you want all of the extras… you have to be able to charge for it.
* Where do you draw your line in the sand? Fix all the bugs or just good enough? 24/7 vs normal business hours? Who pays for what?
* Are we going to be the serious enterprise level software vendor or just the mom and pops? They play in different worlds.
  + We could offer both but there has to be a difference in price, tech, and services.
  + Pay less for a less polished product
  + Pay more for a super polished product
* Matching people up with the 5 basic skill sets… The organizer, the doer, the creative, the salesperson, and the consultant type role.
* We need multiple points of view to get the best picture. Meaning, we need those 5 main personality types listed above.
* It tends to come back to money and the earn and burn ratios.
* How serious are we in being an enterprise level software system? Just for fun, put yourself in our client’s shoes… would you hire us based on our internal structure? There has to be a balance between teams, responsibilities, and costs of those services.
* We tend to do the scrape by, just in time, type model.
* We need to focus on sales and calm down on internally funded development. If a client funds the development, we can play, but we can’t keep internally funding this thing.
* More defined roles would really be beneficial. We don’t have to use the word managers but we could use mentors or trainers or whatever, but we need some defined leadership without forcing us into a tight box.
* We could really use a primary person in each virtual department to setup some sort of reporting.
* Efficiency and time wasting – there are actually needs for both
* Let’s make some decisions, set some goals, and then try to get it done. Like steppingstones across the river. We first need to establish the goal and then start working towards that.
* Filter things down and get a real vision and a focus
* What if… we had both Steve and Brandon bouncing around. We also setup a key person for every virtual department and then we manage things that way. Almost like a miniature board… We could divide things up as needed.
* Talking about hours and work load… maybe pay an on call rate and an actual working rate – this would be for the servers and maybe even tech support. We need the coverage but it’s not a totally fulltime gig.
* Wayne would love to help train someone to fill in on the servers.
* There really are some crossroads and some decisions that need to be made…
* We’ve gotten a ton of information and insight… ok, let’s figure out what that means and then make the plan to go forward.
* We are heading in the right direction… it’s not a sprint to the vision… we just need to get there.
* Steve has a great heart and wants to see all of us succeed. Good stuff.