Russell, Steve, Brandon, Danny, Chuck, Cory, Sean, and Kelly

* Ecosystem of adilas and individuals and other businesses using that ecosystem
* Russell was presenting and pitching some ideas
* You need a core, and the platform is built on the core, others are then able to build on top of that virtual floating platform.
* Effort and reward type mentality
* Owning and maintaining different pieces
* Paying back to the core
* Teams that take care of the different tools
  + Core team
  + MJ team
  + Project management team
* Lots of little teams and they specialize in different areas
* Plug-ins and modules – external and internal 3rd party solutions
* Pay for usage – dynamic costs – companies cover themself and covering the costs
* Generic help files and then industry specific help files
* Questions… ownership, bug fixing, changes.
* Full API socket type interface
* Kind of like the Kelly Whyman model
* Different companies playing together – coop type model
* Industry specific white label
* Danny – question between white label vs the platform type model
* Russell – the current adilas system is everything in one bucket. He would love to see a standard core and then the ability to bolt on new skins and industry specific info.
* Currently, a white label just goes over the top of everything vs a smaller solid core with specific info going forward.
* As a fun visual… Russell had a bigger floating platform with lots of different industries growing out of it. Imagine a big floating city type model. He also made a number of smaller floating platform that were special or just single business verticals. The smaller floating cities weren’t as big and were very specific.
* Steve – Talking about 3rd party integration and white label options. Lots of the companies have huge dreams but it ends up being a huge and heavy lift for us.
* We have also seen companies compete with us and then it muddies the water or we get a black eye.
* Booking time and charging $100/hour – we’ve got to charge for what we are doing
* Small ball and chain if you go out on your own
* Kelly – going beyond software – you have to support those clients both paid and unpaid. They deal with a lot of issues that could be avoided.
* Looking at adilas into a more holistic approach
* Adilas needs to decide what they are and who they are?
* What is our core? What doesn’t adilas want to be? What do they want to be? What is the structure and what does it look like?
* The things that we don’t want to do, we need to get a good support team and place them into this place and/or role.
* Kelly was asking us directly – Brandon, what do you want to do? What do you want to be? Steve, what do you want to be?
* Steve wants to keep the team as small as possible – maximize our time and money and take care of our families.
* Steve has no interest in doing the master/slave relationship – aka the employee model
* Focus
* There is a need to become more organized. Kelly was proposing more of structured environment. Defining some of the departments.
* Small and more organized
* Crossroads – big or small and MJ or other industries
  + A bigger structure requires a bigger \_\_\_\_ (fill in the blank)
  + Where do we want to focus?
* Russell talking about a cycle that Steve is in… get some sales, we need more people, to pay for those people, we need more sales. It turns into a cycle.
* They were also talking about on boarding, training, support, and keeping the clients going.
* Steve would love to pass off the 3rd party stuff to Steve – he gets buried by all of the emails and communications back and forth.
* Lots of talk about some of the main crossroads that we are facing.
* Danny doesn’t think that we need to have 24/7 support. We can figure that out.
* Danny would love to see more modules and module usage – able to turn things on/off.
* Chuck talking about support and creating a support ticket.
* Sean – in sales… we keep mixing between different industries – MJ, then pro shops, the back to MJ, then out to dealerships, then on to something else… We are all over the place.
* Chuck – he would like to be a niche type product. What is our niche? Where do we want to go?
* At some point, we have to turn to a leader. Right now, we don’t really have that person.
* We have had many meetings but haven’t been able to make any real decisions. We don’t really have a primary leader.
* Build and burn it down, build it up and burn it down, keep it going.
* Stress – believing in a cause.
* Choosing leaders – different types. People don’t quick companies… they usually quit bosses.
* Music – we are all playing… someone needs to help us mix and blend together vs just play and play harder (whatever you want).
* Who is our audience? We don’t even know. Who are we selling to? Currently, there are is not a real focus.
* Wayne joined us… why can’t you do both? Some people build on the base part, some people work on their own, and some people do both… core and industry specific. Lots of options.
* If we just go in the MJ industry way – we will lose some of our core people – crazy demands, lots of money, history, tracking, and changing needs.
* By not making a decision, we are deciding to follow the flow and current.
* Nothing to say that adilas couldn’t own the core and some of the business verticals. Maybe just small teams being managed.
* What about rebranding… and picking an industry
* The more we just become a platform, the more we will be competing with Amazon, Google, and bigger platforms.
* Idea… Reverse it out… let the main adilas become cannabis specific and then create a new brand for the new or more general stuff. Idea from Chuck.
* Because we are independent contractors, we are somewhat divided with different agendas. Let’s figure out where we want to go and what we want to be.