### Core Concepts

Why and how does it work? Every company becomes its own world - virtual world building. What does your world look like?

The 12 Main concepts we are going to cover:

1. Capture & Record The Story
2. Groups, Players, Individuals, & Characters
3. Relationships
4. Trouble, Problems, Needs, & Goals
5. Decisions & Choices
6. Consequences (Cause & Effects)
7. Accountability
8. Permissions & Settings
9. Systems
10. Vision & Future Developments
11. Tech, Tools, & Maintenance
12. Objects & Data Over Time (Tracking Full Life Cycles)

SMALL OVERVIEW

Concepts 1-6: Elements of digital storytelling - characters, relationships, decisions, consequences, etc.

Concepts 7-12: Tools and concepts we use to allow, and capture, people’s stories playing out on the web/cloud environment.

GAME CHANGERS AND THE VALUE OF THE STORY

We have started realizing that Adilas has created a digital way of recording the story. Similar to what the video camera did in sharing widely with people what was possible; we have started realizing we have created a way to capture and record all of the pieces and relationships in the business environment. Imagine the movie of your business. What would that look like?

From a book called, “The Rise of Superman: Decoding the Science of Ultimate Human Performance” by Steven Kotler, one of his topics was dealing with the role of the video recorder. Before the video recorder so many people did not even know certain things were achievable. Once it was recordable, it could become repeatable. People could share that, study it, run it back and forth, and really get into the details. This allowed others to see what was possible, which produced bench marks and standards that caused people to keep growing and pushing the limits.

As we were thinking about the ability to record and share content, we thought of some other advancements that have taken place in our lifetime. Video recorders used to be very expensive, now people have them almost everywhere. They are on phones, go-pros, and can be small and hand-held. These video recorders have become very portable, low cost, and widely accessible. They have become a widely used tool for how people document things.

Another neat thing about a video recorder is that you can jump around the video - pause, record, rewind, go forward, slow it down, etc. On the Adilas side, as you work with the system, everything gets recorded as well. This allows you to have all of your data at your fingertips. You can see the current, real-time rolling data or you can access any data in the past.

In the business world, there are so many things happening, interacting, and a whole digital story that is unfolding.There are different players and relationships. Resources are going up and down. Things are interacting and being time stamped, tracked, and organized.

What if you could watch all of these interactions and this story unfold from a bird’s eye, high level view? What if you could be on the ground where things are really happening, seeing the causes, effects, and relationships play out? What if you needed more details and you could physically get inside of that piece and see the details and logic? This is ADILAS!

People want to see things tracked the whole way through. Once they understand and see the potential and possibilities of what we are doing with Adilas - they just want more. What if the Adilas recorder becomes a game changer for capturing your business story? Think of the doors that you could unlock if you had a fully integrated system that works and flows together - the possibilities are unlimited.

Before you think that this is just a dream - you need to check out Adilas. We have a viable, working solution that does all of this right now! This is a game changer. We will continually be building and expanding on the application but these features are available to use right now! Go, do, build, play, and let’s start making those dreams happen together!

BELOW IS A SERIES OF BRAINSTORMING SESSIONS FOR EACH CATEGORY - This could definitely be boiled and filtered down but this is a start.

1. Capture & Record The Story
	1. Centralize the data - the first thing you have to do. Once you get and collect the data, you can organize it, use it, make it look nice, and on and on. But you have to capture and centralize your data.
	2. Empower the users - putting the people who are doing things in charge.
	3. Capture data at the point of action - who is doing it right now in real-time.
	4. Date and time stamp everything - this allows for roll-call accounting.
	5. Enter once, use many - enter good data, send it through check-points, let it flow and keep using your data instead of having to enter multiple.
	6. Translate real life happening into digital recordings
	7. Spend the time and try to get it right - try to complete the whole circle, complete the story, get all of the pieces that you need - get all of the details
	8. The story brings clarity to numbers - if you capture the whole story the details end up cascading down and bring clarity to what is behind the numbers
	9. Capture: says in a snapshot, you can replicate it, you have it, you can recreate it
	10. Record the story: there are dates, times, events, actions, reactions, transactions - there is some chain of events that occur and happen, capturing the causes and effects,
	11. Digital office, paperless office, put it on the web, cloud based, show what you want, hide what you want - all of your pieces in one place
	12. This is what is happening & when things are happening,
	13. This is why we are doing this - to capture and record the story - to create a data tracking system that knows what is going on - to simulate your world and capture all of the relationships, cause and effect scenarios, to recreate what is happening in your business
2. Groups, Players, Individuals, & Characters
	1. Technically we have 12 main player groups - customers, invoices, quotes, vendors, POs, parts/items - general inventory, stock/units - serialized, deposits, expense/receipts, employee/users, balance sheet items, elements of time - calendaring and scheduling
	2. Each player has a personality of sorts - things they do, things they are good at, things they are responsible for that n one else is. They help with relationships and holding the story, they maintain different pieces of the puzzle. The details of that person, their interactions, where they go, what they do, there are a bunch of pieces and these players hold this.
	3. Locations and sub-locations help track where people go,
	4. Sometimes people even have traditions, cultures, different groups, different ways of interacting
	5. This is the who, what, where at play
	6. Groups: this means some sort of like things - like a player group - like all of the invoices - they all have a common goal, thread, purpose, something that binds them together. Groups can also be where things are located relatively. To be a group you usually have a common thread, a common make-up, a common location, something that puts you in a group. Collection of like things.
	7. Players: This kind of tends to say this is playing through or part of a game. A player or player group is something that is part of this piece. You are involved, you are doing a role, you are a participant - you make up the group. There is another term for players and it is usually someone who is strategically playing a field of some sort being it dating or sports or whatever.
	8. Individuals: You start getting into each thing being unique, you get into personalities, strengths, and weaknesses, details, opinions, history, baggage. Every individual has a name or id, it is part of a bigger group, you could have one, many, etc.
	9. Characters: What is the difference between an individual and a character - a character will sometimes play a role. A character is someone you know that has specific characteristics, they are playing a role, it starts getting into relationships. Characters in a way - people that are part of a movie, or a story, it starts being personalized - a character sometimes takes an individual to the next level and helps you get to see them in the context of a story, or a relationship, or related to the role that they play in accomplishing something.
3. Relationships
	1. A relationship could be a one to one relationship where something happens and it is tied directly to an individual
	2. Relationships have a dimension to them - either a one to one, one to many, one to many to many,
	3. Defining a few relationships - you can have a parent - child, siblings, friends, enemies, good guy - bad guy, teacher - student, mentor, accomplices, big guy - little guy, twisted ones with intrigue, symbiotic relationships, toxic relationships, multi-level relationships, bosom buddies and friends, associations
	4. So what do we do in business - we start connecting things. We have natural relationships and also forced connections and relationships
	5. For instance items are tied to invoice and quotes, and quotes and invoice are tied to customers, but they also create payments which then ties an invoice or customer to a deposit, then deposits are tied to banks and banks are tied to financials - cascading effects and relationships
	6. What connects to what and this is the WHY - there is a story that happens and not everything happens at the same time, there may be when and how factors involved.
	7. What’s the value of a relationship? If I just have A and B, maybe not that important, but it A loves B, or effects B in a certain way, maybe that starts to make a difference.
	8. A relationship can be pre-set, forming or evolving, or diminishing or decreasing, there is an element of motion, it is not a locked thing
	9. Relationships take work and if they don’t get the work it can cause other relationships, or change the dynamics in other relationships, it can also bring in new and other players, these relationships change the cause and effect
	10. Relationships are incredibly rewarding and essential - as things get mixed together they can become richer, more full, relationships helps us meet needs and accomplish more than any one individual can on their own.
	11. Certain other relationships can also create drag and degeneration, less effective outcomes
	12. Relationships exist on all different levels - there is depth to a relationships, sometimes there are both seen and unseen relationships, sub-relationships,
4. Trouble, Problems, Needs, & Goals
	1. If you are not trying to overcome anything there is no reason to do anything. This can create a uniting goal, a backround drive, a reason to do something. Or you have pain - what takes time, how can I overcome this thing that is bad?
	2. Sometimes your pains or difficulties are driven by government, government requirements - reporting, taxes, collections, various things to lawfully stay in business
	3. What do you want? You don’t ever get something served up to you that is perfect - we have to do something to it. Blend it, mix it, chop it, cook it - it is not ready or perfect in it’s natural state - you have to work for it to create the useable thing you are seeking/needing. People have to make food, people have to work for materials that can be used - mined, refined, etc., etc.
	4. Constantly a need to input some kind of effort into all things we want to attain in life.
	5. If you have a business - why are you even in business? There is a need, a goal, a problem that you are trying to overcome.
	6. Trouble: What does trouble mean? Trouble means I could get in trouble - I have certain rules, requirements I have to comply with. Or someone is messing with you or there is a concern that someone/something could effect us in a way we don’t want. If the trouble is bad enough you may need a superhero - someone who can handle the trouble you are facing - Adilas could be the superhero to overcome your business troubles. Pain is one of the greatest motivators - we will do almost anything to overcome or get out of pain.
	7. Problems: Problems doesn’t sound quite as bad as trouble. I am not in trouble yet but I have a need. I can see that there is a need to solve or resolve a situation. Problems almost seem like a pre-trouble situation, or a predecessor to trouble. This may also deal with complexities - things can start getting complex. There are all of theses pieces of the puzzle that have to be worked out and fit together. Needs to be a plan, an approach to solve problems. Sometimes problems can reoccur, they can become a pain and something that we want to overcome.
	8. Needs: When I think of a need this could be a requirement, also a want, I could be lacking something - I may have to fill in, or have something, to be sufficient or whole. A need is more of an expression of the desired outcome, or piece, to fix or remedy trouble, problems, remedy the pain or discomfort. A need could also be a basic requirement, at a foundational level, that sustains life, that sustains functionality. Things that if you don’t have you don’t move forward or continue existing or keep growing, progressing, functioning. There is an element of a perception to a need. Sometimes it can just be in your mind. Is it actually a need or is it a want?
	9. Goals: Goals mean there is a dream, a want, possibly a plan, a desired outcome, a desired prize/result, there might be steps to achieve these desired outcomes. There might be steps, checkpoints, ways to get to the desired outcome. Steps to overcoming your obstacles or problems. Sometimes you are trying to stop certain things, start certain things, continue certain things. Making a plan to achieve these outcomes. Goals can be measurable, there can be little pieces to get to bigger pieces. SMART goals - Specific , Measurable, Attainable, Realistic, Time bound. Goals can be fun and very motivating too. Could be reoccurring, could be a one time thing. Oft times a reward or prize for attaining your goals. If there is not a prize or a reward - maybe you should think of adding one.
5. Decisions & Choices
	1. Decisions lead places. We are constantly faced with them whether we realize it or not but we are constantly making decisions and choices. They effect our relationships, they have causes and effects.
	2. Are you going to buy, sell, fix, hold? Are we going to skimp, are we going deluxe, are we going bootstrap, are we getting outside funding? Am I going to respond? Am I going to get mad, frustrated?
	3. Even though different jobs have different descriptions what you are doing is linking different decisions and choices together. Then new decisions come from
	4. Sometimes a certain bad decision leads you down a path, and then if you keep making bad decisions, it can lead you down a path that helps you make your own nest.
	5. There is a different side where you make good choices and keep making good choices, then people want to help you and be around you, and work to help you progress. There are different momentum paths you can create because of the decisions you make.
	6. Sometimes we get to choose things and sometimes other people choose for us. We are not fully in charge of everything.
	7. A lot of time people want to help us or try to help us but we may not allow help. Attitude can make a huge difference - we could make the exact same decision but depending on the attitude we approach it with the outcome can differ greatly.
	8. Sometimes other people’s decisions can cause immense unfairness. Or sometimes our own decisions can cause unfairness. Other times things happen that is no ones fault, it just happens, and can cause or create unfairness.
	9. If we are in a certain circumstance we may make a choice or decision differently - or sometimes certain circumstances almost force certain decisions. This deals with an element of control. Are we controlling the situation or is the situation controlling us. Sometimes the state or government says you have to do this. Or a boss says you have to do this.
	10. Sometimes if we make a rash decision that might be the best thing for the scenario or circumstance but that may not be your typical decision making process.
	11. You are going to need a good coping skill or tools. Things happen and you will need to have a way to respond. You get to choose how to respond to things.
	12. Sometimes we make decisions on what we think are going to happen. Decisions and choices, you are calculating risks, rewards, benefits. Reality versus perception is huge but affects our decision making.
	13. If we make choices and decisions you are going to have consequences and accountability as well.
	14. Inside of Adilas we do this all the time. These really start to add up. Think of how many choices you make in a day. It is a summation, or an accountability of the summation of these choices that forms the outline, flavor, nature of your world, life, day, etc.
	15. When you are living - this is what you are doing - constantly making decision after decision after decision. Sometimes we add a scale, weight, or relevancy on decisions - such as this decision is really big or important. And there are those decisions but it may be that all of our small, continual decisions really add up to even more than some of the big decisions.
6. Consequences (Cause & Effects)
	1. We might often think of consequences as negative or bad but they do not have to be. Consequences sometimes get categorized as negative. But not all consequences are bad.
	2. Consequences ususally lead to the next decision. It creates a web and a connected structure as you make further decision and they bring other consequences. They effect relationships.
	3. There is a balance to consequences. Is it a natural consequence of the action? Is it an unnatural or unrealistic consequence to the action? Certain consequences or actions of other people can really alter how we respond. Choices and consequences have cause and effects.
	4. Trust levels - certain things add to positive trust levels, you can build that by the drops. But you can also lose trust levels very quickly, typically much quicker than you can build it.
	5. Some businesses live and die as a consequence of the actions or choices taken.
	6. Sometimes these cause and effects can have time frames, gaps, sequences, patterns. There is also an aspect of time with consequences. Some consequences are delayed, some are forced, some are inevitable, some are negotiable or can be altered.
	7. It is amazing how quick we can change - cause and effect - depending on how people respond to choice, consequences, proactive on consequences.
	8. People can look at predictive or responsive consequences. If I do this action, then I plan for this outcome to occur. We start projecting pieces and trying to work for that particular consequences. So not all consequences are just a result of decisions - you can also take a proactive approach and work for consequences you want - like goals. This ability to look ahead is a powerful resource we can use in our decision making and working toward desired consequences.
7. Accountability
	1. What happened? Why did that happen? When did it happen? How often did it happen? Invitation type level - who, what, when, where, why knowledge and accountability.
	2. If there is a decision made, then a consequence happens whether positive or negative, then you are accountable, responsible for that decision and its consequences.
	3. Who wants to know? Why do I care that they want to know? Do I need, or want, to report to this/these persons. Are there consequences if I don’t do so? What authority do they have?
	4. The story really becomes important for accountability. A number has very little meaning unless you understand what led to those numbers, what underlies this data, where did it come from, how did it happen, what are the pieces that build the story and give us accountability, or an accounting of what has happened.
	5. Accountability - an accounting - accounting for what happened or occurred. If you talk accounting maybe you just get caught up in the numbers and having to report taxes, etc. But when you think about accountability that is associated with decisions, who did what, who does that effect - what is the story. The accountability seems to take on a richer, more full, meaning of capturing all of the pieces, information, happenings that are contributing to the outcomes, difficulties, troubles, consequences you and/or your business is facing.
	6. Often accountability could be verbal, on paper, visual, etc. Does this increase the general intelligence? Increase the business intelligence? Can people make decision on what they are getting back from the information?
	7. There are times when people want to show and share what they are doing. There are other times people want to hide, scatter, be sneaky or stealthy with their actions or behaviors, only show pieces they want. As a business, or a business owner, it is so important to be able to have all of the pieces, to be able to investigate or see what is really happening. This is called transparency.
	8. Histories - the act of recording what happened. We capture and record histories because this becomes like a background security system - who does what, who touched what - almost like hidden cameras that are helping keep track of things. It doesn’t take any special input or actions. This is automatically captured as people login and touch things and interact in the system.
	9. Sometimes you may want to tell people about the automatically recorded histories, sometimes you don’t. But admin has access to all of the histories and you can allow or deny access to that information in your system based on permissions.
	10. We may know what should happen or what we want to have happen but so many times in decision making we forget to access all of our knowledge, or think through what the potential consequences may be. It is hard in some circumstances to focus and use your acquired knowledge to make the decision you really want for the long term.
	11. All of these concepts are intermingled and intermixed. They all play a part together, they effect each other, and bring about other pieces. All tied together.
	12. There is also an aspect of a long term, cumulative accountability that we all have to face, either to ourselves or a supreme being. We all have an accumulation of things that we all have to be accountable for. Accumulation of choices, things, intent, the story, the patterns, all of these are important pieces for accountability.
8. Permissions & Settings
	1. These are really important pieces. If you look deep enough, you will see that the entire foundation of adilas is built on a foundation of permissions and settings. That seems to be at the very root of almost everything that we are doing.
	2. Allow access to different places and features- keys or authority to go and do. A permission is a yes or no - do we allow access to these places. Another portion of this is timeframe. There is a timeframe associated with some things - you may have permission now but it is limited by time. Permissions may be added or taken away - there is an element of flux with permissions. They may be temporary. This is important because you can give power or access according to need and circumstances and can take it away according to need and circumstances.
	3. Trust and levels of trust - sensitive content or sensitive subjects. Or open content or common areas. Often when you are giving permissions - can you add, edit, update, void, view only, - what level and function do you want/need someone to accomplish?
	4. Allows the right people where you want them and doing what they need to do. Also creates accountability. If someone has keys to get into a certain room, they are responsible for those keys or who/what accesses that room.
	5. Settings help create the right or correct environment - world building or setting up individual levels or environments. Are we talking global? Are we talking micro/macro? How big or small?
	6. Permission and settings mix and blend and go together. We want to empower people where the actions take place. We need to enable people for their certain tasks or responsibilities. Depending on what you need or want to make you mix and blend in the amounts that create the outcome you want. Some of these, the further you get, they morph into a hybrid - they work in tandem together. Granting permission and then determining what that looks or works like.
	7. What level are we looking at? Levels of settings - system (universe), corp (world), group (players/player groups), page (per feature/per sub of that function) (almost like your layout and space), user (individual person/individual preferences, defaults, etc.), etc.
	8. Even if I have limited permissions - if I have settings created - then I already have pathways, processes, procedures, steps, direction for the flow of traffic or accomplishing tasks.
	9. Build on this foundation of both permission and settings. There is more than that but this piece feels a bit elusive. This helps create your environment, flow, access within your system.
	10. What we do is not easy. There are so many moving parts and pieces. As we build, we keep finding that it comes back down to more and more permissions and settings. Subs of subs. Eventually, it could become simple if you get enough sub pieces built into the mix. Kinda crazy.
	11. Each of these roles keep sub-dividing and sub-dividing and sub-dividing. There are smaller and smaller pieces that we are trying to recognize, account for, track, see, etc. This is a growing part of the puzzle. We just keep having needs for smaller and smaller pieces.
	12. Settings also deal with speed and efficiency. Ways to speed things up, cut out steps, make things faster, automated, direct the process in a more streamlined manner.
	13. Another thing that is interesting about both permission and settings - it start to become a smorgasbord. You get to pick and choose - it becomes more like a buffet.
	14. You can also create templates to have things you can have that reoccur. Standardizing processes and stamping your way through that procedure. The deeper you go, eventually it has to be founded on these elements.
	15. Often there are industry standards and specific needs. You can individually go piece by piece but you can even play in bulk and configure things to quickly focus things to a certain industry or role. Bulk really allows you to quickly flip things and get oriented to a certain industry. There are standard pieces but being able to play in bulk or presets you can quick things very quickly to get what you want. Like a kitchen - you have a number of standard pieces and ingredients but then you mix and blend them together to create the product or outcome you are wanting to create.
	16. Speaking the person’s language - verbiage. This is a critical part of settings. The protocols, the language, the nomenclature - if you speak the person’s language there is understanding. It makes it easier to use, less translating. Aliases, substitutes, changes look and feel, makes it feel and sound like the environment you work with. The right words and look and feel for the appropriate environment. Any of these things deal with settings.
	17. A setting can also become a behavior, a pattern, a perception, a pre-conceived notion, and expectation. Some of these settings you are laying it out. Allowing for change. What things are fixed, what things are variable. It sets limits but also opens up other options and opportunities. These settings help open things up and help things flow within certain parameters.
	18. These things are not static. These things change over time and there is a flexibility piece that changes, creates, effects the structure, use, of these things. There is almost an aspect of something else that connects and makes these pieces effective. Like mortar between bricks. You need to keep connecting these pieces to create a system, to connect things. There is another piece that brings a different dimension or aspect to the life of these things.
9. Systems
	1. Systems are related to how things are interconnected. Every piece effects another piece which has an effect on the whole. Maybe sometimes it even effects things that seem out of the whole you may have defined.
	2. Interconnectability, depth of field, introducing change, cause and effect, trickle down, cascading, interdependence or dependencies, complex but yet specific.
	3. Think of all the differnt systems you have in a body - endocrine, digestive, respiratory, etc.
	4. Think of all the different systems we have inside of Adilas.
	5. Many other software systems have so many dead ends, cut offs, you have to go so many different places or to different systems to be able to even capture anything.
	6. Sometimes when we say systems people think just computers - hardware, software,
	7. Another really neat thing about systems are history, audit trails, blame game - who did what,
	8. We have sub-systems - feeders and watchers. Then we can keep tabs on what is happeneing and how that will effect other things. Planning and foresight. The BI (business intelligence) you get from systems is amazing.
	9. How healthy is this system? What things are effecting the health of our system? Surpluses,
	10. We can watch this grow - in systems you often have things that are reoccurring, trickle down cause and effects. You can also see many cyclic things.
	11. Nature is composed of systems. Many organizations use systems - colleges, military, We live in and around and with systems all the time.
	12. Ideally we have systems that keep feeding and sustaining themselves.
	13. There is also a development cycle that is also part of a system. It gets fed by using it.
	14. The ability to mix and blend is huge. The depth of systems is immense. The deeper you look it keeps expanding even into things you cannot see. If you take the time to look there are a lot of things happening and going on in systems.
	15. Each business entity and verticals are almost all their own system. They have their own language, they have seasons, different needs, have their own cause and effects, they need different things at different times, they morph, adapt, have needs for what they are using.
10. Vision & Future Developments
	1. Plans, dreams, goals, wishlists, pie in the sky, solving problems, relieving pain, taking things as they are and making and creating. Not just getting dictate to somethign and just sticking with it but being able to create, adapt, and change.
	2. When you think of vision you think of looking, seeing, showing, hiding, blending.
	3. Even with art what can I make of this, what can I make with the materials I have. Sometimes you start with almost nothing, you may start with an idea or concept. It can morph over time, you may have to take breaks, even people’s criticism or feedback can play hugely into the end result.
	4. Motivation - what is it that drives you? Why do you do what you do? Are you willing to do hard things or forgo instant gratification for an extended piece - investment - looking toward the future. Sometimes we get so focused on the task at hand that we get lost in the details and the here and now. Having vision helps you pause, stop, look up, reorient, find the next best step, keep moving forward.
	5. People work hard for money, people will work even harder for other people, people work the hardest when they are devoted to a cause.
	6. Sometimes you can even think of x-ray visions, short-sided, long-sighted, sometimes you can be fooled by vision alone, somethimes there may be a gem that may not catch the eye initially, it may be special to one person because they see it for something it can be or become.
	7. Sometimes people who have vision ideally can work with other people to share the vision or use others to help build and create the vision together. Using other people’s skills and resources and abilities to share an achieved purpose, vision.
	8. Without a vision the people perish. You need to keep lifting the vision to help people keep going or to keep motivated. If you are looking to where you want to go you can pass obstacles and keep moving forward. When we get focused on all the things we don’t want sometimes it can cause us to tractor beam into those places we don’t want. We tend to go where we are looking.
	9. Future development, R&D, fracture, seeing trends, allowing technology to keep advancing and harnessing that. Skills building. Adilas just keeps taking the next step, next step, and then we can reach things that others couldn’t reach because we just kept adding stepping stones until we were able to reach some destinations that others had not been able to because we kept building out to that vision.
	10. Refining things, look and feel, allowing for more custom settings, permissions, seeing more user maintained and dictated styles, more ways of creating custom out of the box,
	11. Where we are headed - 3D world building, data assembly line concepts, totally futuristic pieces we are trying to do but they have been huge. Running things through space and time, layering, stacking, breaking things into sub componentry, fit it together like Legos, not as big as old school building blocks, but you can make more intricate pieces, but needs more planning.
	12. Going up the chain from details and transactions to summaries, aggregates, big data, watching for trends, analyses. You have underlying details and supporting data but you as you come up the virtual pyramid you have more combined, aggregated pieces and data. This is where people are wanting it to go.
	13. Future development in storage options - is it content, videos, photos, how do you pull from archives and histories, data is constantly going and so some of it starts to get old - how do you make it so it doesn’t weigh you down. More stuff that is ongoing are changes in code and underlying structures. Moving from more linear code to object oriented code. There is sort of an old way and moving into a new way and ways that those are progressing. Making that into mode, timing, models, asynchronous timing, etc.
	14. Things just keep going and going and developing and improving. We also allow our clients to help lead and guide us in that. We allow for client investment, custom, white labeling, custom per industry, entity, user if needs be. Tons of future development there.
	15. We have a list a mile long - we are an idea farm. We have a things called the developer’s notebook that has millions of dollars worth of ideas and we just harvest ideas and try to keep moving forward as we can.
	16. MVP - minimal viable product, minimal viable plan, minimal viable person. Basically you have to figure out what you absolutely have to have. Get those primary pieces in there and you can fill in the gaps or even skip over the gaps and then you can make things happen after you get the primary pieces taken care of. Adilas has those minimal viable pieces - if someone take the time to look what we have we check a bunch of those boxes. Do we have more we can do and more wants and needs to fill - sure - but there is so much there than accomplishes needs.
11. Tech, Tools, & Maintenance
	1. Tech - it keeps advancing, you have to match the tech with the job that needs to be accomplished, match tools, jobs, tech, needs, desired outputs, etc.
	2. For Adilas we have things where we say all you need is an internet connection but what does that mean.
	3. Live and Searchable
	adilas.biz is set up as a real-time virtual accounting system. Our philosophy is to track every penny in and every
	penny out. This means that as things happen in the field (normal operations or day-to-day business), they
	automatically show up for approval and roll call in the accounting side of the application. The word "adilas" is an
	acronym for "all data is live and searchable".
	4. Centrally Located Data
	adilas.biz handles remote access as well as onsite data entry points. The entire application is server-based and only
	requires a computer (any kind and any OS) and an internet connection. With the site open 24/7, things like business
	trips, remote workers, multiple locations, and after hours access is no problem and part of the solution.
	5. Always Up-To-Date
	adilas.biz is a hosted server-based solution which allows us to update the application on the fly to provide the latest
	changes and updates. You will never need to install another version or patch. All updates are handled on the server
	and dynamically passed along to all users regardless of OS.
	6. Empower The People
	adilas.biz is a permission-based system that can be customized for each user. Once inside the application, each page
	checks for individual page permissions by user and corporation. This allows you to assign only the permissions that
	are needed for each user. All permissions are checked on every page and completely hidden if unassigned. This
	keeps the interface simple and direct.
	7. Enter Once - Use Many
	adilas.biz allows people in the field to enter the data once at the point of action. The data is then passed to the next
	step for approval, verification, and posting. This eliminates the need for multiple data entry and possible duplication
	or mistakes. As long as the data is correct, let it flow!
	8. No Limits
	adilas.biz can handle any number of locations, vendors, payees, users, customers, inventory items, banks,
	corporations, PO's, invoices, quotes, recipe/builds, stock/units, check requests, expense/receipts, deposits,
	statements, etc. Even if you have multiple corporations, you can access data in your other corporations at the click of
	a button.
	9. Digital Filing System
	adilas.biz excels as an accounting and operations (accopps) system for your day-to-day business needs. Depending
	on your permissions, you can lookup anything in the system. Beyond the flexible search capacity, you have the
	option to add photos, scans, and documents to almost every section of the site. This is truly, digital filing made easy!
	10. Safe & Secure
	adilas.biz is set up to allow you to run your business "Worry Free" while we take care of the security issues. We use
	all of the latest advanced web-based security options such as 256-BIT encryption on all pages, secure socket layer
	(SSL or https), "3 Strikes - You're Out!" on failed logins, corporation to user to permission checks on every page,
	server-side validation on all forms and reports, and much more! Add in commercial level scripting and database
	servers, daily back-ups, secure data center, and 24/7 support staff/techs. Your data is in good hands!
	11. In a Hurry? - Go Mobile!
	adilas.biz lets you access your data any time, any place, where an internet connection is available. You could be at
	home, work, or on the road. You could use your desktop unit, laptop, PDA device, cell phone, etc. Stay connected
	regardless of where you are! Choose adilas.biz and win!
	12. Maintenance: Sometimes this has a very negative connotation such as it’s reoccurring, not as fun as new, may cost a lot of money or time, lots of resources and needs, giving the time for that. We build and build and build but there is a constant and continuing need for maintenance. Maintenance helps with preventative care, with optimizing function, with keeping things in a good working place. Anything that is growing or functioning needs and requires maintenance. If you neglect the maintenance you end up suffering consequences from that. Sometimes sooner or sometimes later but they effect the productivity or health of the system. Basically everything we want to keep functioning and keep going needs maintenance, even relationships.
	13. If we can help you get your stuff in and out for your business and track all of your data - this in a way allows you to do maintenance. You can change, adjust, find when things are off, keep things on track, edit as needed, then when it is good and accurate you let it flow and progress to the next level.
	14. Being able to edit and change things is really an essential thing in being able to trust and lean on underlying data. You need to be able to correct mistakes, adjust the data when things have really changed. The audit trail is there for everything touched but changes and needs happen all the time in the real world. You have to be able to access and edit data because that is what really happens in business and you have to have a way to mimic that in business tracking.
	15. Maintenance can sometimes be big enough it feels like it can take over and maybe you avoid it for a long time because it feels overwhelming. But maintenance can really be so positive and building and maintaining. It doesn’t have to be so formal. Often times we just need to do a little bit at a time. Typically building little by little over time produces much great, long lasting results than inconsistent big efforts. Small and simple things can bring really huge achievements to fruition. You can’t skip all the building blocks and make it to the end. You have to keep up and maintain the underlying pieces.
12. Objects & Data Over Time
	1. This is really try8ing to simulate what happens in real life. A digital simulation of what happens in real life. Things don’t just happen - it is always connected to things. Being able to run things over time you can run things forward, backward, look at details, search for trends, you can futuristically predict. Time is the huge base - all things run and happen over time and to capture the story, happenings, over time is how you really tell the story.
	2. Time - where do things happen or hit within the hour, day, minute, month, etc. 3D calendaring. If you can start thinking in a 3D model scenario - time, resources (people, money, etc.), and then your depth coordinate. How does this all play in and effect the other pieces. What is the play between the pieces of the puzzle and how does that effect things. Where is it at? How deep does it go? If we get everything stacked correctly, then we know how and when everything happened, it is all organized according to time, what happened, what occurred.
	3. Then there is great power to have all of the pieces and all of the details and then start to aggregate it and combine it and summarize it and be able to take quick looks or see how things are trending, what is happening, capturing a quick idea.
	4. This is the heart of things - if you don’t have object, data, or time you have nothing - you are lost. You need all of these things to mix and blend together to get something or tell or record the things that are happening.
	5. This sort of brings the whole thing together - this is the world building stuff we are trying to do. We are doing the zipper - bringing pieces together and working to systematize all the pieces. You become a system by tracking all of these pieces, their life cycles, encourage, edit, record extra pieces and data as needed.
	6. Objects - think of how deep your one to many relationships can become. You can become fast, efficient,
	7. Objects and data over time are at the heart of how Adilas operates. At the heart of how we create systems, worlds, building and connecting all the pieces of the story and creating a world.

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- 1-6 & 7-12 - these concepts and pieces are cyclical in their patterns, they keep happening and interacting with each other. The next pieces just keep unfolding and becoming apparent as we keep walking down this path. The rate at things are unrolling around us, we are just trying to keep up with all the next pieces but it just keeps going faster and faster.

-If anyone else does this - no matter how big they are - they will need these pieces and concepts as well to do what we are doing. These concepts are the power pieces - to be able to build and capture the story, to have the power of all the relationships and interactions.

-One of the best things that could happen to Adilas would be for a big player to figure out what we are doing and try to duplicate it - like Google, Amazon, Apple, Microsoft - the big dogs. If these big companies saw the possibilities, they could pour millions into this and make it more known, understood. The rising tide lifts all boats. This would be incredible for helping spread this understanding or build things here. But we aren’t big enough to do this all on our own. We are going to keep going and building and walking down the lane. We will keep going but there are incredible possibilities in this world.

-We share all of our information - we build by sharing. We are trying to build bridges instead of walls. All of our things are public record, shared, available. We will likely be leap frogged by our competition in the future but we want to keep building and sharing and helping people catch the vision of what is possible.

-All data is live and searchable - what does each of those mean? What does all data mean? What does live mean? What does searchable mean? What if we changed it to scaleable, secure, ….?

1 - kind of the end goal - if we enable all of these things to play out - then we really end up with 12 - allowing objects and things to happen over time

1 & 12 - If individuals have a life cycle and can be tracked, you can start categorizing and capturing things - in the end, the result is that we have captured and recorded a full story - we have a story with stackable resources, depth, etc.

-This has a scope, it can be defined by its scope…

-If you track things through their life cycle

-3D axis - resources, details/story/happenings/happenings - the why, time - what happens in between all these pieces, when does this happen - we are trying to add an element of life, story, and journey - the why, how, when - not just numbers with no attachments, story, understanding of how it fits in,

GOALS:

-Make it presentable

-Love to see this being no more than 5-7 pages - trim things down

-Who is our audience? Is this internal for sales people/consultants?

-Maybe max each section out at 10 bullet points or less

-Ideally a main topic - up to 10 bullet points and maybe a couple of sub notes underneath if needed

-Keep narrowing this down - make it presentable for others

Brainstorming More Details for Core Concepts:

Why do we do what we do? We are trying to accomplish a task called world building. If world building is the goal you need all of these core concepts and principles. They are really the foundation that the Adilas system and tools are built on.

The entire Adilas platform is an interconnected system - it interacts and plays together with the other pieces of the application. As you combine these pieces together and work to simulate what is actually happening in your business you start to create a virtual story.

Stories have characters and individuals, various groups, and people that interact together in relationships. Characters make decisions, often trying to overcome challenges. These decisions have consequences and set in motion other decisions and occurrences. These cause and effect situations keep needing to be recorded, solved, and resolved. As the story evolves and interacts together it creates

We can break these concepts in to two basic categories. The first few concepts deal with digital storytelling and capturing that digital story. The others deal with how we adapt in a virtual, cloud based world to allow the virtual storytelling. Mixing all of these pieces together create a

We can play this way because we have an interconnected system. You can do more and better things when you have a whole system in place.

 Disclaimer: the term world building is used by authors and those in film to build a world with characters, cause and effect relationships, some sort of trouble or problems, and some sort of a goal that ties these things together. This creates a series of symbiotic relationships.

If someone can master these concepts they could be adaptive in so many ways and situations. Our code is just one way to accomplish some of these ends and anyone else could do that or create it differently. The power is truly in the concepts and that is how you can achieve all of the desired outcomes of having an interconnected system, of building a world. Those who master these concepts have far more potential to monetize these things than having the code.