MORE CONTENT FOR OTHER POSSIBLE USES

That section below was from an email from Marisa - dealing with some marketing stuff.

I really like Adi = All Data Is...  
  
This concept will allow the customer to determine what Adi is to them, just like they do with their data. If we think about dogs in general, each of them has its own personality. Circling back to what Brandon has said many times, Adilas is a 3D world-building concept. Each business can pick and choose how they want to build that world. Considering that Adi is our avatar and represents Adilas, I think we could go the same route for Adi. They can pick and choose the most important characteristic that Adi has based on their needs. Do they need her to Search? Do they need her to Retrieve? Do they need her to be User Friendly? Their data can be and do whatever they need it to. Maybe that's how we need to portray Adi too.   
  
Adi = All Data is..."customizable and trainable"   
Adi = All Data is..."trustworthy and loyal"   
Adi = All Data is... "whatever you need it to be"   
  
The list goes on and on :)

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When we were dealing with Bridgerland - they have all these different worlds all under one college/universe, but they all need their own rules, language, and things to play by … Just like our world

This was really a business where you could see world building and the need for different worlds. They have 23 different departments ranging from cafeteria, bookstores, to meat and welding, etc.

When we did the demo we started out with world building and as we did the demo they really began to have some ah-hah’s and see what was meant with world building

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[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=22&id=866](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=22&id=866" \o ") - things that we want to protect and expand upon... intellectual property stuff - Protect through sharing…..

I don’t think the world has realized that they can use these concepts in the business world - Brandon predicts they will realize the value and power of this and will adopt this into the business world

our goal is to defend patents being put on to core concepts. We need the model to be open and free.  
  
core concpets are 100 times more valuable than the code - there could be thousands of possible code sets.  
  
12 main application player groups  
  
10 levels - universe, world, locations, groups, individuals, data, run over time  
  
Operations leads accounting - horse and the cart  
  
permissions and settings

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