MORE CONTENT FOR OTHER POSSIBLE USES

Our goal is: how has this influenced our decisions and direction - it has changed our entire outlook or helped us focus in on what we really want

Clarified the vision and helped us refine what we are working toward, what we care about, what we want to accomplish….

Things started changing when mobile and touch started becoming important and common

As that process developed some inside jokes ended up being, “You can do that? (Question mark???) Yes! You can do that! (Exclamation mark!!!)”

The Adilas Cafe and community - we are trying to create a community and an environment that is different, our own unique world - a world building capable portal ---- imagine almost our own sci-fi world - different world, figuring out the pieces in this world, or the level, that you want to play at, and join this world, zipping around in your own little pod to wherever you want to go - can zip to all sorts of different places with in the Adilas application. Portal into this world at anytime, from your device, from wherever you are…

Some people love this and grasp on to this when they understand - but other people are not quite sure about things, it hasn’t been used or picked up by a big company that carries some of the trust with it, some people just aren’t sure of this…

One of the best things that could happen to Adilas is to have a big company start touting and sharing this and making it known to the world… Someone with incredible resources to raise awareness - the rising tide raises all boats

Because enough people have asked us to do things - we have so many prototypes - we are master prototypers in a way - the entire application is one, giant, evolving prototype, all of the custom options people have paid for have built so many different pieces that we have, they haven’t been made standard for everyone but we have so much… Change any setting or piece you wanted, pick the options that are important to you - HUGE - talk about the most perfect, customized system to your exact world - that is where we are headed - fracture, micro-services - function specific things mixed and blended together, everything is breaking into subs,

If these are our core concepts, we discovered that we could break the 12 into two main categories. The first few dealt with \_\_\_\_\_, and the remainder deal with \_\_\_\_\_\_\_.

We even summarized our core concepts or grouped them - 1-6 pieces of world building, 7-12 how we maintain/maintenance, keep our virtual worlds rotating

The value of pain - pain has motivated us immensely. Pain is one of the greatest motivators for change.

One of the co-founders made the statement, “The Adilas application is a great companion software for any business!” We can handle it from A-Z, but we are flexible, if you just want a few things we can handle that too. We are a high-end software as a service company. Our primary focuses are anything dealing with operations and accounting. We have a standard core package that we use and we can customize on top of that. The sky is the limit!

Value added components - levels and layers

1. Standard Adilas Core  
   2. Industry Specific Skins and Features  
   3. Custom Code, Flow, Data, and Interfaces  
   4. BI - Business Intelligence Dashboards - Aggregates  
   5. Enterprise level(s) - Multi Corp or Multi World

Also by way of a note, this interface (layout) also deals with the world building concepts and levels. They are:  
1. Universe Level (all Adilas systems)  
2. Galaxy Level (linked servers)  
3. Cluster Level (individual boxes and servers)  
4. Solar System Level (databases inside of the boxes or clusters)  
5. World Level (corporations and/or companies inside of a database)  
6. Location Level (virtual and/or real geographic areas or sub area/dividers)  
7. Group Level (application player groups) - currently there are 12 known player groups  
8. Individual Level (actual players or individual items within a group)  
9. Data Level (how and where are things stored and relationships that exist between pieces)  
10. Run all levels over time

Levels of world building - graphic - Universe, Galaxy, Cluster, Solar Systems, World, Locations, Groups, Individual Data/Items, Run the whole thing over time….

Trying to map out how all of these pieces interacted together really allowed us to see that we had all of the essential pieces contained in one system! realized that being a gave us the ability and power to do things that others can’t because it is in a system….

That effort of trying to boil things down and map pieces out helped with both expanding our vision and

WORKING - Next time we may want to revisit the top section of our doc and see what pieces below we would like to cut and get rid of…..

Protect through sharing - - intellectual property

This might sound random, but I think that our goal is not to secure a patent on every little feature. Our goal is to defend patents being put on to core concepts. We need the model to be open and free. If not, it will swing power potentially in the wrong direction. So, in a nutshell, by us talking about things, publishing things, teaching, instructing, and building with openness in mind, we are helping to keep the patents out of the core of the ideas and concepts. Let people patent smaller pieces of the puzzle, that is no problem. However, we need to protect and educate people on the core of what we are doing.

intellectual property stuff - protect through sharing…

Physical extension of actions into a virtual world

Fundamentals - do things over and over, stack and stack  
- Mix and blend - define a process and it keeps happening over and over again. Adilas can do all sorts of things but it is valuable to establish your channels and then making it your path/pattern to do over and over again - lots of things in business are very, very repetitive.

You have to centralize the data, catch the important pieces that you want and need, then as far as displaying it - you can figure out countless ways of how you want it back and how you want it to look - that is the process (3 main pieces) - (the look and feel kind of gets sewn and stitched back together - sewing the pieces that you want into the place and space you want them)

Burning platform - pains - elements that make you change

The game of business

Tools - we grow and break out of some of the simpler tools we use so we have to find something that can handle more and more…

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…… We think that if these concepts were to be developed by major companies it would only help raise awareness for our business and all businesses.

We are building things that are simulating what is happening in real life, in your physical business. We are building and trying to step out into new territory and find ways to improve

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World building has influenced, or become a part of, nearly every decision we make as a company. At times it may not be at the forefront as we make a business decision but we almost always circle around to the underlying concepts, and expanded vision, that world building has created for us. World building has changed the way we see our business and future. We hope it can do the same for you!

The concepts of world building are foundational to what we are doing and where we are headed. We don’t own the concept of world building but we recognize its importance and are going to encourage and continue using it as we grow and continue. If you are interested in learning more we have an abundance of additional resources and entries in the developer’s notebook, the digital record of our story or history. This digital notebook is a treasure trove of knowledge and information relating to our journey, challenges, process, ideas, dreams, successes, failures, vision, decisions, and lessons learned.

In summary, we are glad we could share this origins document with you. We will take the time to break these concepts down further into their own smaller, specific documents dealing with each of the core concepts.

- core concpets are 100 times more valuable than the code - there could be thousands of possible code sets.  
- intellectual property stuff - protect through sharing...  
- physical extension of actions into a virtual world

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This might sounds silly but even when we were preparing this document we had pages and pages of information

Our goal is working toward full world building one piece at a time. To provide the complete tool set that allows any company to pick and choose what they need and where there is enough structure and tools to create the world that matches that company’s needs, process, and their unique business world.

We do custom out of the box better than anyone. But we need the input and coordination with the company to figure out their exact flow, unique world attributes, and we can work together to allow their world to be captured virtually.

WORKING - REVIEW THIS WHEN WE START NEXT SESSION

Other Notes:  
- Inputs & outputs – you get what you give  
- Weakest link affects the whole  
- Confidence  
- It takes work  
- Think logically – what happened in real life and how would I do that in a virtual world  
- Flag & date  
- If correct, let it flow  
- Checkpoints  
- Computers are dumb, powerful, but dumb, you have to tell it what to do  
- Everybody uses the system differently  
- World building and telling the story  
- It may be over kill at times but it helps track the story, even if it gets complicated.  
- You tell the story, we then help you map backwards to show where things were at.  
- Push vs. pull – give automatically or ask for  
- Concept buffet –tons of topics  
- You find what you are looking for  
- Different notes from talking with Steve about adilas, direction, and core concepts:  
o What you do physically everyday…. We capture that is a virtual environment  
o Whatever you do physically… you have to record it  
o Physical extension of physical actions – physical to virtual   
o Willing to try and love of learning  
o Engine  
o Features, advantages, and benefits  
o Fundamentals, do over and over, stack and stack

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=2279](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=2279" \o ") - brainstorming on core concepts

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=2278](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=2278" \o ") - some analogies about concepts

[https://data0.adilas.biz/top\_secret/time\_web\_gallery.cfm?corp=371&id=3627](https://data0.adilas.biz/top_secret/time_web_gallery.cfm?corp=371&id=3627" \o ") - trying to draw and illustrate some of the concepts

If you are interested in further information on how things have changed for us - go to the developer’s notebook - you can find over 10,000 entries that show how we are building, developing…. We might have to leave leaders for multiple different things at the end that can allow someone to explore further if they want

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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