Adilas Core Concepts - Origins

Welcome, we are glad you are here! In this origins document we want to share a brief account of our history and experience. We are excited to share with you some of what we have learned along the journey. Through the process of solving our own problems we have discovered a number of core concepts and principles which have guided our direction and success.

These are the 12 core concepts we have discovered. They all really come together under a general concept called "World Building", which we will explore in greater detail in this document. We will also dive deeper into each one of these concepts throughout this series.

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

In our mind, no one could have really come up with all of the pieces that have created the Adilas platform on their own. We have discovered that this entire project is a conglomeration of people solving problems and needs, fostering ideas, applying concepts, and experimenting to find possible solutions. This truly has become a community effort.

Like the fable, or folk story, of the stone soup it started with a need. The story goes that some hungry strangers convinced the townspeople to contribute small amounts of food, or resources, to create something even better that could be enjoyed by all. The original Adilas system was a custom software write-up to solve the needs and

pain points of a single business. As more and more of those needs got filled the founders and co-founders began realizing that these were problems that all businesses faced. This realization prompted them to open this custom write-up solution to other businesses for a software as a service product.

Often software as a service is very focused to a single industry or business function, but due to the diversity of the original companies that wanted to participate, it created the need to build a robust and flexible system right from the beginning. This diverse flavor has been added upon as more people and companies have contributed their ideas and resources to the project. Basically, people saw potential and started participating. This process is still going on today.

As more people became involved, the team started looking into ways of doing more education, training, and marketing. This required us to look from a higher view, work to map things out, and overall improve the user experience. As an internal team we started conducting monthly training events, both live and virtual. These training events allowed for dedicated time to develop how to share the "why" of what we are doing. We got tons of input, feedback, questions, and suggestions at these events that contributed to the project.

The next big task became trying to summarize, teach, and explain all of our code, our model, and the capability of our system. While we were swimming through this lake of information, we were exposed to this concept called, "World Building", which completely described what we were trying to do and accomplish. Almost all of our core concepts are related to, or are stemming from, this concept of world building.

So, what is world building? And how does it relate to business software? We would like to answer this in three different ways. First, we would like to answer the question generally. Next, we would like to explain it a little bit further and give some examples. Lastly, we will try to explain how it has influenced our decisions and direction as a company.

1 - Answering the questions, what is world building and how does it relate to business software?

World building is the process of creating a unique environment for each business entity.

Often software tends to be built for one industry specifically. If you only have one industry, the whole package is built to support that business model, or world, and there is no need to diversify it. But what if the software package allowed you to diversify it to all kinds of business models and verticals. This allows you to customize the environment to meet your needs.

As you setup and create this unique environment you end up answering a number of questions. Some of these questions could be where are you located at? Does your business deal with time, products, services? Who are your customers? What do you

call them? Members, clients, patients, students, etc. Basically, you are determining what you want your world to be like and what you want it to do. The Adilas system is flexible and able to handle all kinds of choices and decisions. As you mix these together this is what creates the customized landing area for your data. As soon as you can start seeing that every single business entity is technically a different world - it starts making more sense.

2 - Explaining world building further and giving some analogies.

The author who introduced us to the concept of "World Building" was Brandon Mull, a New York Times bestselling author. He was giving a presentation for young writers and artists at a university and one of the co-founders and his children happened to attend the seminar. In his presentation on world building, he stressed 5 key components. They are characters, relationships, trouble, decisions, and consequences.

To further explain this concept here is a small analogy, or example, he gave as part of his presentation. A good science fiction author may come up with the concept of a flying car. But a really good science fiction author thinks at the level of world building. What are the causes and effects that occur with having a flying car? What is the technology that allows that? What are the traffic laws? What things keep it in check? What happens if there is a traffic jam? A wreck? How are they powered? How are they stored? How are they fixed? What are their speeds, capabilities? Are they armed? Etc., etc., etc.

Think of your favorite movie or book. What different things make up the environment that makes it unique and special? Some of the best books and movies are those that are able to create an environment that is so rich it almost feels like a real place you can be transported to and participate in.

These same concepts apply to the Adilas application. Imagine one of the richest environments you will ever use, ready to run standard out of the box, or customize it to meet your business needs. Think of custom naming conventions, toggle options on and off, settings, permissions, tons of tools and business functions at your disposal. The ability of the Adilas system to adapt to any business world is incredible! That is what Adilas has been created for.

To start your mind thinking along the lines of world building, here is a little exercise. Consider answering some of the following questions whether you are creating a world for storytelling, or creating a world for your business entity:

General World Building Questions

- What special features does your world have?
- What does your world have an abundance of?
- What does it have a lack of?
- Where is your world located?

- Who is on your world? Different civilizations? Friends? Enemies?
- How diversified are the civilizations, areas, or locations?
- What are the reasons they are separated or diversified?
- Who are the characters and the groups?
- How will they interact with each other?
- What kind of things are they trying to overcome or accomplish?

Okay, now let's transition into business world building questions:

- What do you call your business?
- What type of business do you have?
- Where is your business located?
- What is your company size? Mom and pop, small, medium, large, enterprise, custom?
- What do you call the people who work for you and work with you? Salesperson, staff, associate, team member, or whatever you may call them.
- Are you doing things alone or as part of a team, department, etc.?
- How many different locations do you have? What do you call those? Locations, stores, clinics, departments, jobs, facilities, or other?
- Who are the people that buy your services or products? Clients, customers, members, patients, students, etc.
- Do you sell labor, time, services, subscriptions, perishables, non-perishables, little items, big items, bulk items, serialized items, or custom?
- How do you distribute what you are selling? In-person, online, call-in, internal manufacturing, wholesale, delivery?
- What are your pain points or challenges?
- Do you have certain processes or a special flow in your business world?
- Do you already have certain pieces in place and need another software to fill in the gaps? Do you need the whole package? Are you required to use certain software or applications?
- Do you have state, government, or industry requirements?
- Do you have paperwork, documents, forms, scans, contracts, or other files to capture and record?
- Thinking of data and reporting needs. What do you want? What do you need? What key data points are you interested in?
- What are some of your goals? Financial, physical, personal, etc.

Hopefully this little exercise above got you thinking about what is important to you in your storytelling or business world. Being introduced to this concept of world building really helped us put a name to what was already happening with Adilas. We were already doing so many pieces of world building, we just didn't know what to call it. Ideally, whatever happens in real life needs to be simulated or mimicked in the system to get the real effect.

3 - How world building has influenced our decisions and direction as a company.

This introduction to world building helped us refine and focus our key concepts, gave us language for our processes, forced us to find ways to teach it to others, and create a better framework to structure our business goals. If truth be told, these concepts we are building on are far more valuable than the code we have created. The core concepts are really the foundation that supports what we are building and trying to do as a company.

You may ask, if the core concepts are so valuable, why are we sharing them? We believe that we can gain, and everyone gains, by helping to show and share the concepts we have selected. Concepts don't change, even though the processes or code might change over and over again. Anyone who wants to build an integrated platform like we are building, is going to have to use these same concepts.

Instead of keeping all of these things to ourselves by securing copyrights, trademarks, and patents; we are going against the grain and against tradition by openly sharing all of our work and ideas. We are embracing an approach of protecting through sharing, and we share because we really believe in world building and the value it has added to our experience.

It is important to us to create a community where people contribute, play along, add value, and work together to make something greater. This is real world stone soup where we all mix and blend and share ideas. We share, we develop, we invest, we add value because we are trying to create a full world building platform.

Hopefully you can see how much these concepts have influenced us. There is far more, but it is outside the scope of this document. If you are interested in learning further please check out the Adilas Developer's Notebook online, reach out to us, or learn more about the core concepts from this series.

Just to conclude with one more pitch for what we are doing and building: Adilas is a high-end, web-based 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. 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. Real, live, world building. The sky is the limit!