Meeting on ROI (return on investment) – 1/20/22

Kelly, Cory, Steve, Brandon, and John

* Evolution of what we are doing
* FinTech – financial technology
* What is our ROI strategy?
* What about failure to launch?
* We get super distracted and lose focus
* Some other companies really do major fundraising and investment funding
* Fixing and maintenance or building new
* We will always have fires – things move on, things change, things get obsolete, new requirements, etc.
* Keeping customers happy
* Many customers are not loyal – they could switch at any time – sometimes that fear prevents us from raising prices
* Cory – our system takes a lot of training and support – with new sales, there is a challenge to get the people trained and up to speed
* Kelly – defining our sweet spot – Who is that? What is the dollar amount of that sweet spot? Do they have the “Adilas” person (requirement)? What does it cost to deploy or get them up and going?
* It’s not just sales – it also deals with training, deployment, servers, management, etc.
* People or automation – allows for scale – keep it lean and automate what we can
* Steve – thinks that our sweet spot is in cannabis production – maybe looking more around the $800+/month price range
* ERP and MRP – we can handle a tons of the pieces
* Face lift on the cart – quick and dirty
* John was stating some backend priorities through chat – server rollover, clustering, maintenance
* Small talk about themes, bootstrap, and our own custom CSS or style – trends and fashions
* Look and feel keep going – that is a constant thing that needs to be maintained.
* Steve – talking about older tech – pagers and pay phones
* For the record – from Brandon – I’m not tied to any of the current or old look and feel. It served a purpose. It’s time to move on, as long as we keep the functionality.
* Our cost sometimes makes us feel like the cheaper version.
* Our look and feel is literally killing us
* Some of the bigger companies are selling the hardware and the whole package. Tablets, payments, scanning, custom labels, etc.
* Mobile first and responsive – We need to be able to handle different screen sizes
* Combo pack – they may say something, but it really may be a combo or multiple of different things
* Apps, desktop software, hybrid systems – more code and even different sets of code, desktop, apple, android, straight web app code, etc.
* Service and customer support is a big thing – sometimes even to a deal breaker level
* How specific is our software? Who is our client? Where do they live or where are they located?
* Our current budget (based on reoccurring invoices) is about $79K/month at 250 clients. Steve would like to double that.
* Sell more or look at our costs
* Kelly thinks that our potential in the ecommerce land is one of our biggest areas that we could harness. The other places are cultivation and manufacturing or production. Those are great, but they take a lot more training and handholding.
* The cart (internal or external) is a common denominator. Also, there is an expiration date on this window (meaning the cart or ecommerce stuff).
* We are not cannabis specific – lots of possible options.
* It seems like there is always something else that we need to do – it almost feels like chasing our tail.
* Speed and scale – How fast could we do this? What would be the costs to do this?
* Custom code and custom development – that is another income source – even with our existing clients – there are also other services that we could provide and/or offer.
* What about going on site to help with deployment, setup, training, etc.
* We spend a lot of time doing something once… if we can do something and repeat it, that would really help.
* Branding and a consistent style or style guide – you need to start with that – get that style out to the developers and enforce it. John was showing some of our style guide stuff in the adilas docs.
* Kelly was talking about consistent styles between our site, our code, our marketing, etc.
* Bring it to current
* Is our team enough? Or do we need to get an outside quote? Where are we really heading?
* We may need help to get to the next level. We don’t know what that looks like yet, but are willing to checkout options – people, skills, management, investments, etc.
* Setting real expectations – for us and what our clients are expecting – it may even be deeper as we involve backend team, frontend teams, management, consultants, etc.
* We are really good at prototyping… :)