New meeting on 1/27/22

Steve, Cory, Brandon, and Shari O.

* Cory went in and read a bunch of the older notes and got some good stuff from there
* She has a good spreadsheet that she and Shari O. had worked on… server costs (out in google docs)
* We should be able to get some great costs savings by trimming server costs (shooting for lowing things by 5-10K if possible)
* Brandon can show some costs on sales to the sales staff in the meeting – We are thinking that a new account is at least $2K to get them going
* Steve – we need to get people out and hitting the streets – it is a game of numbers
* We can’t just wait for people to find us online or by being super passive – the free stuff that just falls into our hands – we need to be proactive and get out there. Just beat the bushes.
* This is awesome – we are really offering better top notch customer service (Sean, Marisa, Cory)
* We used to have a bunch of independent consultants – they did bring in deals but may not have had good retention
* Who can become salespersons or adilas consultants? Sending out the new non-disclosure document and getting people switched over.
* What about repayment? We have a 50-80K nut to crack… even without anything new
* If we raise our prices… we could generate $10K a month
  + How do we justify this?
  + Media/Content
  + Invoices
  + General – this is my vote… We need to set some ranges… between this and that, it goes to this. We’ve already been eating this for years. Inflation is all around us!
    - We get a nice note and get Marisa to help make it into a spin to a marketing pitch (this is to make you better)
  + Other services – Metrc fee
  + Special – on a per customer basis – a mix of all of the above
  + Percentage
  + Chuck said – if we want to increase something, this is the year – everything is being raised
  + John was saying – even plan ahead into the next 3 years
  + Say 20% or 25% or 30%
  + We may need to give a month’s notice of the increase
* Sales meeting – Who gets paid for those?
* Who are we?
* Who does what in our company?
  + Budgets per person
  + Budgets per department
    - Who helps to run these departments? What power or control do they have?
  + We have tons of meetings – that is important but a big time sink and may not be managed very well
  + Time management – who does what
  + Adilas Jellyfish model – different departments:
    - Admin
    - Monthly Reoccurring Service
    - Sales & Marketing
    - Setup & Training
    - Tech Support
    - Design
    - Custom Code
    - Consulting
    - R&D
    - Project Management
    - Internal Development & Maintenance
    - Databases, Networks, Servers & IT
    - Adilas University
    - Adilas Marketplace
    - Adilas Café – Adilas World
* What are our prices?
  + New sales – We need to cover almost $2K per new account
  + General price increase (inflation) – percentage
  + We can sell new account, custom code, services, or other add-on’s
* Talking about funding…
  + We need to make some cuts
  + Repay on back stuff
  + No new development unless it is funded
  + We have to stop digging the hole deeper
  + Ideally we set a rough timeframe for repayment – unknown
  + Possible investment – time, money, payables, etc.
* Steve – Possible scenarios – What if we do a rate increase, what does that do and does that clear everything? What else is the plan going forward?
  + We are dreamers and we keep wishing and hoping
  + What is the ROI on those things?
  + The rate raise is not enough. We need to increase that and also slim things down. We need to be in the black.
  + Part of our plan will be saving, budgeting, and working on specific ROI type investments. We plan it out and only do what we need to do.
    - As part of this, who is the one making these plans and following through. It’s too open right now. We need some more structure as far as who is playing what role.
* The sales meeting needs to change – we need to slim things way down – other meetings and just waiting for your turn. No charging for just waiting.
* If we brought in 5 new clients a month, that would be great.
* Cory likes to play in the project coordinator and training and setup (general deployment stuff)
* If people have a problem with letting their payables grow, we need to figure out something else.
* Mixed signals – we want this but we don’t have the money for that. Go, stop, go, stop… mixed signals.
* The tipple play – Sales, trim down, increase prices
* We’ve got too many people. Either not turning a profit or just too many to manage.
* If we are doing the increase… let’s jump on it. Brandon is willing to help with this. Shari O. will be involved. We are thinking a straight 25% (real inflation pressure) and a new Metrc fee of $40/per corp that needs it. We are not tippy toeing… this is across the board.
* New systems – shooting for around the $2K mark - $500 one-time, 20 hours at $65, adjust as needed. We have a spreadsheet if needed (worksheet).
* Custom code is at the $150/hour.
* If we need to wiggle (discounts)… we have that option. Ideally, any new accounts or deals need to be according to the new prices.
* They were talking about new pricing tiers. Making progress there.

Who is going to manage Adilas.biz??? That is still the big mystery

Budgets? People? Sales? Management?

Transition costs… that is a killer