Euflora and FlyHi

2/1/22

* Inventory…
* ROI – chasing that
* What time does it take to build out a full inventory?
	+ Photos – 20 hours – 400+ professional shots
	+ Taking the time for really good photos
	+ Questions on the inventory library (enterprise catalog) – that would be a huge time saver
	+ This is an ongoing problem that needs to be solved… there is a huge need for this type of a professional type product.
	+ Major headache – each vendor – each company – etc.
	+ $10K cost to bring on a new account
	+ Visual – eye candy – that is what really sells – product shots that are ecommerce ready.
* Adilas will keep pushing on this – enterprise product catalog
* Integration with WeedMaps – yes/no… - (integration is a very generic word – what does that mean)
	+ There may need to be more discussion there – both sides and internal
	+ WeedMaps may be competition vs allies
	+ Pros and cons – lots of eyes but limitations – WeedMaps is becoming the merchant
	+ The value of the customer data
* Cory – small pitch on the product catalog – potential – shared value if we can build out a shared resource – time, money, maintenance, potential
* FlyHi – they are doing real-time inventory and mixing (hybrid) frontend and backend pieces.
* Inventory – that is still one of the biggest challenges – per customer/client (companies that want the FlyHi service)
* Time it takes to help people succeed – habits – good and bad
* Compression on photos – question – they would like a higher resolution. They are interested in higher resolutions. Potential for sharing images. They are reporting – just a little bit blurry. Just for fun (50-100k per).
	+ Adilas may need to look into this… it has been a while since we looked at that
* SMS messages – totally possible – we have to be careful with content
* Steve B. – We had a bunch of 3rd party solutions that used to do texting and such, but they have been shutdown.
	+ Steve was talking about direct market messaging (message marketing) through ecommerce
	+ They, the clients, can create the messages and even distribute them
	+ We were using customer logs (CRM stuff) to send the messages. The clients could dismiss messages, save older ones, and even preview past messages.
	+ Getting around the SMS stuff by using direct contact options
* SMS providers – some of them are really touchy – verified brands – There is a real need for some SMS communication tools.
	+ Possible short list of responses
	+ Filters and virtual black list of certain words or phrases
* Steve B – Talking about the item catalog (global product lists) and where can we go?
	+ Let’s say that a cost for FlyHi is $10K per new client (company coming on) – how much of that is inventory related?
	+ Jeffery – A shared catalog would be huge
	+ We can’t police all of the different entries
	+ Text and images – aka data and photos
	+ Onboarding speed – setup, standardized, synced, ready to go
	+ Wish list – drag and drop of certain products – really slick and then a quick configure setup
	+ Steve P – They could use an API to build their own inventory catalog
	+ Questions about Metrc – which direction would the inventory and items flow through? Cart and the horse.
	+ Enterprise level catalogs (linked companies) and even master or super high up global catalogs (master lists – and who controls those master lists).
* Steve B – we have some hooks in the water – fishing
* Inflation costs – all around us
* Jeffery – What about a global product id? Is that possible?
	+ We build database apps – we could do it and handle it
	+ Steve B – Alan (adilas dev) has been the scrum master and doing sprints with the guys – new for us
	+ One of the biggest problems is the time for onboarding a new client – numerous inventory concerns in that process – that’s the biggest piece.
	+ Every company has a different menu (what they offer) – having said that, we, they, all use some of the same items
	+ Steve P – Willing to play – let’s see what it takes.
	+ We (all of us) really want a master or global catalog
	+ Permissions – who can access it – who maintains it – who has access to it – is there a cost/fee?
	+ Steve B – Many of our changes are dealing with normalization and cascading things up and down the chain
* Web and open source (type) stuff – including the Adilas API – resources.
* Euflora and FlyHi have done a great job on the API sockets and solutions – best in class
* Delivery – medical (smaller) and rec (bigger) – watching updates and changes that are happening and trending
	+ Talking about daily limits and how people are trying to push the envelope
	+ Steve B – talking about some of the new specs and requirements for daily limits and then posting that data back to Metrc or state reporting systems
	+ Ever transaction needs to be tracked and checked against a list of transactions on a global scale – per state per person
	+ All of this cross traffic – there are challenges in the API socket traffic.
	+ Challenges of cross tying data, id’s, transactions, amounts, etc.
	+ Metrc – just for fun – (acronym - make every transaction ridiculously complicated - :)
* Some talks about other states – Oklahoma
	+ Maybe we could build their state system for them
	+ eXPO – payment systems – load your account, spend, reload
		- There is a headache there
	+ Hypur – other payment solutions
	+ Cash – that is still a problem
* Jeffery – Let’s get back to sales and how can we build out this master catalog – This is not going away – effort and time will be required.
* G.I. Joe – knowing is half the battle!
* Cory – Alan is tied up right now but will be opening up in the next couple of weeks. We can put some stuff together. They, she and Alan and others, will come up with some ideas, numbers, and options.