1. **Company Structure (Jellyfish Model)**
   1. Overview
   2. Divisions & Departments
      1. Who/Talent
      2. Combine As Needed - Roles/Departments
      3. Optimize Work Loads
      4. Authority, Accountability, Responsibility
   3. Knowledge Workers vs. Hourly Workers
   4. Personality Types
      1. Organizer
      2. Doer
      3. Creative
      4. Consultant
      5. Salesperson
   5. Payment & Compensation
2. **Product Development (Value Add-on Core)**
   1. Overview
   2. Define The Current Core – Transactional Core Level
      1. Applications Players
      2. Business Functions
      3. Core Concepts
      4. Features & Functions – Video Library
   3. Industry Specific Skins Level – White labeling
      1. Minimal For Start – Eventually There Could Be Numerous Skins - MVP
   4. Custom Code Level
      1. Settings & Permissions
      2. Data Driven, Not Code Driven
      3. Black Box Code
   5. Business Intelligence (BI) Level
      1. Moving Up Layers - From Transactional Data To Aggregates
      2. Data Warehouse Functionality
   6. Enterprise Level - Unlimited
      1. Multi-Corp, Multi-World – Up & Down The Chain
      2. Prep The Database To Make The Jump
3. **Education & Training (Internal & External; Adilas University)**
   1. Overview
   2. Video Library
      1. Video Clips & Organize Them – Different Levels & Topics
   3. Tracking Education & Progress
   4. SOP’s (Standard Operating Procedures)
      1. Per Industry
      2. General SOP’s
      3. Company Specific SOP’s
      4. Dynamic Data Driven SOP’s
   5. Interface Changes - Easier Interactions
      1. New Look & Feel
      2. Settings
      3. Dynamic Content
      4. Education Mode – Toggle On/Off
   6. Internal & External Training Needs
   7. Online & In-Person Training Events
   8. Dynamics & White labeling Options
4. **Community & Third-Party Solutions (Adilas Marketplace)**
   1. Overview
   2. Discussion On Byproducts – Created By Adilas System Or Platform
   3. Professional Services
      1. Consulting
      2. Design
      3. Custom Code
      4. Data Entry
      5. Project Management
      6. CPA’s, Attorneys, & Others
   4. Buying & Selling Products – Virtual Community Marketplace
      1. Our Own Mini Amazon – Virtual Marketplace
   5. 3rd Party Solutions & Outside Vendors
      1. Services
      2. Tools & Solutions
      3. Hardware
   6. Sales, Advertising, & Marketing
   7. Dynamics & White Labeling Options
   8. Exploration Of The Marketplace, Lots Of Potential
5. **Social & Efficiency Options (Adilas Café & Community)**
   1. Overview
   2. Personal Profile – Standardized Stating Point – Virtual Data Portal
      1. Single Sign-On
      2. Jump To Any Assigned Corporations
   3. Sales & Creation Of New Accounts
      1. Mini Marketplace For Adilas Based Products
      2. Tiered Pricing – Pricing Structure
      3. Dynamic Billing – Setup & Manage Company Accounts
      4. Make Payments
   4. Options To Work
      1. Ability To Go To Any Assigned Corporations
      2. View Quick Stats
      3. Set Quick Launch - Favorites
   5. Options To Play (Demo Sites)
   6. Options To Buy & Sell
      1. Products Or Services – Tied In To Adilas Marketplace
   7. Options To Get Training
      1. Tied In To Adilas University
   8. Options To Participate & Do Social
      1. News & Updates
      2. Q&A – Forum
      3. Ways To Contribute & Participate
      4. Jobs, Employment, & Market Your Skills
   9. Dynamics & White Labeling Options
6. **Deeper Product Development (Adilas Lite & Fracture)**
   1. Overview
   2. Setup Wizard
      1. Questions & Steps To Help With Set-Up
      2. Choices - Industry, Size, Functions, Needs, Customize
   3. Customize Everything – Full Interface & Functionality
      1. Show/Hide
      2. Toggle On/Off
      3. Settings & Permissions
      4. Custom Naming & Aliases
      5. Layout, Design, & Sort Orders
      6. Setup Your Own Dashboard
   4. Features & Functions – Modular Architecture
      1. Dynamic Billing
      2. Usage, Storage, & Features
   5. Code & Server Changes – Frameworks
      1. Prototyping & R&D (Research & Development)
      2. Database Changes
      3. Server Changes
      4. Code Changes
      5. Front/Back End Changes
      6. Frameworks/Languages
      7. Backups, Security, & Management
   6. Options To Get Training & Help
      1. Education Mode
      2. Links To Adilas University
      3. AI (Artificial Intelligence)
      4. Strategic Promotions & Marketing
   7. Use Of API Sockets & API Endpoints
      1. Use For All Internal Processes
      2. Full Documentation
      3. Open Up To Outside Developers – Play At The Wall
   8. Testing & Integration Plans
   9. Client-Side & Server-Side Validation
   10. Mobile Ready & Responsive Design
   11. Lessons Learned From 20+ Years Of Doing SaaS (Software As A Service)
   12. Life Cycles – Maintenance & Upkeep
   13. Dynamics & White Labeling Options
7. **Budgets, Finances, Marketing & Sales (Other Business Plans)**
   1. Overview
   2. Business Plan & Mission Statement
   3. SWOT Analysis
   4. Funding & Repayment
   5. Creative Documents
   6. Technical Documents
   7. Sales & Marketing Plans
   8. Profit Sharing
   9. Budgets & Timelines
      1. Per Section
      2. Per Person
      3. Per Product Or Feature
   10. Prototyping & R&D (Research & Development)
   11. General Research & Market Research
   12. Other Plans & Pitches
   13. ROI (Return On Investment)
   14. Dynamics & White Labeling Options