Project 4 - Community and Third Party Solutions - aka Adilas Marketplace

Overview

Companies that use the Adilas application, and are building their business worlds, may need other resources to make their world grow and thrive. We want to build a community, and third party marketplace, where people can buy and sell products and services, that enrich and enhance their business.

We have been servicing the Adilas application for over 20 years. Through this we have seen that Adilas actually creates a number of other byproducts which allows other entities to service additional client needs and wants. These byproducts are things like: bookkeeping, data entry, consulting, design, custom code, project management, marketing, hardware, etc.

In a way this could be compared to an analogy on byproducts. Think of a ski resort. The main goal is to get up and down the ski hill, but at a ski resort you have things like rentals, lodging, a ski school, food services, ski patrol, retail shops, etc. You get the idea. The ski resort doesn’t have to own or run all of those other entities. However, the main service offered by the ski resort creates a host of other opportunities and services that can readily be paired with the original product.

This marketplace project has so much potential! There are so many opportunities for where we can take this marketplace to better service all of our clientele’s needs and wants.

Notes:

Important points pulled out:

Introduce byproducts

Analogies - ski hill, railroad - think along these lines

Light overview/plan

* One of our main goals here is that - Adilas creates byproducts - because of the reoccurring system - that is what stimulates all of these reoccurring options
* Mini summary on Adilas Lite site: Virtual market for the adilas community that allows for buying or selling of products and services. Find professionals and services to help you realize your dreams.
* Overview - the current sections listed under the overiew in the Adilas Lite section
  + Overview
  + Discussion On Byproducts – Created By Adilas System Or Platform
  + Professional Services
    - Consulting
    - Design
    - Custom Code
    - Data Entry
    - Project Management
    - CPA’s, Attorneys, & Others
  + Buying & Selling Products – Virtual Community Marketplace
    - Our Own Mini Amazon – Virtual Marketplace
  + 3rd Party Solutions & Outside Vendors
    - Services
    - Tools & Solutions
    - Hardware
  + Sales, Advertising, & Marketing
  + Dynamics & White Labeling Options
  + Exploration Of The Marketplace, Lots Of Potential
* Think of ski hill byproducts
  + Main goal - get up and down the ski hill
  + Lodging
  + Rentals
  + Ski school
  + Etc
* Because we offer a reoccurring model where people can build and track there business - it creates byproducts
  + Accountants/CPAs
  + Attorney
  + Bookkeepers
  + Consultants
  + Data entry
  + Custom code and skins
  + Developers
  + Graphic designers
  + Hardware and peripherals
  + Merchant processing - CC stuff
  + Power users - reps
    - Someone really good at doing inventory in Adilas, someone really good at bank reconciliation, etc., being able to sell or advertise their skill set
  + Sales and marketing
  + Trying to get other 3rd parties and entities involved in this
    - Stone soup analogy - we want a richer experience
    - 3rd part solutions - it is great to integrate with other parties - we would love to not have to build everything ourselves
  + Setup and training
  + Tech support
  + Testimonials - ???
  + Website designers
  + Project management and planning
  + Business financing
  + Web hosting
  + Servers
  + API pieces
  + Create industry specific skins and make them available
    - People could get an adilas account and then shop for their industry specific skin or something like that
  + Basically anything that a business could use - if we can create good connections that people can use - it can help create these byproducts
  + Buy and sell things - people could offer their services
    - Someone really good at doing inventory in Adilas, someone really good at bank reconciliation, etc.
    - Almost like an Etsy account or little Amazon shop - having things available that people could buy and sell through the marketplace
    - They list it, we sell it to whomever, there is potential here to do a miniature shopping place - like a miniature amazon, an outlet and avenue for different types of revenue
* Another analogy is the railroad analogy
  + We want to run the railroad tracks
  + But we don’t want to own the school, the bank, the hotel, all the things that happen in the community where the railroad goes
  + We want to diversify and have other people play and participate
* Brandon’s recap/summary from our reading through our notes:
  + adilas creates byproducts  
    virtual market - buying and selling products and services  
    professional services - see list  
    3rd party solutions and outside vendors  
    white labeling - industry specific skins  
    analogies - ski hill or train tracks  
    stone soup analogy  
    anything that a business could use - products or services  
    invite others to play