Brainstorming on Desired Outcomes – 2/19/25

//////////////////// small list from a post-it note //////////////////

Access to data and exports

Web-based saas (software as a service)

Operations and accounting

Out-of-the-box

Custom solutions

White label

Industry specific skins

Company structure

Education

Community

Marketplace

Buy and sell products and services

Contact us

Get involved

AI - artificial intelligence

deeper product development

Fracture/adilas lite

Plans

Pricing

Samples

build an app

social

other services

marketing and sales

tools and tool sets

low price

resale software

funding

investing

sponsoring

API's & documentation

testimonials and success stories

real world application and usage

get training

offer training

deeper looks or deeper dives

request a feature

vote on a feature

paperwork

support

no Contracts

security

simple ecommerce

taking payments

uploading documents

media/content

user guides

glossary

blog or notebook

news and updates

new changes or new features

tips and tricks

SOP's

Videos

other resources

demos

R&D - research and development

Prototyping

play sites and playgrounds

Selling companies

selling a business

what do I get?

How do I sign up?

How much does it cost?

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Got this back from CoPilot AI

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* Company structure
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* Get involved
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* Web-based SaaS
* Out-of-the-box
* Custom solutions
* White label
* Industry-specific skins
* **Operations and Accounting:**
* Operations and accounting
* Tools and tool sets
* Security
* Taking payments
* Paperwork
* No contracts
* Simple ecommerce
* **Marketing and Sales:**
* Marketing and sales
* Pricing
* Resale software
* **Education and Training:**
* Education
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* **Development:**
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* Other resources
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* **Media and Content:**
* Uploading documents
* Media/content
* Blog or notebook
* News and updates
* New changes or new features
* **Community Engagement:**
* Testimonials and success stories
* Real world application and usage
* **Financials:**
* Funding
* Investing
* Sponsoring
* **Research and Development:**
* R&D - research and development
* Play sites and playgrounds
* Selling companies
* Selling a business

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This is what we liked

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Talking with Shannon on 2/20/25 about what she wants from a software or web company

* How have other people used it?
* What can I do with it?
* How do I use it or how do I get trained on it?
* Giving them a future vision of what is possible
* Once you have decided… what are the next levels
* Standard operating procedures (SOP’s)
* How do I get started?

Desired Outcomes: - Trying to come up with some ideas of main categories

Q & A

Resources & Training

Showcasing

* Showing a finished product
* Kickbutt System that is easy to use

Reports

Functions – handle your needs

Grow and build with it

Showing people what it can really do – now and in the future

How are we different than what you are using right now

Putting it all in one system

Show them! What is possible? What is possible! – You can do that! You can do that?

What makes us different

Why do we do what we do

How did we come up with this product and/or platform

Where is it headed

One system – not having to buy other systems to get it all done

No more double entry – good data moves forward – data assembly line

Peace of mind

Comfort level

How much information can I get out of it

Once it is in there, it is set – just search for it and pull it up

Able to look-up anything based off of the smallest piece of information

Non traditional accounting options

Different approaches create new solutions

Hope – peddling or selling hope

Custom – everybody, every business, is slightly different – this is our savior and our Achillies heel (both)

I love the content management part of the system – I can upload anything and have it tied in to the correct spot or location – out of the box – if I am looking for something, I just go to adilas and find it from there. I don’t go looking in my paper copies or hard copy backups. I go to adilas.

Build professional skills – become an adilas power user

Elevator pitch - High-end software as a service (SaaS). Anything dealing with operations and accounting. We use a standard product and then allow for custom on top of that.

Pain points – helping to solve those pain points – can it solve my biggest pain in the rear? If yes, let’s talk more.

Could this product fix my problem? If yes, I’m interested.

Oversite – who did what? Track, view, see any piece

Historical accountability – full audit trail – transparent – it tells the story

Add notes to anything

The objects hold their own data

Digital storytelling – what happened, when, where, why, how much, etc.

I can add a photo or picture to anything – receipts, invoices, checks, deposits, items, contracts, you name it

One login, all of your data and information under one roof

Organized storage – each main application player does a certain job or task. You just pick the task, assign or create the player, and let it start playing

What do we offer

What is the adilas core?

What are the other layers or add-on levels beyond the core

Under Q&A – we will need sub topics to help us categorize things

Pioneering and Prototyping

White labeling ideas – server costs, system costs, hardware, resale of sub systems, tech support, custom code, custom marketing, automated onboarding, etc.

Developer’s notebook – over 14,000 blog entries – all of our research, ideas, problems, and solutions – show links to key points

Link to the full history of adilas - [Historical Web Outline - Entries By Month & Year](https://data0.adilas.biz/top_secret/web_time_list.cfm?corpList=748,22,371) - https://data0.adilas.biz/top\_secret/web\_time\_list.cfm?corpList=748,22,371

Show growth – where did we start

Helping other businesses – they did so well that they sold

Location friendly – for example: a business that started with 30 locations and now has over 90 locations

Show some stats – counts, sums, dollar figures, etc.

On showing some stats – click a link to a live dashboard of what we are doing, across multiple servers – all API socket connections

Going beyond POS, CRM, CMS, ERP, ecommerce, etc. – World building is the future

Show some of the stuff (R&D and prototyping) from Jonathan Wells and Chuck Swann and his Wonder Ways stuff.

We have listened to our clients over the years – they have come up with some great and/or excellent ideas that we have implemented and added to our product and features.

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We ran the new list through AI CoPilot on 2/20/25 and got the following:

**1. Q & A**

* Under Q&A: subtopics to help categorize questions and answers.

**2. Resources & Training**

* Resources for teaching and training within Adilas.
* Build professional skills – become an Adilas power user.
* Developer’s notebook – over 14,000 blog entries – all of our research, ideas, problems, and solutions.

**3. Showcasing**

* Showing a finished product.
* Kickbutt system that is easy to use.
* Showcasing team contributions: Examples from Russ, Marissa, Chuck, etc.
* Digital storytelling – what happened, when, where, why, how much, etc.
* I can add a photo or picture to anything – receipts, invoices, checks, deposits, items, contracts, you name it.

**4. Reports & Data Analysis**

* Reports: handle your needs.
* How much information can I get out of it.
* Once it is in there, it is set – just search for it and pull it up.
* Able to look-up anything based off of the smallest piece of information.

**5. Functions & Features**

* Functions – handle your needs.
* Putting it all in one system.
* No more double entry – good data moves forward – data assembly line.
* Non-traditional accounting options.

**6. Customization & Flexibility**

* Custom – everybody, every business, is slightly different – this is our savior and our Achilles heel (both).
* I love the content management part of the system.
* Elevator pitch - High-end software as a service (SaaS).
* Anything dealing with operations and accounting.

**7. Client Success & Impact**

* How are we different than what you are using right now.
* What makes us different.
* Pain points – helping to solve those pain points.
* Could this product fix my problem?

**8. History & Growth**

* Why do we do what we do.
* How did we come up with this product and/or platform.
* Where is it headed.
* Show growth – where did we start.

**9. Innovation & Future Prospects**

* Pioneering and prototyping.
* White labeling ideas.
* World building is the future.
* Going beyond POS, CRM, CMS, ERP, ecommerce, etc.

**10. User Experience & Usability**

* Comfort level.
* Peace of mind.
* Showing people what it can really do – now and in the future.
* One login, all of your data and information under one roof.

**11. Oversight & Accountability**

* Oversight – who did what? Track, view, see any piece.
* Historical accountability – full audit trail – transparent – it tells the story.
* Add notes to anything.

**12. Sales & Marketing**

* Hope – peddling or selling hope.
* Show some stats – counts, sums, dollar figures, etc.
* Show some of the stuff (R&D and prototyping) from Jonathan Wells and Chuck Swann and his Wonder Ways stuff.
* Show links to key points and the full history of Adilas.

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Re-posting the AI response and editing it as we desired on 2/25/25

**DESIRED OUTCOMES**

**1. Got Questions?**

* Under Q&A: subtopics to help categorize questions and answers.
* Break it into an accordion style page
* Go up higher to grab some of the questions we brainstormed
* We don’t have to stick to normal questions - if we want to fit in other things we can frame it as a question - a chance for us to explain things we do and say

**2. Resources & Training**

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* Where is it headed.
* Show growth – where did we start.

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* Show links to key points and the full history of Adilas.

**DESIRED OUTCOMES**

The 12 Main Categories suggested by AI:

12 categories for desired outcomes

\*Got Questions?

\*Resources & Training

\*Showcasing -- Client Showcasing?? -- User Experience?? or vice versa showcase/experience

\*Reports & Data Analysis

Functions & Features

\*Customization & Flexibilty

\*Client Success & Impact -- Client Success Stories -- Client Success & Experiences -- Client Experiences (like the Beaver Mountain example)

\*History & Growth

\*Innovation & Future Prospects -- Innovation & Pioneering Efforts -- Innovation & Pioneering\*

?User Experience & Usability -- User Experiences - Maybe we have both: client experiences and user experiences

Oversight & Accountability

Sales & Marketing

Another top-level category potential from the AI response:

Company Information

Products & Services

Operations & Accounting

Marketing & Sales

Education & Training

Development

Support & Resources

Marketplace

\*Media & Content -- Content Management -- Content Management & Oversight??

Community & Engagement

Financials

?Research & Development

And one more list from the first AI feedback:

Introduction

Showcasing What Can Be Done

Sales Flare/Angle

Diverse Applications

Teaching & TrainingConsulting

\*Proven Track Record

Showcasing Team Contributions

Results & Outcomes

Innovations & Pioneering Efforts

\*World Building

\*Data Assembly Line

Custom Solutions

Take A Deeper Look

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From the above, what do we like, what do we want to keep? Can we boil it down to 12 main categories and sorting for the Desired Outcomes section?

\*Got Questions?

\*Resources & Training

\*Showcasing -- Client Showcasing?? -- User Experience?? or vice versa User Showcase??

\*Reports & Data Analysis -- Reports - In The Know -- Reports - The Value of Knowing -- Reports - The Pulse

\*Customization & Flexibilty

\*Client Success & Impact -- Client Success Stories -- Client Success & Experiences -- Client Experiences (like the Beaver Mountain example)

\*History & Growth -- Our Story

\*Innovation & Future Prospects -- Innovation & Pioneering Efforts -- Innovation & Pioneering\*

\*Media & Content -- Content Management -- Content Management & Oversight?? -- Data Oversight -- Company Oversight -- Company Accountability

\*Proven Track Record

\*World Building

\*Data Assembly Line