Desired Outcomes

**1. Achieving Your Dreams**

· (maybe a top level title) Turning dreams into viable, working solutions

· Solving pain points and challenges

· (help or move) Showcasing client success stories and impactful outcomes

· Creative solutions

· Visualizing the business movie – high-level and detailed views

o Shannon and I were talking about this topic this morning (3/11/25)… Brian, my hiking buddy was talking about MCP’s (I think - Model Context Protocol (MCP)) and how that was giving AI virtual hands and feet vs just being a brain. We talked about how we have a system that interconnects already vs just a single software product. API’s, connections, custom, etc.

· (maybe break this up) Building professional skills and becoming a power user

· Unlocking unlimited possibilities with integrated systems – really stress the systems part of this

· Highlighting innovations and advancements

· Digital storytelling for businesses

· (our overview) some fun ideas… keep helping it expand and achieve their dreams and our dreams

· Track every penny in and every penny out, all your numbers in one place, perfect accounting, peace of mind, transparency, see the whole story as it unfolds, systems, solving pain points, making your life easier, overcoming dead ends (multiple systems)

· Break or challenge tradition, teach the core concepts, see the value of what we are doing and helping you to do, deep level business tracking, layers, 3d model (time, resources, space).

· Where do you start, how many times are you willing to go over things (iterations or loops), roi (return on investment), showing value, being organized and knowing what you have.

· As a note, we already do tons of system thinking and system building… combining things together (to get world building). Our whole conversation this morning as been on parts and pieces of systems and how that effects or affects other pieces.

**2. Be In The Know**

· News and updates

· Real-time tracking and updates

· Access to resources like Adilas Core Concepts

· Blog or notebook entries

· Videos, demos, and tutorials

· Developer’s notebook with 14,000+ entries

· Tips and tricks for efficient use

· Testimonials and success stories

· Q&A and FAQs

· High-level and ground-level views for decision-making

· (our overview) we want more reports based and what is the bulk of your business and how can we help you achieve that

· Some of these topics could fit under the news and updates and developer’s notebook stuff. They are important but not as multiple main pieces and sections.

· What’s going on in the business, pulse, are things in a good range, are there guiderails guardrails, how are we looking in all of our places.

· For employers and employees… accountability, what is being done, what is not being done. Are there things that need some loving and/or attention. Helping to relieve suspicion about stuff. Peace of mind about employees.

· BI – business intelligence stuff – large level (way up high) and other sub or smaller levels (categories and details). Look at the adilas GPS core interface for some ideas – levels and how they relate (side panel – like universe, world, location, group, individual, data, and time levels).

· Shannon and I took some time to look at the images and the progression between the absolutes between operations and accounting… see photo teaching gallery - = to () (see images…) – you have to allow for “flex” – this is how things really happen. Checkpoints, permissions, 3D levels, etc

· History, audits, AI prompts, known issues, accountability, (automated) accounting, user-maintained stuff, other maintenance, etc.

· The virtual video of what is going on… say the balance sheet – are we in balance, if not, when and why did that happen, etc. showing things over time. – not done yet… but heading in this direction.

· Ideal is perfectly equal (operations and accounting). In real life, there is flex, and sub flex within the ups and downs. Going from perfect, adding some flex, normalizing, and then allowing and tracking the randomness (subs of subs). We also talked about stretching things over time… perspectives and distance from the different pieces (grass from an ant’s

view, from a cat’s view, from a person's perspective, from a bird, from a plane). Same grass, it just looks different based on time and perspective.

· Everything is breaking into subs. Like bread… loaf, slices, pieces, mixed – granular control. Sometimes you need bulk tools, general control, some control, micro level control. Be able to play at the different levels.

· Teaching people the concepts behind the numbers, the systems, and how they interact together. I was having fun talking with Shannon about how things act and play together. I was using the teaching photo gallery to go over some concepts – seeing the bigger picture and how it all fits together

· The value of the concepts… they are huge and really have value.

· It really is a system – teach them that – help them see the value.

· These pieces we brainstormed really have more of the flavor we are looking for - good stuff. This makes us excited! When people really get it - they feel like THIS IS AMAZING!

**3. Efficiency & Productivity**

· Data assembly line for streamlined workflows

o This is what we are working for - we have this already in some ways but we want this to be better, smoother, this is where more automation comes into play

· Simple e-commerce and taking payments - already done at a pretty good level

· No double entry – data flows forward

· Organized storage for seamless navigation

· Tools for handling paperwork and digital storytelling

· Bringing everything under one digital roof

· Saving time with efficient processes and tools

· Historical and real-time data cohesion

· Tracking players, interactions, and outcomes

· Streamlined business operations

· (our overview) we liked the general flavor of this one.

· We want to work on some of the wording so it has our verbiage and flavor but some of those above points are some good things.

· Talking efficiency and productivity - what would our clients want? What would we want as a client?

o Less clicks - quick and easy (that is hard - simple and powerful can be pretty tough – meaning the combo of simple and powerful)

o Easy and powerful - I want it to do everything I want it to do and be easy to use

o People want it to be easier to use and view - but they really don’t want any less on the functionality side, obviously, they love the depth and the capacity of Adilas, they just want it easier

o Fracture: And the Iceberg analogy - you can toggle on and off any of your features, and rename them, and resort them, and, and, and…

o Industry specific skins - hide a bunch of options from the get go for that industry - already speaking your language - pre-formatted settings

o Settings for general flow of that industry and making it more efficient from the get go - then you can tweak it at to a more minor level

o We know it can be frustrating - lots of business frustrations and issues - the learning curve, or it takes more time, it can be really hard to make changes – familiarity – we tend to go back to what we know, even if it is not as effective.

o Solve the pain points - this is really what people want! They want their pain point solved! We listened to the “My Give a Damn’s Busted” song. There are probably many things they are already doing that are inefficient or problematic – basically, trying to listen and not just be a deaf ear.

· Scale - the element of scale really plays into efficiency and productivity. Some things aren’t bad if you do it just a few times but once you have to do it a bunch it becomes more of a pain - what scale/level of use are we talking about here

· Think of automation or assembly lines - how can you improve your efficiency, flow, steps, and space, etc. Think of Krispy Kreme donuts – they put their process on display and it becomes part of the appeal of that product. That is kinda cool and fun. We want to virtually show our processes.. and put them on display in a similar world building way.

· Efficiency - permissions: giving the power to do what they need people to do but having the power to change or decide how much you want someone to play, or the ability to edit something if it is wrong - not having your data locked down so tight you can’t change it if you need to at the appropriate level.

· Too spread out - not efficient - we know some things about not being efficient - too many hats to wear, people getting worn out, worn down, too many demands, too many cooks in the kitchen, etc.

· One of the great things about Adilas is that you can put in something like an expense and upload your receipt image - if it is well classified and done, you never have to mess with or fix or deal with that again - it is ready to be audited, reviewed, show up in a report, it is all well documented - this is one of the great things about Adilas - there is nothing you can do to this to make it better except speed it up. This provides peace of mind and so much confidence behind the scenes. – we are already catching everything… we just want to keep making it easier, quicker, and smoother.

o We already catch incredible details - and we can make that even easier through settings - imagine how much better that could be?! Amazing! You could still go into advanced mode if needed but that would be so incredible.

o Iceberg style again - so many great possibilities with allowing what is showing to be changed, personalized, industry standardized, etc.

· You can already do all sorts of crazy stuff for turning things on and off, using different pieces - lots of options already - some of these things have already been cascaded further - we have tried, prototyped, and listened to make things better (some specific examples like limited flex grid and the customer field setting area)

· We listen to our clients - we really try to fix and make better what our clients want and ask for. We record every idea given to us - it may take quite a bit of time for us to get there on our own resources but we will listen.

· We can automate things as well - especially if we know the manual pieces and processes first - then it can be automated. If the process can be done manually, we can speed it up through automation. We love to record those ideas.

· We have 85-90% of the pieces that people need, they are already done. Then if we can just use industry specific skins and white labels to help things go faster, that is awesome. The foundational pieces are already there in place. This allows you to jump to the next level without having to recreate everything from the ground up.

· Settings - if you can find the settings and set them, that is great. But it can be frustrating when you can’t change something, or don’t know where to change something, or many people don’t even know that some things can be changed. It can become more complex the more settings you use as well.

· This illustrates a great point - it basically has to get really a lot more complex to be able to become simple. The fracture idea again - you have to have all of it broken into little blocks so that you can stack them exactly how you want.

· Someone mentions that it is almost 3 levels of users - Backend: database, coding, behind the scenes, deep, deep level. Mid-level: Setting people up, getting settings, permissions, flows in place. User: the front end users that are just seeing the process as they interact with putting in data

· Settings Homepage - they are in the process of creating a settings homepage - organized into sections. This is becoming big enough that it needs more attention.

· Corp level settings, player/company level settings, individual settings, page level settings - we already have these 4 levels but in some ways you need even more

· Development - we are often so go, go, go on the development side that we could improve our own efficiency there - how can we make development and customization more efficient as well because

· Problem solve pain points - that is really what you are trying to do with efficiency and productivity - how can we make this thing/these things work smoother and better

· It is much easier to see the problems than the work it takes to fix them… Kind of a never ending cycle.

· Getting to the pain point - we tend to keep on in the same ways we are familiar with or used to until the pain gets big enough - this is typically when we are motivated to change

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Working above here…

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**4. Save Money & Make Money**

· Marketplace for buying and selling services

· Resale software opportunities

· Sponsoring and funding options

· Low pricing and cost transparency

· Affordable SaaS solutions

· Industry-specific tools tailored to needs

· Cost savings with no contracts or licenses

· Comprehensive offerings eliminating the need for add-ons

· Ensuring value for money with built-in tools

· Opportunities for scalability and profit growth

· (our overview) I was wanting more… we may need to alter the flavor of this one a bit

**5. Organize & Manage Your Data**

· Transparent digital records showcasing the journey

· Seamless integration across players and relationships

· Organized storage of files, documents, and content

· Advanced search capabilities for efficient management

· Data assembly lines for systematic handling

· Historical accountability with full audit trails

· Linking objects with their data

· Efficiently managing media and content

· Oversight and real-time tracking

· Tools for maintaining structured data

· (our overview) we liked some of it. We want to teach and show (catch the vision) of what we are trying to do and offer

**6. Expand Your Possibilities**

· Capturing and sharing business stories digitally

· Prototyping concepts for innovation

· Exploring integrations with AI and advanced tech

· Opportunities to build, play, and innovate

· Showing stats, counts, sums, and achievements

· Expanding through real-time tools and insights

· New ways to visualize business growth

· Marketing and sales tools for outreach

· Demonstrating how to go beyond industry norms

· Enabling advanced R&D opportunities

· (our overview) we only liked a couple of them. We really want to show them what is possible. Maybe emphasize the show vs the tell. Almost – prove it – okay, thanks. This is almost marketing. What’s been done, what the future is brining, showcasing.

**7. Customization & Flexibility**

· Personalized systems adaptable to unique needs

· Out-of-the-box setup with custom add-ons

· White-labeling opportunities for branding

· Customizing to 85% out-of-the-box functionality

· Support for non-traditional approaches

· Flexible pricing models

· Tools to design and customize operations

· Addressing Achillies’ heel situations with creativity

· Automated systems for onboarding

· Custom code flexibility for enhanced systems

· (our overview) didn’t really hit the mark. There were a couple of good things but that’s it.

**8. Innovation & Pioneering**

· Highlighting pioneering efforts in the field

· Leveraging AI for advanced problem solving

· Adilas Recorder redefining industry standards

· Offering tools for data-driven innovation

· Encouraging industry disruption through R&D

· Bridging the gap between trends and needs

· Visionary tools for system evolution

· Turning client ideas into innovative features

· Advancing through continuous R&D

· Showcasing prototypes and experimental projects

· (our overview) didn’t really hit the mark. There were a couple of good things but that’s it.

**9. Ongoing Growth & Relationships**

· Building businesses through partnerships and ideas

· Supporting long-term relationships

· Enabling client-driven system enhancements

· Growing together to achieve mutual goals

· Demonstrating how to sustain success

· Fostering client relationships with real-time support

· Showing commitment to partnerships and trust

· Providing client-focused solutions for needs

· Expanding communities for collective growth

· Nurturing trust through transparency

· (our overview) creative… still needs some help

**10. World Building - Beyond the Acronyms**

· Creating cohesive virtual business environments

· Capturing all interactions and relationships

· Visualizing unique stories through real-time data

· Bringing data to life with impactful narratives

· Showcasing groundbreaking system integrations

· Data assembly lines for seamless operations

· Building beyond ERP, CMS, CRM, etc.

· Helping businesses thrive in a virtual world

· Highlighting features fostering industry leaps

· Transforming business worlds through better systems

· (our overview) it has some good stuff. We will tweak it out.

**11. Training & Resources**

· Learning with hands-on tools and materials

· Offering comprehensive video tutorials

· Interactive training sessions for effective learning

· Glossaries, SOPs, and guides for easy navigation

· Developer-led resources and notebooks

· User-friendly resource center – (adilas café or adilas marketplace)

· Building professional skills through expert systems

· Encouraging confidence through guided training

· Providing teaching galleries and demos

· Expanding knowledge with targeted materials

· (our overview) some good stuff. Still needs some help.

**12. Got Questions?**

· How do I sign up?

· What does it cost?

· How have other people used it?

· What can I do with it?

· How do I use it or get trained?

· Offering answers to industry-specific questions

· Sharing insights on system applications

· Exploring Adilas’s unique selling points

· Providing clarity on system features

· Guidance on progressing beyond initial levels

· (our overview) good start, we’ll tweak it out.