

Adilas | Capitalization & Budget Overview

Working distribution draft • October 2026 • Illustrative planning allocations

A capacity-and-stability capitalization event—not simply a project budget. Adilas is an existing operating business. New capital is intended to close capacity gaps, strengthen four interconnected departments, and help selected opportunities reach the market.

Capital ladder

Funding area	\$2M · Protect core	\$3M · Build organization	\$5M · Build ecosystem
Dependable Capacity	\$900K	\$1.25M	\$1.75M
Department Operations	\$300K	\$450K	\$750K
Shared Company	\$200K	\$300K	\$500K
Commercial Opportunities	\$300K	\$550K	\$1.25M
Strategic Reserve	\$300K	\$450K	\$750K
TOTAL	\$2.00M	\$3.00M	\$5.00M

At \$2M, the priority is stability and protected execution. At \$3M, additional depth, backups and parallel work become possible. At \$5M, Adilas can selectively build a broader ecosystem. The minimum capitalization goal remains \$2M.

Department budgets — dependable capacity + operations

Each department owns its people, goals, communication, processes and budget. Dependable Capacity is not a promise to hire a fixed number of employees; it can include existing people, fractional contributors, specialists, contractors, or performance-aligned roles.

Department	\$2M	\$3M	\$5M
Product Development	$\$350K + \$100K = \$450K$	$\$475K + \$150K = \$625K$	$\$650K + \$250K = \$900K$
Growth	$\$250K + \$100K = \$350K$	$\$350K + \$150K = \$500K$	$\$500K + \$225K = \$725K$
Retention	$\$175K + \$50K = \$225K$	$\$240K + \$75K = \$315K$	$\$325K + \$150K = \$475K$
Admin & Billing	$\$125K + \$50K = \$175K$	$\$185K + \$75K = \$260K$	$\$275K + \$125K = \$400K$
TOTAL	\$1.20M	\$1.70M	\$2.50M

What dependable capacity unlocks

Department	Practical value
Product Development	Protected work time, clear priorities, parallel development, testing and better finishing.
Growth	Intentional sales, marketing, partnerships and a repeatable path to new customers.
Retention	Proactive customer success, training, adoption, education and expansion.
Admin & Billing	Financial visibility, coordination, people support and less leadership bottleneck.

The goal is to shift from “someone needs to do this” to supported people who know their roles and can consistently carry them.

Dependable capacity — operating assumptions

Plan around 2–3 dependable people or equivalent capacities per department as a starting point; Product Development and Growth may eventually need closer to five. These are directional planning assumptions, not hiring commitments.

Planning consideration	Working assumption
Time	About 30 productive hours per week, where appropriate
General compensation	About \$35/hour
Specialized expertise	Potentially \$75–\$100/hour
Practical stability target	Roughly \$5K–\$8K/month per dependable
Stability window	12–24 months; increasing support from operating revenue over time

Capital can fully fund new capacity or cover only the stability gap for existing contributors. Not every valuable person fits the same compensation model. Avoid recreating an unnecessarily large traditional payroll structure.

24-month deployment path

When	Priority	Expected progress
Months 1–6 · Stabilize	People, roles, budgets	Critical capacity supported; clearer ownership; reduced single-person dependencies.
Months 7–12 · Build	Teams and processes	Documentation, product execution, sales infrastructure, customer success and reporting.
Months 13–18 · Commercialize	Selected opportunities	Focused launches and measurable market or revenue evidence.
Months 19–24 · Transition	Scale what works	Departments and offerings become increasingly supported by revenue and value creation.

Capital discipline

Fund people and the operating structure first, then selected opportunities. Release commercial opportunity funds in stages based on ownership, milestones, evidence and the option to stop. Preserve the strategic reserve at approximately 15% of the round; it is a safety net, not automatic spending money.

Existing operating revenue continues beneath the capitalization plan. Capital should help bridge gaps, not necessarily fund the entire organization. The structure should stay relatively small at the center while allowing partners and supporting activities to grow around it.

What success should look like

Area	Question at 12–24 months
People & organization	Are key responsibilities owned, backed up and less dependent on a few individuals?
Execution	Are important initiatives finishing more predictably?
Growth & retention	Are customer acquisition, customer success and expansion becoming intentional?
Commercialization	Have selected funded opportunities demonstrated traction?
Financial	Is revenue capacity improving, with visible runway and declining reliance on new capital?

Working principle: We have enough runway. We have a plan. We value your contribution. You can depend on us, and we can depend on you.

Planning note: All amounts are illustrative 24-month capitalization allocations, not annual departmental expense forecasts, compensation offers, revenue projections or approved commitments.