SUBJECT: Adilas, LLC – Brief History and Education Background of Partners

Adilas, LLC was officially created in January of 2008. The original partners were Stephen Berkenkotter, Brandon Moore, and a corporation called Morning Star Automotive, Inc. The Morning Star Corporation has since been dissolved (2010). The actual project began in 2001 as a custom write-up system for Morning Star. Originally, the application was created for use in the used vehicle and trailer dealership industry.

In 2006, the application went through some major changes when Steve came up with the concept for adilas. At that point, it started to change from servicing just the dealership industry in to a more general or open business model. By the end of 2008 adilas was servicing a number of new clients (besides dealerships) with the following business types: self storage, modular homes, construction, manufacturing, professional services, and retail. As of 2011, adilas has added other businesses such as: virtual finance companies, real estate companies, transportation, GPS tracking, computer services, alternative healthcare providers, fasteners (nuts and bolts), catering, consulting, personal accounts, etc.

The application or platform is set up for future growth and is very scaleable. It is currently geared towards small to medium-sized businesses. The application is in a constant state of improvement. This includes adding and upgrading features and tools, building reports, and automating existing functionality. Each new tool and/or feature is developed and tested locally before being deployed to live servers. All new tools and features are assigned to a permission on a per user and per corporation basis. This makes it so that only persons and/or businesses that need the new tools turn them on and use them. All unassigned permissions and features are dynamically hidden until assigned. The existing core of the application has been developed and tested over a number of years and is currently on its seventh full version. The adilas platform is web-based and setup on a commercially hosted environment with a state of the art data center and 24/7 support techs. Daily back-ups are done from within the hosted environment. Adilas also performs their own weekly back-ups and then securely stores files off site.

Partners and Educational Background

Stephen (Steve) Berkenkotter is a business owner and entrepreneur. He is the mastermind of the adilas.biz application. Steve has owned and operated a number of companies since the early 80's. Some of them have dealt with real estate, transportation services, used vehicle dealerships, trailer dealerships, rentals, service centers, parts and retail, business consulting, reoccurring subscription/licenses, and investment companies. Steve's portfolio includes businesses with over $100,000,000+ in sales. Steve is a couple credits shy of a dual major in Business Administration and Accounting. He is an incredibly hard worker, great people person, excellent manager, and a visionary person. He enjoys flying airplanes, scuba diving, skiing, hiking, reading, history, traveling, watching trends, tech toys, and is conversational in Spanish.

Brandon Moore is a web developer and entrepreneur. He is the primary developer of the adilas.biz application. He works closely with Steve and others to document and develop the application tools. He takes the business concepts and puts them into action. Brandon graduated from Utah State University (2000) with a BA in Business Information Systems with an emphasis in Office System Management. He owns an independent multi-media web development company and an instructional CD-ROM company for snowboard freestyle tricks and moves. Brandon is a hard worker, loves people, and also loves to play. He has been a professional river guide, snowboard instructor, freestyle coach, and computer teacher/consultant. He enjoys the outdoors, daydreaming, mountain biking, being with his family, and going on walks. He is fluent in Portuguese and conversational in Spanish.