

## **1) Company Structure (Jellyfish Model)**

- a) Overview
- b) Divisions & Departments
  - i) Who/Talent
  - ii) Combine As Needed - Roles/Departments
  - iii) Optimize Work Loads
  - iv) Authority, Accountability, Responsibility
- c) Knowledge Workers vs. Hourly Workers
- d) Personality Types
  - i) Organizer
  - ii) Doer
  - iii) Creative
  - iv) Consultant
  - v) Salesperson
- e) Payment & Compensation

## **2) Product Development (Value Add-on Core)**

- a) Overview
- b) Define The Current Core – Transactional Core Level
  - i) Applications Players
  - ii) Business Functions
  - iii) Core Concepts
  - iv) Features & Functions – Video Library
- c) Industry Specific Skins Level – White labeling
  - i) Minimal For Start – Eventually There Could Be Numerous Skins - MVP
- d) Custom Code Level
  - i) Settings & Permissions
  - ii) Data Driven, Not Code Driven
  - iii) Black Box Code
- e) Business Intelligence (BI) Level
  - i) Moving Up Layers - From Transactional Data To Aggregates
  - ii) Data Warehouse Functionality
- f) Enterprise Level - Unlimited
  - i) Multi-Corp, Multi-World – Up & Down The Chain
  - ii) Prep The Database To Make The Jump

## **3) Education & Training (Internal & External; Adilas University)**

- a) Overview
- b) Video Library
  - i) Video Clips & Organize Them – Different Levels & Topics
- c) Tracking Education & Progress

- d) SOP's (Standard Operating Procedures)
  - i) Per Industry
  - ii) General SOP's
  - iii) Company Specific SOP's
  - iv) Dynamic Data Driven SOP's
- e) Interface Changes - Easier Interactions
  - i) New Look & Feel
  - ii) Settings
  - iii) Dynamic Content
  - iv) Education Mode – Toggle On/Off
- f) Internal & External Training Needs
- g) Online & In-Person Training Events
- h) Dynamics & White labeling Options

#### **4) Community & Third-Party Solutions (Adilas Marketplace)**

- a) Overview
- b) Discussion On Byproducts – Created By Adilas System Or Platform
- c) Professional Services
  - i) Consulting
  - ii) Design
  - iii) Custom Code
  - iv) Data Entry
  - v) Project Management
  - vi) CPA's, Attorneys, & Others
- d) Buying & Selling Products – Virtual Community Marketplace
  - i) Our Own Mini Amazon – Virtual Marketplace
- e) 3<sup>rd</sup> Party Solutions & Outside Vendors
  - i) Services
  - ii) Tools & Solutions
  - iii) Hardware
- f) Sales, Advertising, & Marketing
- g) Dynamics & White Labeling Options
- h) Exploration Of The Marketplace, Lots Of Potential

#### **5) Social & Efficiency Options (Adilas Café & Community)**

- a) Overview
- b) Personal Profile – Standardized Starting Point – Virtual Data Portal
  - i) Single Sign-On
  - ii) Jump To Any Assigned Corporations
- c) Sales & Creation Of New Accounts
  - i) Mini Marketplace For Adilas Based Products

- ii) Tiered Pricing – Pricing Structure
- iii) Dynamic Billing – Setup & Manage Company Accounts
- iv) Make Payments
- d) Options To Work
  - i) Ability To Go To Any Assigned Corporations
  - ii) View Quick Stats
  - iii) Set Quick Launch - Favorites
- e) Options To Play (Demo Sites)
- f) Options To Buy & Sell
  - i) Products Or Services – Tied In To Adilas Marketplace
- g) Options To Get Training
  - i) Tied In To Adilas University
- h) Options To Participate & Do Social
  - i) News & Updates
  - ii) Q&A – Forum
  - iii) Ways To Contribute & Participate
  - iv) Jobs, Employment, & Market Your Skills
- i) Dynamics & White Labeling Options

## **6) Deeper Product Development (Adilas Lite & Fracture)**

- a) Overview
- b) Setup Wizard
  - i) Questions & Steps To Help With Set-Up
  - ii) Choices - Industry, Size, Functions, Needs, Customize
- c) Customize Everything – Full Interface & Functionality
  - i) Show/Hide
  - ii) Toggle On/Off
  - iii) Settings & Permissions
  - iv) Custom Naming & Aliases
  - v) Layout, Design, & Sort Orders
  - vi) Setup Your Own Dashboard
- d) Features & Functions – Modular Architecture
  - i) Dynamic Billing
  - ii) Usage, Storage, & Features
- e) Code & Server Changes – Frameworks
  - i) Prototyping & R&D (Research & Development)
  - ii) Database Changes
  - iii) Server Changes
  - iv) Code Changes
  - v) Front/Back End Changes
  - vi) Frameworks/Languages
  - vii) Backups, Security, & Management

- f) Options To Get Training & Help
  - i) Education Mode
  - ii) Links To Adilas University
  - iii) AI (Artificial Intelligence)
  - iv) Strategic Promotions & Marketing
- g) Use Of API Sockets & API Endpoints
  - i) Use For All Internal Processes
  - ii) Full Documentation
  - iii) Open Up To Outside Developers – Play At The Wall
- h) Testing & Integration Plans
- i) Client-Side & Server-Side Validation
- j) Mobile Ready & Responsive Design
- k) Lessons Learned From 20+ Years Of Doing SaaS (Software As A Service)
- l) Life Cycles – Maintenance & Upkeep
- m) Dynamics & White Labeling Options

## **7) Budgets, Finances, Marketing & Sales (Other Business Plans)**

- a) Overview
- b) Business Plan & Mission Statement
- c) SWOT Analysis
- d) Funding & Repayment
- e) Creative Documents
- f) Technical Documents
- g) Sales & Marketing Plans
- h) Profit Sharing
- i) Budgets & Timelines
  - i) Per Section
  - ii) Per Person
  - iii) Per Product Or Feature
- j) Prototyping & R&D (Research & Development)
- k) General Research & Market Research
- l) Other Plans & Pitches
- m) ROI (Return On Investment)
- n) Dynamics & White Labeling Options