

# White Paper



Abstract  
Proposals  
Approvals

## Managing the Ecosystem

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▲ Management Series

## Abstract

*This document frames the procedures established by Adel for community projects. We discuss the guidelines for proposal submissions, reviews and approvals, as well as management and operational oversight. We also outline fund allocation to approved projects and reward distribution to stakeholders.*

## Idea Incubation



Ideas are created and prepared by either the Adel R&D team or submissions from community members, known as Innovators. These will mostly concentrate on blockchain projects that favor global reach and potential. When the proposal originates from the R&D team, the recipients of the rewards will always involve the entire community. Submissions will need to follow the following business planning guidelines to ensure an efficient and streamlined review of the idea:

- ▲ **Executive Summary** ▲ Presentation that summarizes the project for the **Project Review Committee** (e.g. PowerPoint, Prezi, or other canvas).
- ▲ **Invention Overview** ▲ Product, solution, or service.
- ▲ **Marketing Strategy** ▲ Strategic, tactical and operational goals, market landscape overview, competitive analysis, and unique selling proposition (USP).
- ▲ **Sales Strategy** ▲ Strategic, tactical and operational goals, monetization possibilities, channels to market, regional focus, and vertical or horizontal market focus.
- ▲ **Capital Costs** ▲ Research and development, production, and launch costs for the first three years of operation.
- ▲ **Operational Costs** ▲ Staffing, expertise, operations and management, and a draft organization chart.

In order to stimulate new ideas, the **Project Review Committee** will manage an idea incubator where all members of the community can enhance their business plans. The R&D team will also be a source of ideas as a service to the community.

If a project idea comes from an individual member of the community, and if the inventor would like their idea to be public, then the **project** will be treated as if it had been submitted by the Adel R&D team (Figure 1). However, if they wish to maintain ownership of their idea, then it will become an **Innovator Project**. All the documentation stated above is still required for Innovator Project submissions. Once a project is successful and reaches its targets, or if the project is sold, then the distribution of funds will be divided among shareholders according to the proportion of their Adelshare (ADS) purchases. These rewards may be distributed back to stakeholders in ADL.

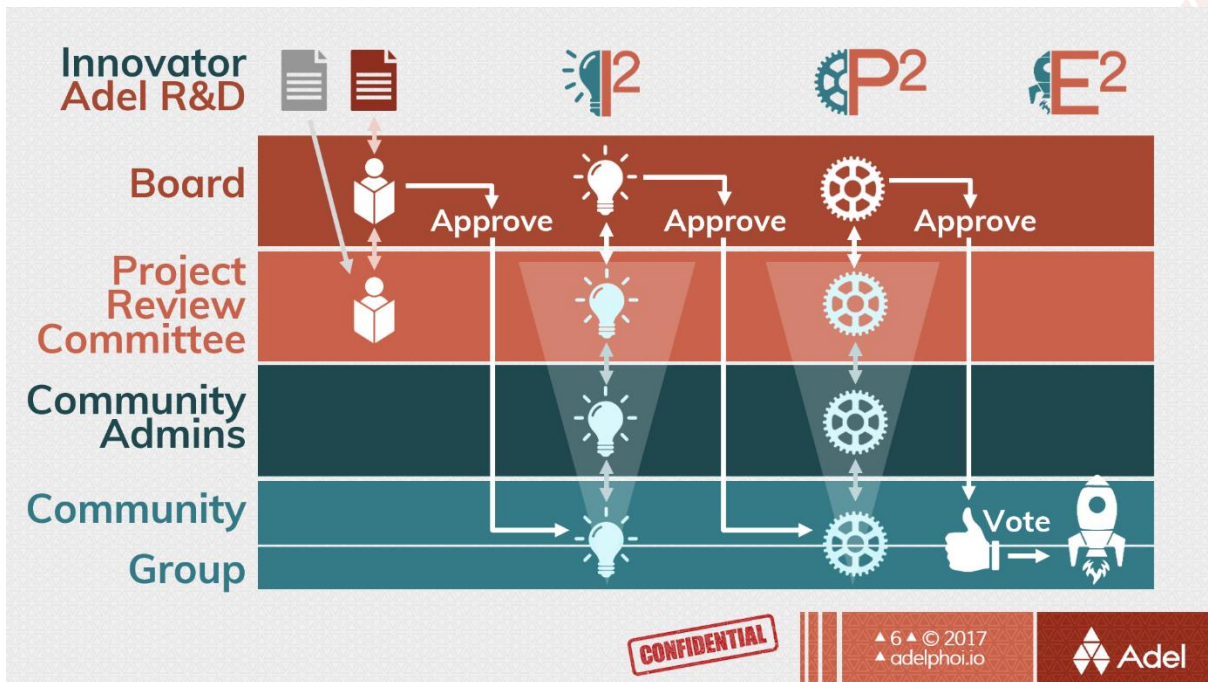


Figure 1: Idea Incubation to Enterprise Execution

The **Project Review Committee** will monitor a project's progress and success metrics. This will include the management of individual project managers who will report to the committee on a regular basis. The **Project Review Committee** reports to the Adel Board on project progress, and community participation will occur on a periodic basis. The community will see a summary of these activities in the **Project Module**.

Ethical, moral, and legal standards will be monitored throughout the operation of projects. Violation of the Adel Philosophy will be addressed by a committee consisting of staff, Board members and legal experts. If a project is ongoing and successful, then rewards are distributed to holders of Adelshare (ADS) in a particular project.

## Approvals

Final approval for every project is based on a community voting result. Members decide if the project will be funded from community funds or passed on to individual funding and become a Group Project. The **Board** serves as a curator of the community in order to remove

unacceptable activities due to legal concerns, impracticality, or if the project violates Adel's philosophy.

Part of the approval process is the **Project Review Committee's** review of all relevant documentation necessary for approval. Cost analysis will be reviewed to determine whether there are sufficient funds necessary for the initial project's capital, as well as ongoing costs for the first three years of operation. Project plans that are voted on and approved by the community will include acceptance of the business plan, including all costs involved. Funds released for each project will be approved by the Adel Board.

- ▲ **Human Resources** ▲ With regards to the appointments of responsibility, the security of community funds prevails. Therefore, the members of each project will be identified according to Adel's Anti-Money Laundering (AML) procedures.
- ▲ **Mentoring** ▲ Mentoring for each project and its management will be provided by the Board and the project management team in order to maximize the return on capital utilized.
- ▲ **Participation** ▲ Members will participate in the entire Idea to Project Supply Chain. They can present ideas, help improve on the market viability of the idea, help create the business plan, and solicit their expertise in the employment of a project.
- ▲ **Motivation** ▲ Motivation for members of the project team will be in the form of rewards and salaries. Some members will also be stakeholders in the project, so this is added motivation to ensure their contribution is successful in the form of project rewards paid to the member in Adelphoi (ADL).
- ▲ **Employment** ▲ The project team will be selected from knowledgeable experts within the community who have demonstrated expertise in the project's respective area(s). If expertise cannot be sourced within the community, then the role will be filled by an external candidate.
- ▲ **Project Management** ▲ Management of the overall project portfolio will be monitored by a Project Manager who will report to the **Project Review Committee**.

## About Adel

Adel is a community incubator for blockchain innovation.

- ▲ Adel is a global cryptocurrency community that is self-sustaining and offers its own economic ecosystem with the Adelphoi coin. Our community focuses on creating, developing, and implementing use cases involving blockchain technology that covers a wide range of digital and physical industries. Projects are chosen by the community and successful ventures are either

re-invested in for further growth or issued as rewards to Adel's stakeholders.

## About the Authors

### Gabriel Dusil

Gabriel is a seasoned sales and marketing expert with over twenty years of experience in senior level positions at companies such as Motorola, VeriSign (acquired by Symantec in 2010), and SecureWorks (acquired by Dell in 2011), and Cognitive Security (acquired by Cisco in 2013). His strengths lie in international business development and strategic partnerships, as well as the unique ability to translate complex ideas and technologies into language that decision makers can easily understand. Gabriel has a Bachelor's degree in Engineering Physics from McMaster University in Canada and possesses expert knowledge in blockchain incubation, cloud computing, IT security, and video streaming technologies (Over the Top Content, OTT). Gabriel also runs his own company, [Euro Tech Startups s.r.o.](#), and manages his professional blog at <https://dusil.com>.

### Michal Vavrek

Michal is an entrepreneur with international experience specializing in global business development and project management. He graduated from Indiana University's Kelley School of Business with a degree in Finance and International Business and worked in various capacities in New York, Zurich and Prague. Michal is an active cryptocurrency entrepreneur with an extensive background in Forex algorithmic trading strategies and is always seeking new opportunities that maximize blockchain technologies.