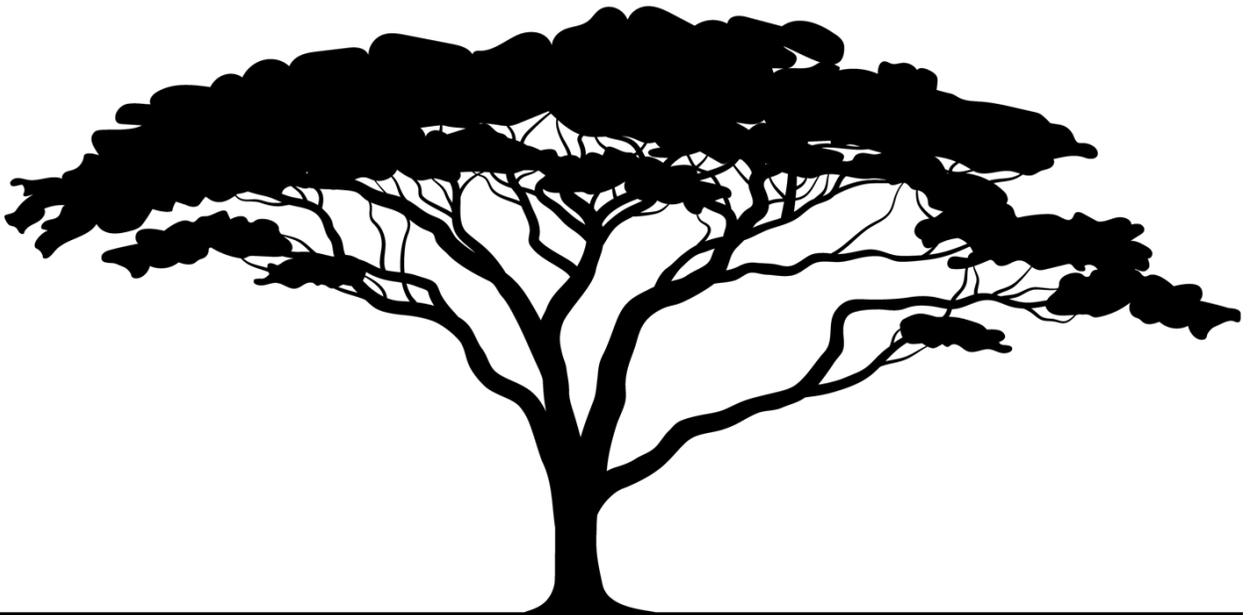


THE GREAT
**RIFT
VALLEY**

EXECUTIVE
SUMMARY



PLATFORM

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WHAT IS THE GREAT RIFT VALLEY PLATFORM?

The Great Rift Valley Platform is a software tool, designed to be used by programmers and/or Web designers, to create customized Internet-connected solutions (for example: A central Web site and database, with custom apps and connectors via other Web sites or applications).

The Platform, itself, is generic. It is not designed for a particular purpose. Think of it as a high-quality prefab building. You construct a prefab building in a predictable fashion, regardless of its final purpose. You can paint it whatever color you want, add whatever extra wings or rooms you want, and use it for whatever purpose you want. The important part is that you didn't have to spend a great deal of time with the architects, code enforcement folks, builders, etc., planning the entire building; a messy process that adds a great deal of uncertainty (and often cost) to the project.

Additionally, the building already adheres to code, could actually have better materials than one that is built "in-place," and the project is quite predictable; which can be important.

Basically, the biggest part of the construction project is already done before you even start.



WHAT DOES THE GREAT RIFT VALLEY PLATFORM GIVE ME?

The Great Rift Valley Platform is a rock-solid, robust, reliable, and secure software development platform. There are a number of technical and process reasons for this, which we can discuss, if you wish, but the end result is that it's a very dependable foundation for software/Web projects.

It's also extremely powerful. It gives you a lot of tools, as well as reliability and security. These tools are easy to use and well-documented. They are designed to be easy to implement and last for a long time.

The Great Rift Valley Platform is quite flexible. It has been designed to avoid as many dependencies as possible and can use multiple database platforms "behind the curtain." It also can deliver data in multiple formats.

HOW COST-EFFECTIVE IS THE GREAT RIFT VALLEY PLATFORM?

Very. It was designed from the start to run on the cheapest, most basic Internet hosting platforms, but can be scaled to much more industrial-strength solutions, if necessary.

The Great Rift Valley Platform was originally designed to be applied by non-profit organizations, so frugality has been a consideration from Day One.

In addition to being applicable to low-cost hosting environments, the ease of integration into software projects means that it can be used by relatively low-cost Web or application developers. You won't need to hire top-tier talent to use the Platform (although you could probably get some great results, if you do).

SUMMARY

The Great Rift Valley Platform is a tool that can help you and your organization make dreams come true. It can help you to make any projects currently planned, better, and possibly open the door to a new world of tools that may have once seemed out of reach.