



**THE WORLD'S EASIEST WEBSITE CREATION TOOL**

## **Kwikwap – Electronic Marketing and Communication Tool**

Based on the knowledge gained through the parent Company Sentido (which provides various business software applications that are hosted on remote servers for small screened devices such as cell phones and handheld computers), a project was embarked upon to develop a “mobile website builder”. This web-based program is called “**Kwikwap**” and has evolved into Sentido’s flagship product. Kwikwap has many features and add-ons some which we believe are world firsts:

1. Mobile forum
2. Mobile online shop
3. Mobile online loan application software
4. Mobile enabled appointments scheduler

Other features of the Kwikwap system include events calendar, photo gallery, mobile document access and distribution, form builder, bulk SMS system, advertising, mailing list management, embedded media such as videos, members’ areas and industry specific modules.

The Kwikwap website builder initially was only publishing to the mobile web but soon it was realized that the market is not ready for the mobile web as yet (this was early 2007). Because the system is database driven, it was easy enough to expand the system to include the normal web as well. The system in its present form publishes websites on three platforms (the normal web plus two mobile platforms).

Today we like to call Kwikwap the **World’s Easiest Website Creation Tool**. There are many website builder packages out there but Kwikwap has six vital differences:

1. **Our delivery and support network** – we use a Franchise and Agent (Independent Consultant / Resellers) network to do the implementations and support.
2. **Ease of use** - (we do not provide just a “blank canvas” to clients, we offer a “completed framework” with our own pre-made modules that

switches on an off. Our Consultants don't need to be qualified programmers and many clients become Consultants / Resellers).

- 3. It works** – our system **brings real benefits** to our clients and is not just a white elephant like many of the websites that are generated by the other systems out there.
- 4. Mobile enabled** – due to our vast experience in this field, we deliver mobi websites that score 5/5 in compliance tests (better than anybody else we know of in SA and at a fraction of the price).
- 5. Complete package** – our system combines all the mainstream electronic marketing tools into **one package**
- 6. System updates** – when web standards change, we can adapt instantly and all our clients can receive the benefit immediately

It is mainly due to these vital differences that we have been growing at an average of 16% per month (compounded) since February 2009 (this means our subscriptions are now 400% more than they were in February 2009).

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