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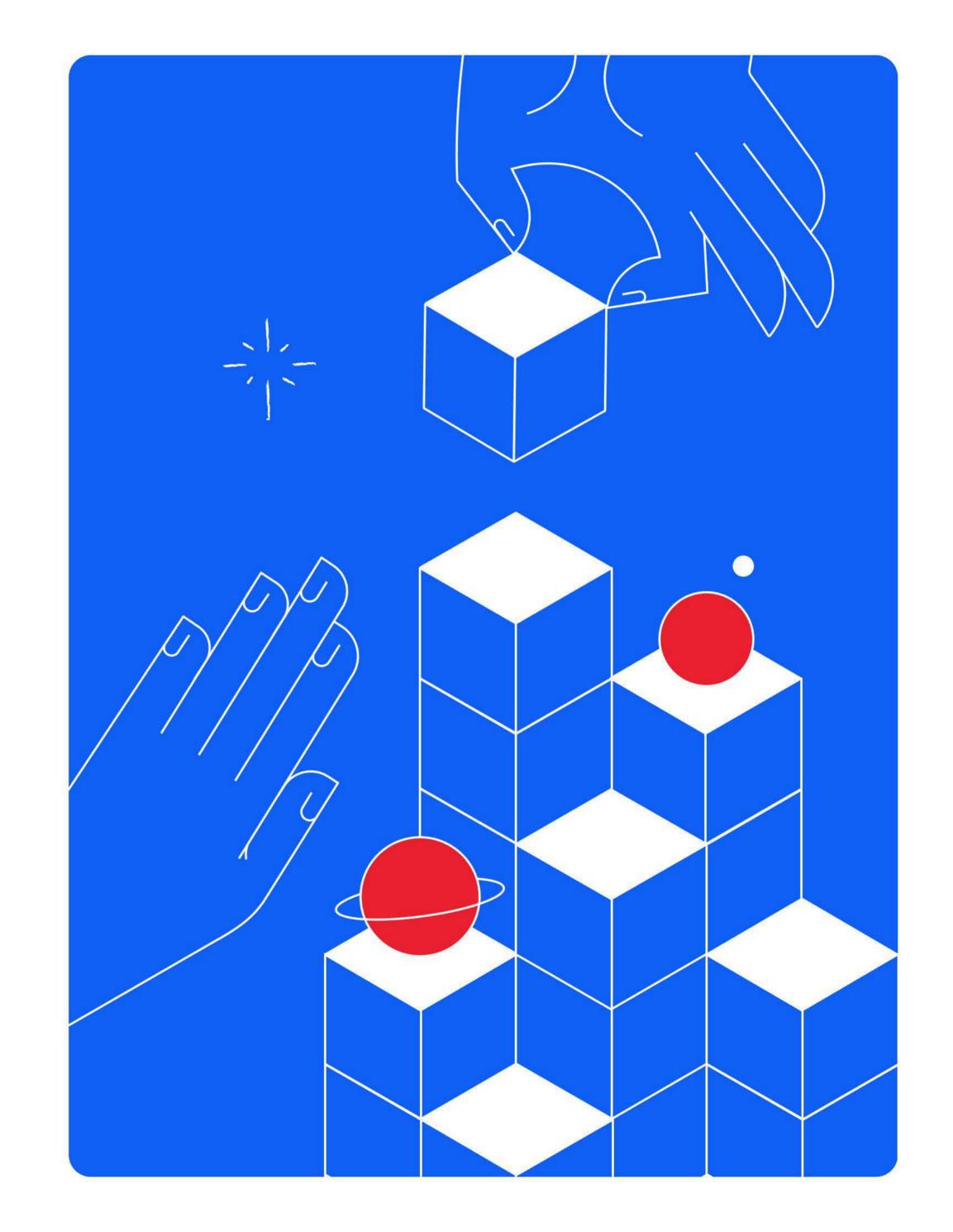
Our mission statement

Platform45 was founded on the unwavering belief that every business is a software business.

Our mission is to craft world-changing software products that create long-lasting value and purpose, solving real-world problems for real people.

Greater than the sum of all our parts, we know that success requires collaboration, empathy, and inclusivity.

We are forever trailblazing.



Where it all began

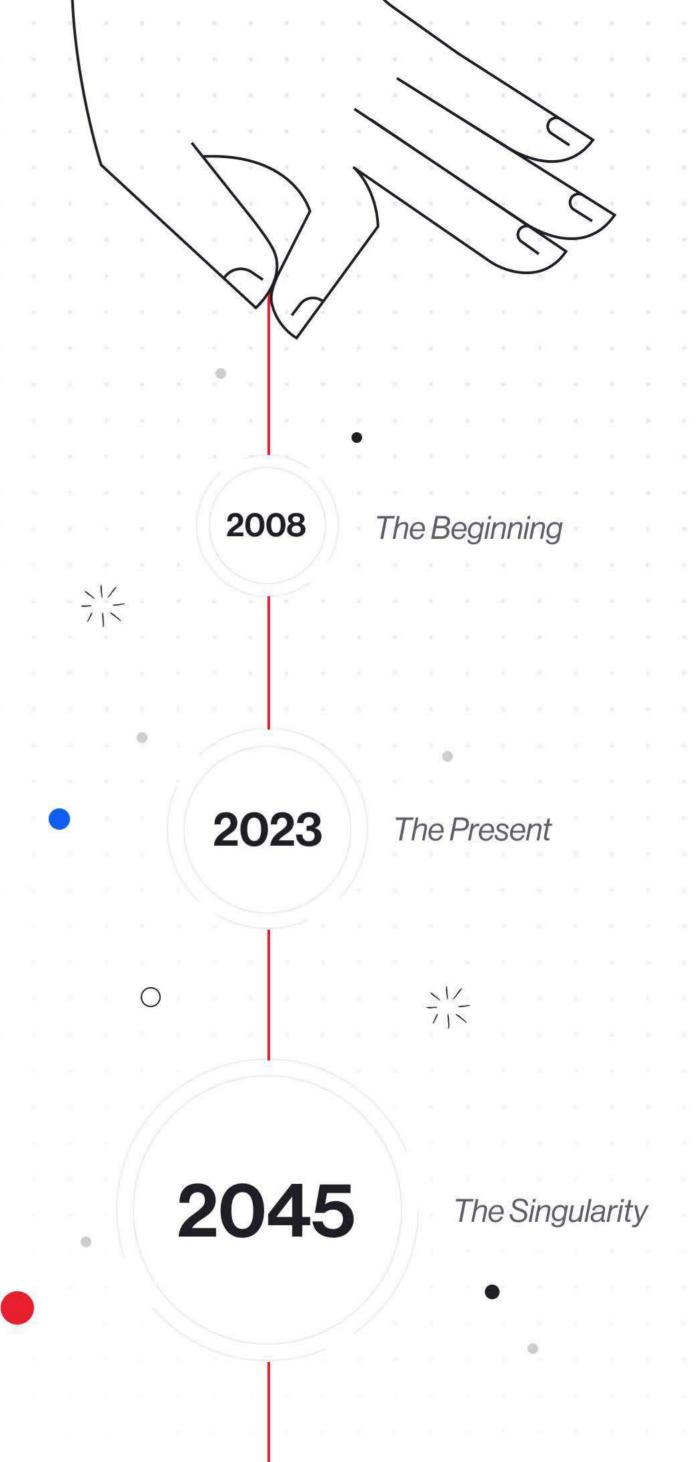
Our origin story

Our name, Platform45, is a silent nod to 'The Singularity'; a future moment in time that will trigger an explosion in technological advancement. It is our silent-nod to push the tech-envelope every single day.

Established in 2008, our commitment lies in fostering long-term partnerships, accompanying our clients throughout their entire business journey. From viability to scalability, we've got the knowledge and tools to make any application a commercial success.

What sets Platform45 apart is our unwavering focus on delivering tailor-made solutions that are uniquely crafted to meet the specific needs of each client.

We are committed to leveraging the power of technology to push boundaries, explore possibilities and shape the future.



The name's Richards. Shaun Richards.

Our commander in chief

Shaun Richards is an accomplished entrepreneur, visionary and thought leader in the tech community. With an impressive track record spanning over 15 years, Shaun has been at the forefront of connecting people and technology, revolutionising the way businesses operate.

His commitment to excellence has propelled Platform45 to new heights over the past decade, earning it a reputation for delivering exceptional products and services.

He is known for his strategic thinking, exceptional leadership skills, and his unwavering commitment to driving positive and transformative change through technology.



We are moving towards a time where ideas are going to be the most valuable currency and the results we attain will be but a reflection of the effort we invest. I am highly committed to this beautiful country and believe that we are on the precipice of a transformative revolution.

Shaun Richards

Platform45 in Numbers

Fifteen years of innovative solutions

105 apps in production

164+ million lines of code committed

7 Unicorn projects*

*A unicorn project refers to an ambitious and groundbreaking initiative that has the potential to disrupt industries and achieve extraordinary success.

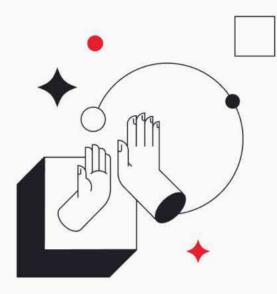
Our values

We are driven by these values



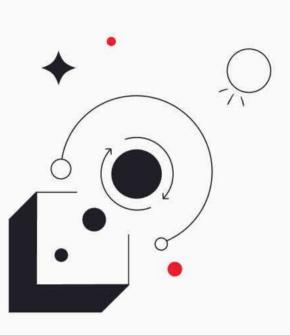
We hold ourselves to rigorous standards, embracing a culture of continuous improvement and attention to detail

By meticulously crafting every product, we ensure that our work creates exponential value for our clients and users, exceeds expectations and stands the test of time.



Ethical transparency guides every decision we make, ensuring that our actions align with our highest standards

We believe in open and honest communication, both internally and externally. We stand shoulder to shoulder with our people, clients, partners, and stakeholders, building lasting and trusting relationships.

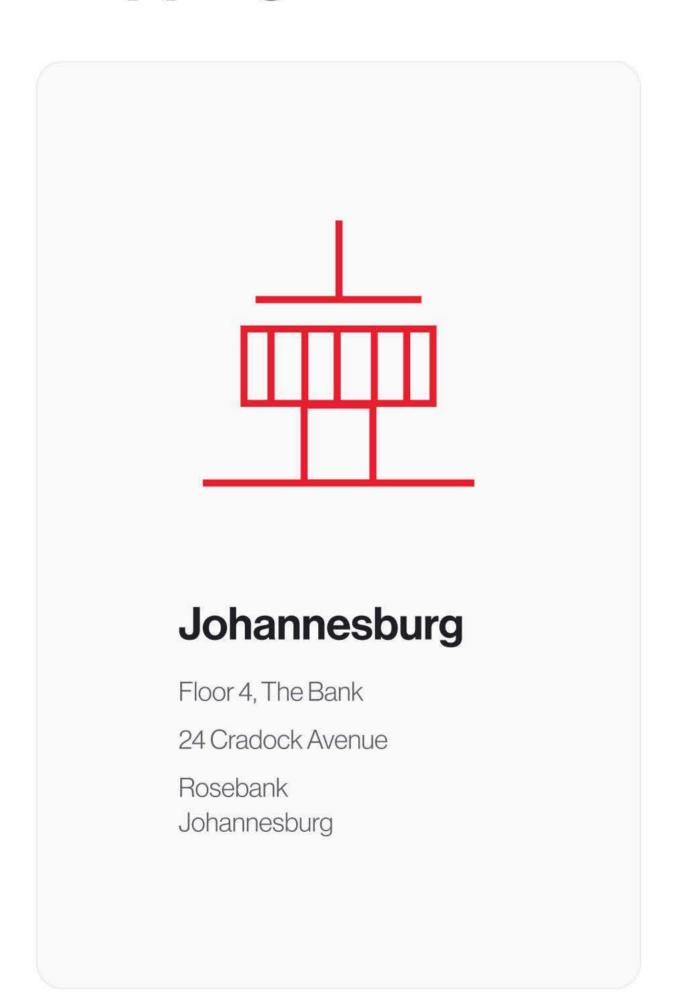


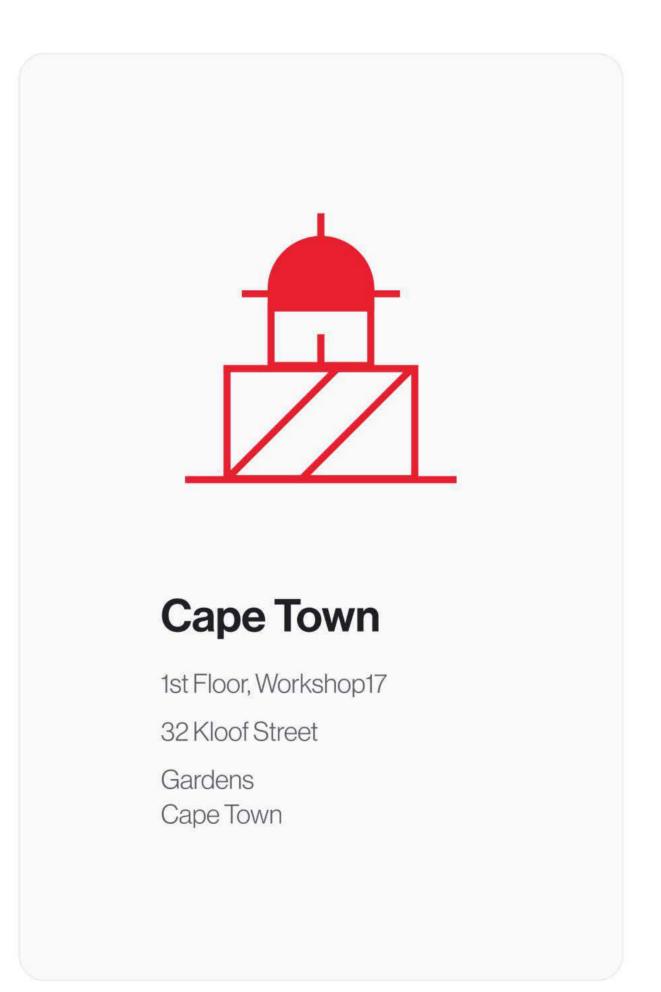
We recognise that setback and failures are an inherent part of growth

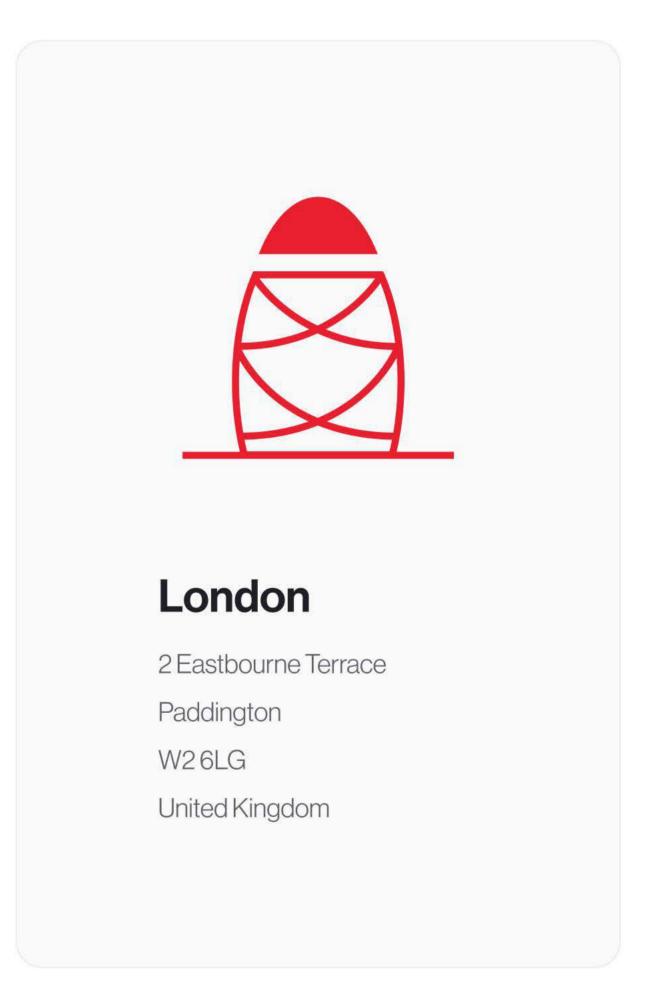
Our teams create the environment for people to speak up and take accountability. We have the courage to come back tomorrow and make it better.

Our locations

Mapping our tech excellence across the globe







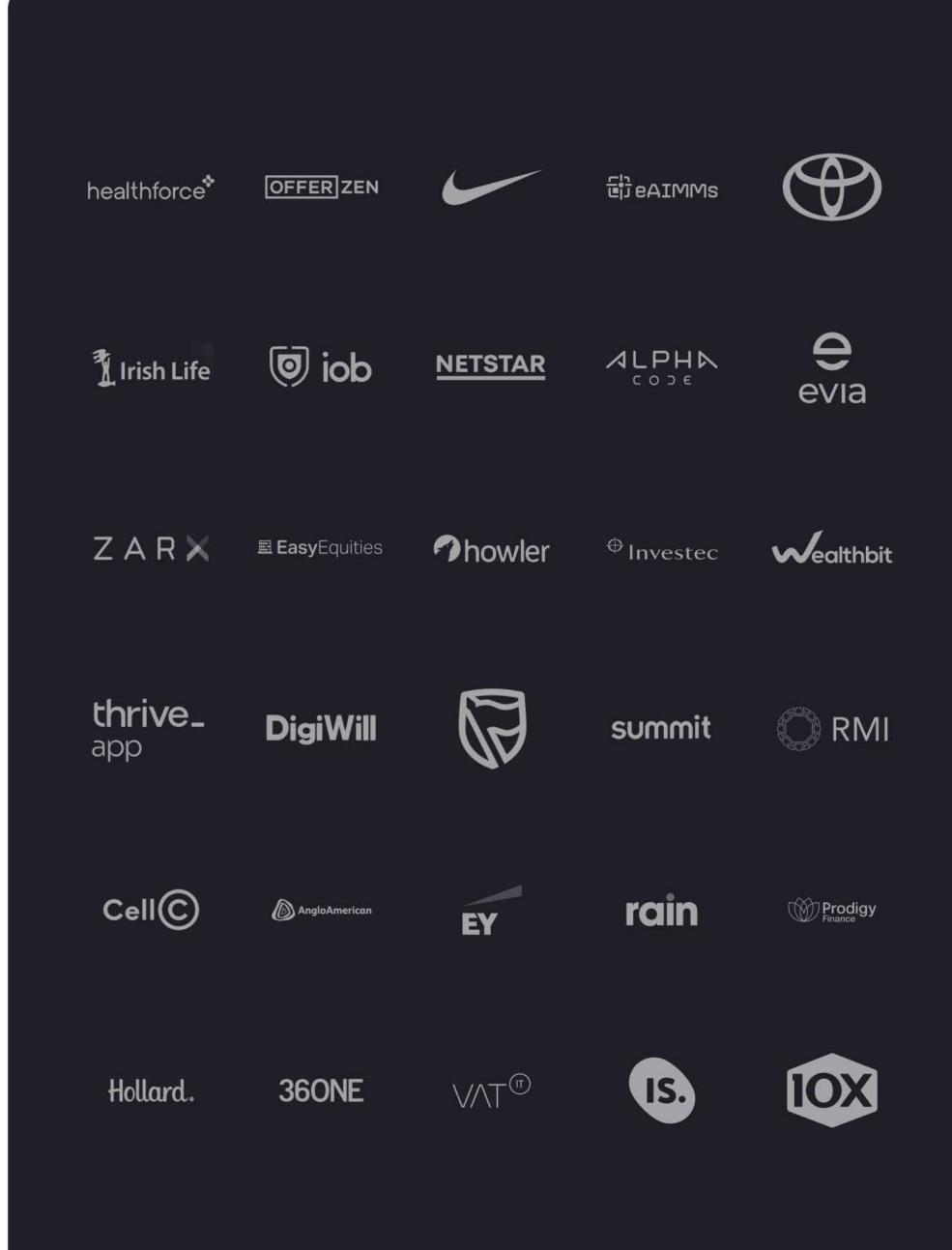
Our services

Turning ideas Into reality

We make things that are worth making

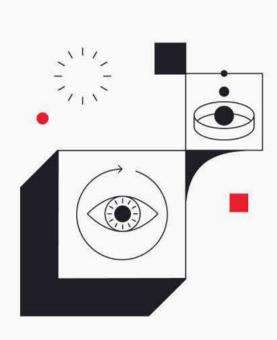
As leaders in the premium tech space, we firmly believe that innovation will persist, driving further advancements and reshaping the way we live and interact with technology.

Our distinguished clientele proudly encompasses notable industry leaders and we stand shoulder to shoulder with our clients as agents of transformation.



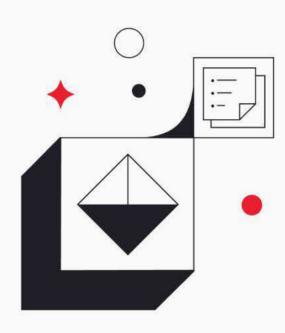
What do we do?

Empowering startups and industry leaders alike



Ideate, validate and launch new product ideas

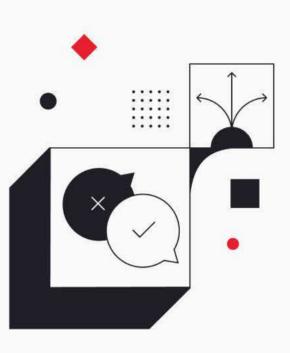
We collaborate closely with product owners and stakeholders, conducting immersive discovery workshops to generate innovative solutions that address specific business or user challenges. After establishing core user flows in low fidelity, we transition them into high fidelity prototypes for streamlined development.



Grow and scale existing products

Through thorough analysis of the current product landscape, we leverage insights to craft a visionary reimagining that exemplifies industry-leading standards.

This transformative approach not only addresses tangible user and business challenges but sets new benchmarks for excellence.



Integrate, collaborate and refine

We seamlessly integrate with established product teams driven by real user data, fuelling the refinement of their offerings.

Collaboratively, we elevate the product's trajectory by crafting tailored solutions and optimising existing ones to meet the evolving spectrum of user needs and aspirations.

Our building blocks

How we craft excellence

Design

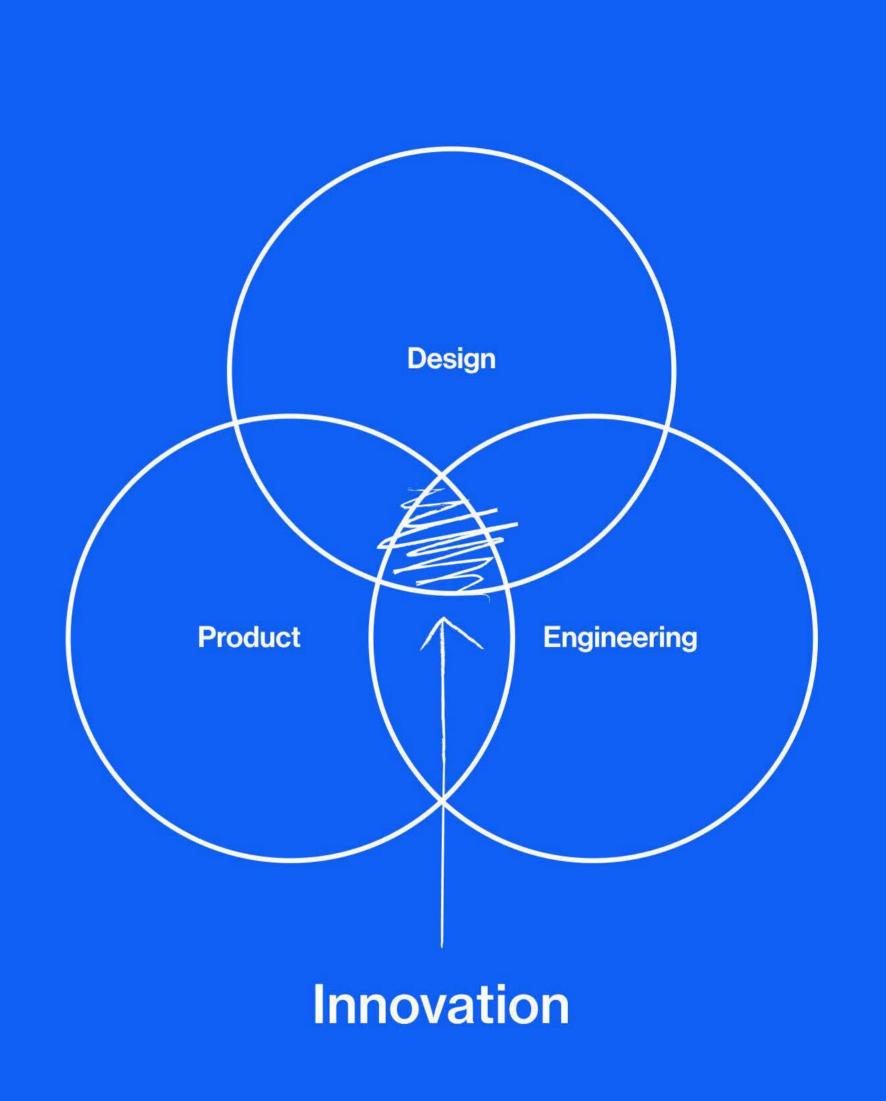
Product designers map out, iterate and weave narratives through intuitive interfaces, ensuring users can navigate through the software with ease and pleasure. They deeply understand the needs and desires of the users, observing their behaviours and preferences to create seamless experiences.

Engineering

The engineers take the blueprints from the UX/UI designers and turn them into tangible, functional software. Focused on precision, creation, implementation and refinement, they embrace the iterative process to ensure a smooth launch.

Product

Responsible for charting the course, understanding the destination, and orchestrating the entire journey. They analyse the market, assess user feedback, and comprehend the broader landscape to define the software's path and synchronise the process, the product's evolution, and the people involved.



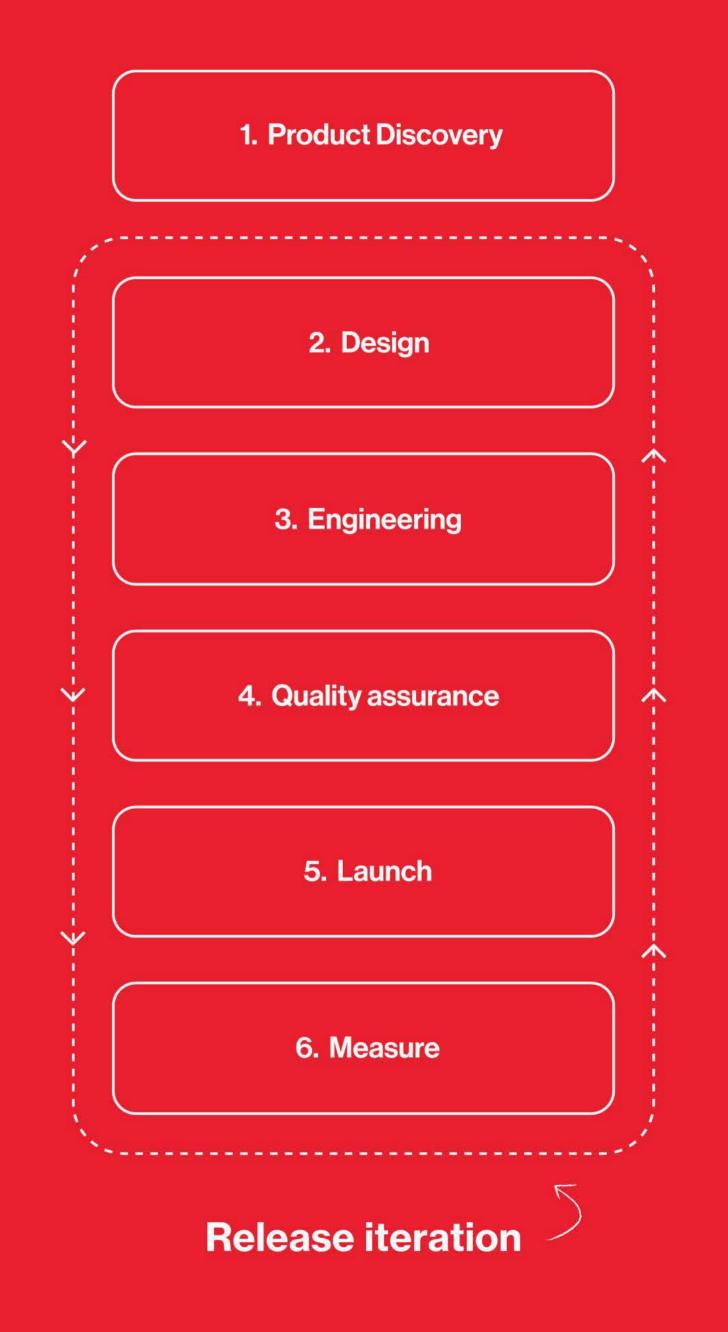
Ways of working

What is our process?

Anything worth building, is worth building right

We follow an agile product design & development approach whereby we streamline our efforts towards a Minimum Viable Product release in order for a product to get market traction as soon as possible.

Post launch we evolve a product through iterative phases to maintain, optimise and add further functionality, hereby delivering incremental value to the stakeholders of the project, and their users.



Why we follow this approach

The Platform45 difference

Collaborative synergy

Our unique collaborative approach fuses our expertise with your vision. By embracing an inclusive approach, we weave all stakeholders seamlessly into the fabric of our product design and development, creating a unified journey towards excellence.

Transparency

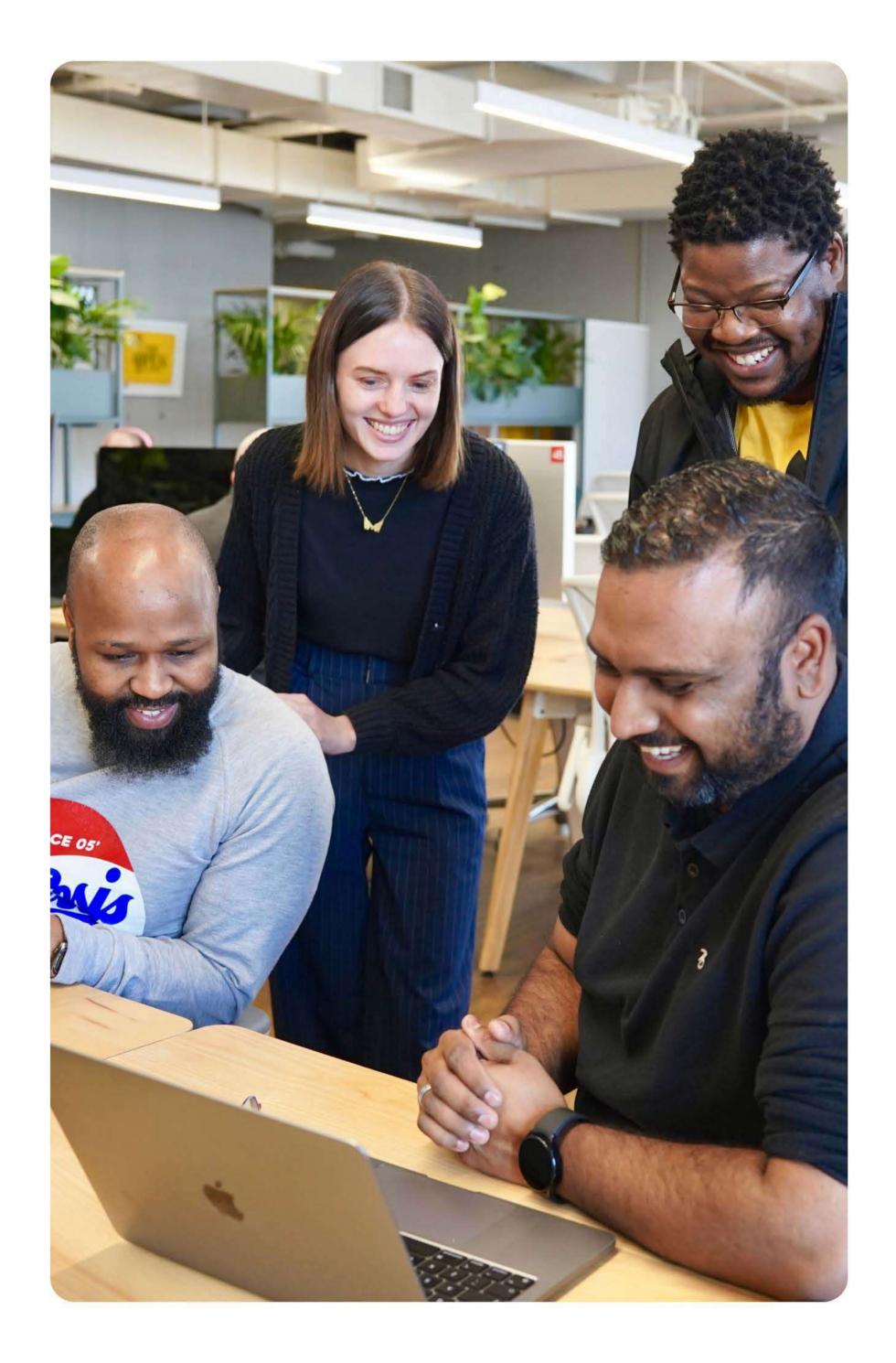
We cultivate a unified sense of responsibility where each team member and stakeholder is poised to proactively address potential risks as guardians of our collective vision.

Value creation

We use a distinctive and holistic user-centric approach to create intuitive and meaningful products that set new benchmarks for exceptional user experiences.

Time to market

Within the agile framework, meticulous consideration has been applied to every feature and function of the MVP product, aligning them with customer needs. This deliberate approach not only enhances customer satisfaction but also optimises production timelines.



Team structure

The people behind the product



Product Owner

TRANSMITTER

As the liaison between key stakeholders, the Scrum Master and thereby the Scrum Team, the PO determines the highest priority projects and sets expectations to ensure the highest value.

Can be filled by the client if they have someone who is passionate about the product to be built and has time for the various scrum requirements they would need to fulfill.

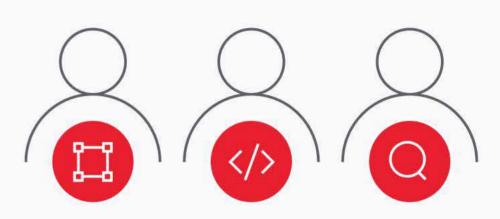


Scrum Master

TRANSLATOR

The key advocate and servant leader for their Scrum Team — and the lead communicator with with the Product Owner — the Scrum Master keeps Scrum/Agile artefacts and ceremonies consistent to drive the proper application of the framework.

Always required, whether or not there is a Product Owner. The Scrum master and Product Owner have different roles.



Scrum Team

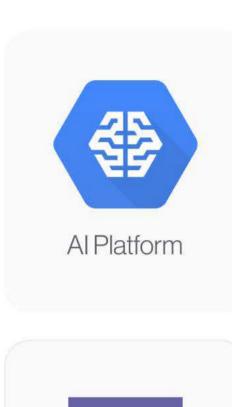
SPECIALIST MAKERS

Naturally self-organising Designers,
Engineers and Quality Assurers capable of
cross-functional completion of work based
on the guidance of Scrum Master and
Product Owner, the Scrum Team is the
irreplaceable component of delivering high
value products for their organisation.

Technical frameworks

How we work

Our tech stacks

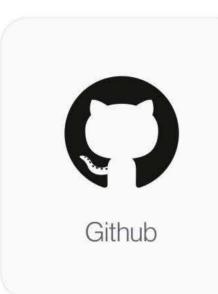




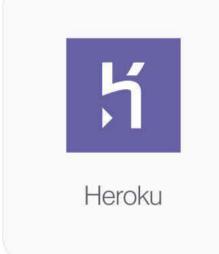








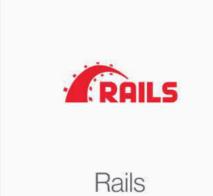


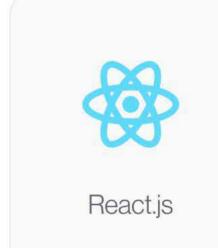






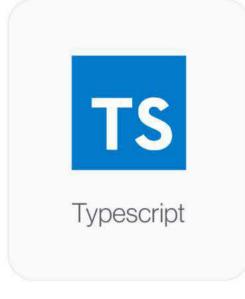












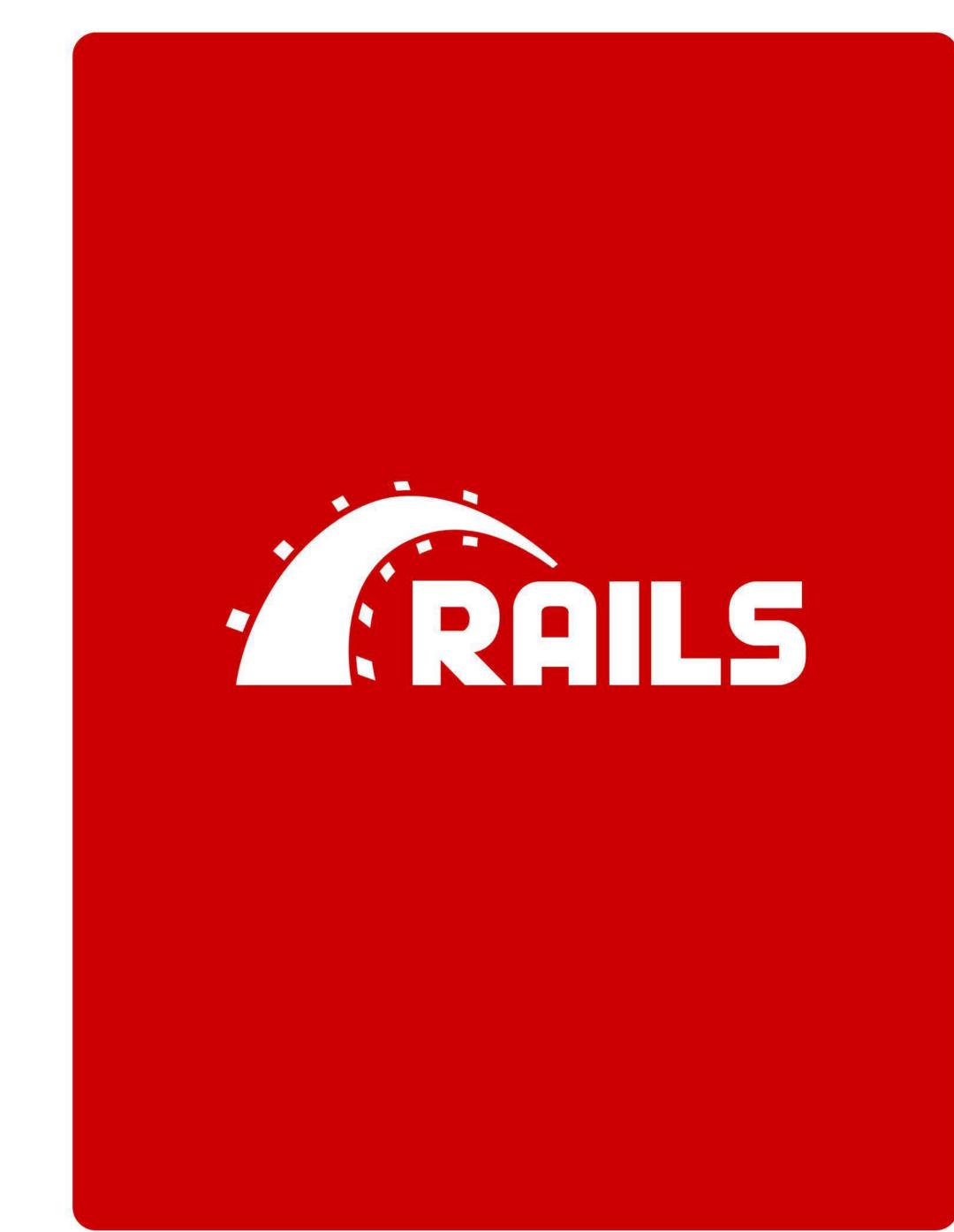


Ruby on Rails

As a trailblazing company we use trailblazing frameworks that offer unmatched efficiency, security, and scalability.

Why choose Ruby on Rails?

- 1. **Code Efficiency:** Ruby on Rails excels in brevity. Its refined syntax and conventions streamline development, optimising the journey from conception to delivery.
- 2. **Scalability:** With its modular architecture, Ruby on Rails provides a foundation for robust and efficient application expansion, mirroring the evolution of your vision.
- 3. **Security:** Ruby on Rails offers paramount security features like parameterised queries and secure session management.
- 4. **Adherence To Best Practices:** From version control to automated testing Ruby on Rails promotes a stable codebases, culminating in a superior end product.
- 5. **Tailored Solution:** Balancing standardisation with adaptability, Ruby on Rails empowers tailored applications without sacrificing the benefits of a steadfast framework.

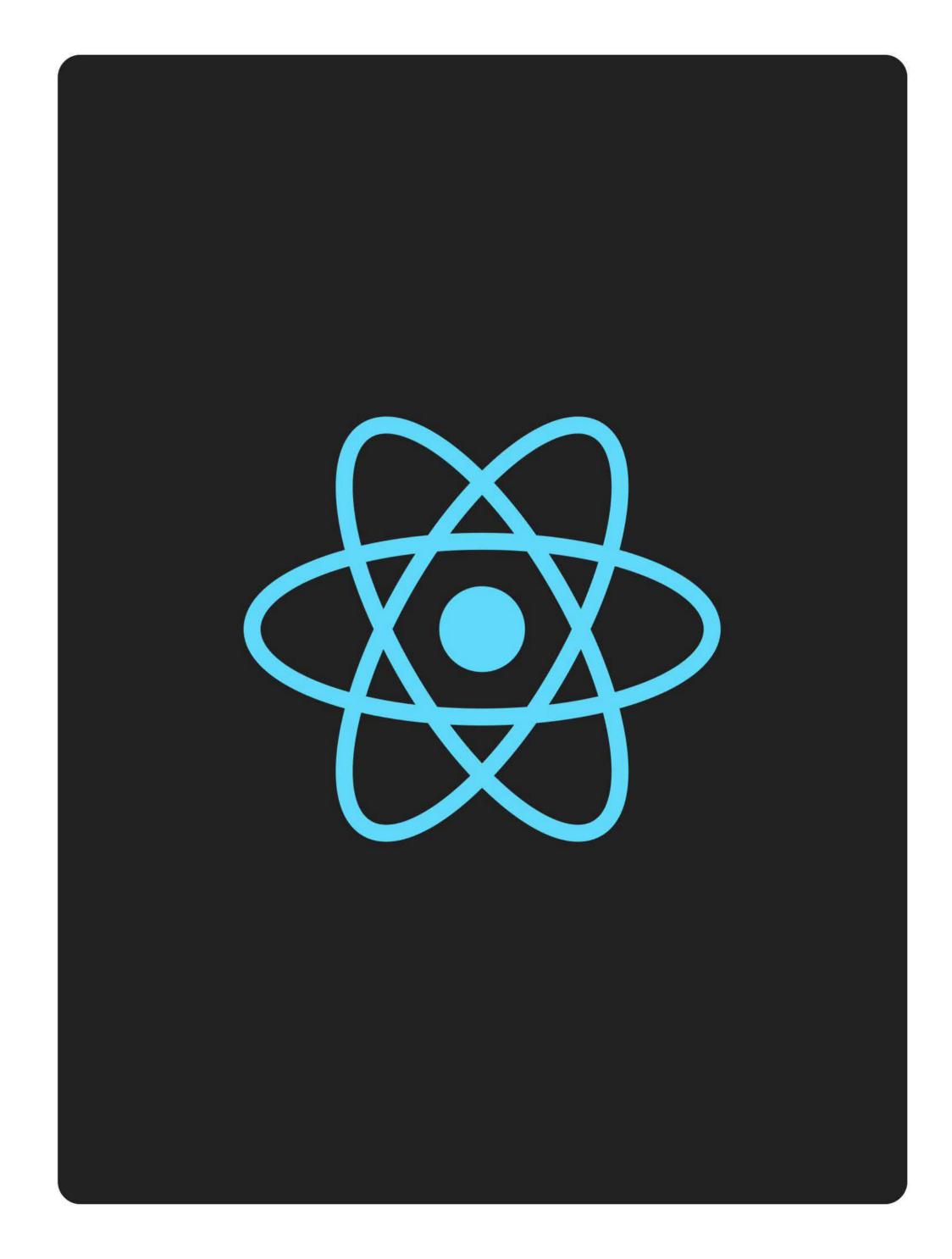


React

At Platform45, we bring together cutting-edge web development with unparalleled user experiences.

Why choose React?

- User Experience: React's component-based architecture allows developers
 to achieve true user-centricity by constructing both dynamic and seamless
 user interfaces.
- 2. **Performance:** Regardless of interface complexity, React's virtual DOM optimises UI updates by targeting only the necessary components.
- 3. **Modular Development:** React streamlines workflows by breaking down your application into manageable components. This enhances code maintainability, reusability, and team collaboration.
- 4. **Declarative Syntax:** React offers an intuitive developer experience, with the focus on describing the desired UI outcomes rather than the complex step-by-step implementations.
- 5. **Iterate. Iterate:** React's "Hot Reloading" facilities efficient feedback loops development iterations during application updates.



Node.js

We bring transformative tech to your doorstep, with the promise of speed and scalability.

Why choose Node.js?

- 1. **Speed:** With non-blocking, event-driven architecture, Node.js ensures lightning-fast performance for real-time applications and data-intensive tasks.
- Duality: Server-side JavaScript serves both front-end and back-end development, enabling seamless communication within your application's layers.
- 3. **Scalability:** Utilising single-thread, event-loop-driven design, high concurrent connections can be managed and scaled with ease.
- 4. **Modular Library:** Seamless third party integration is facilitated with npm, the world's largest package registry with over a million open-source packages.
- 5. **Consistent Codebase:** Node.js allows for a consistent codebase, the minimisation of errors and collaboration among developers.



.NET

For 15 years we have been committed to crafting exceptional technology that serves the end-user.

Why choose .NET?

- 1. **Cross-Platform Versatility:** Craft user-centric applications that seamlessly operate on Windows, macOS and Linux, expanding your audience reach.
- 2. **Robust Framework:** Utilise ASP.NET, . NET Core and Xamarin to build versatile web, desktop, mobile and cloud applications.
- 3. **Consistency:** With Xamarin, you can craft a uniform experience on iOS, Android, and Windows devices while accessing device-specific features.
- 4. **Superior Performance:** With JIT compilations and runtime optimisations, .NET delivers a smoother user-experience and quicker response times.
- Empowering IDE: The Integrated Development Environment (IDE) provides a
 powerful suite of tools, debugging capabilities and emphasises the art of
 crafting applications.



The era of handheld technology

iOS Swift

Our passion is innovation, and we are dedicated to placing the power of cutting edge technology right at your fingertips.

Why choose iOS Swift?

- 1. **Performance:** Designed with speed and optimised performance in mind, apps run smoothly even with complex functionalities.
- 2. **Modern and Safe Syntax:** iOS Swift makes your code more robust and secure with its error-reducing syntax.
- 3. **Interactive Development:** Swift Playgrounds offer an interactive coding environment for real-time experimentation and learning.
- 4. **Future-Proof Tech:** With Apple's vested interest in iOS Swift, the adoption of this software positions you at the forefront of app development, ensuring your software stays aligned with all the latest tech trends and advancements.
- 5. **Enhanced Memory Management:** Swift's Automatic Reference Counting System takes care of memory management, letting developers focus on crafting exceptional apps without the concern of memory leak.



The era of handheld technology

Android

We welcome you to a world where the future is in your hands.

Why choose Android?

- Vast User Base: With an extensive global user base, Android reaches a wide audience and increases the potential for app success and heightened user engagement.
- Open Ecosystem: Android's open-source nature enables customisation, allowing us to craft apps that are precisely tailored to your specific needs and preferences.
- 3. **Multi-Device Compatibility:** Android apps are versatile, running seamlessly on a variety of devices from smartphones and tablets to smartphones TVs and wearables.
- 4. **Tools:** With a comprehensive suite of development tools, exemplified by Android Studio, the development process is streamlined to enhance efficiency and productivity.
- 5. **Diverse Monetisation Options:** Android's ecosystem provides develops with the freedom to choose the most suitable revenue model for each app.



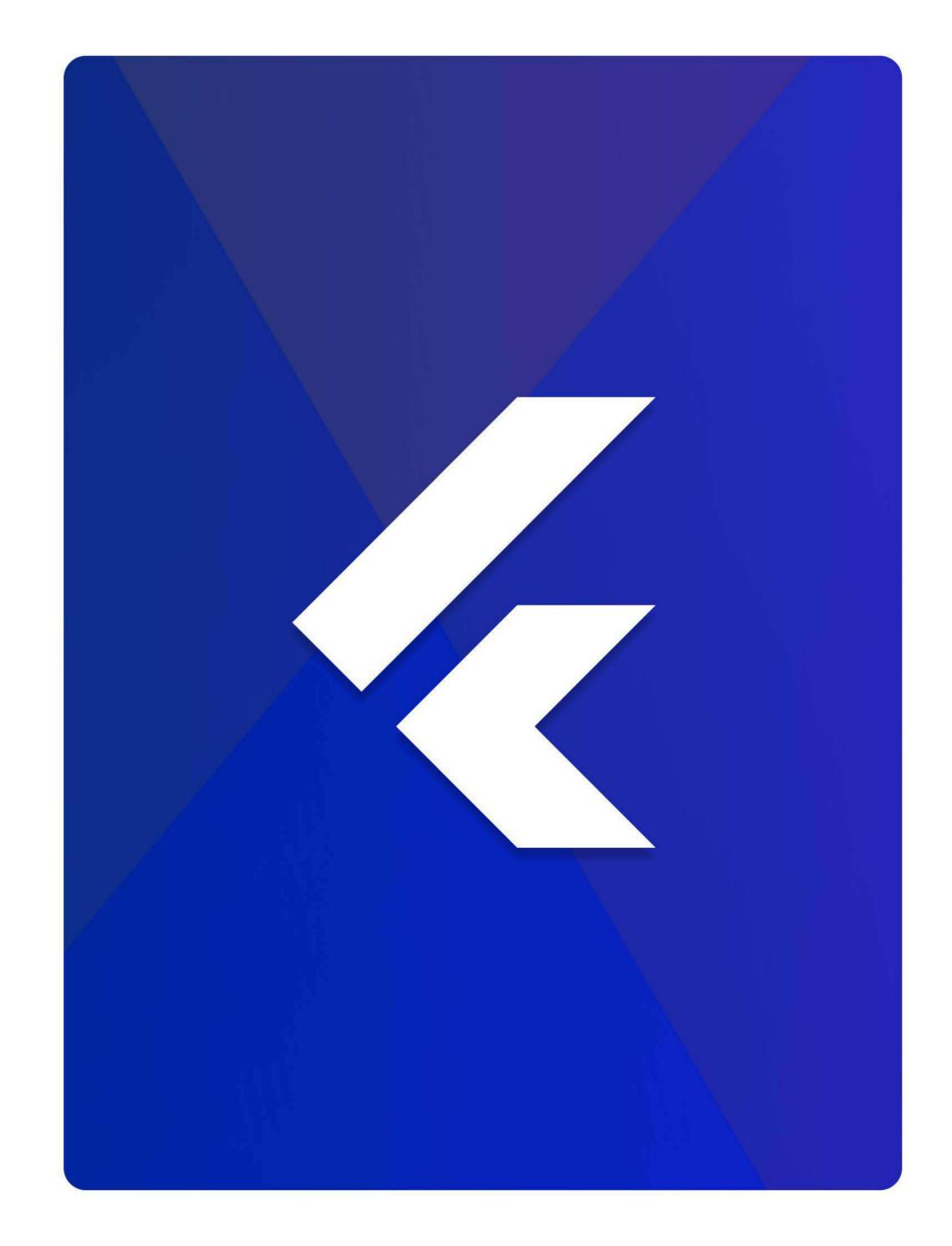
The era of handheld technology

Flutter

At Platform45, we believe that the power of technology knows no bounds.

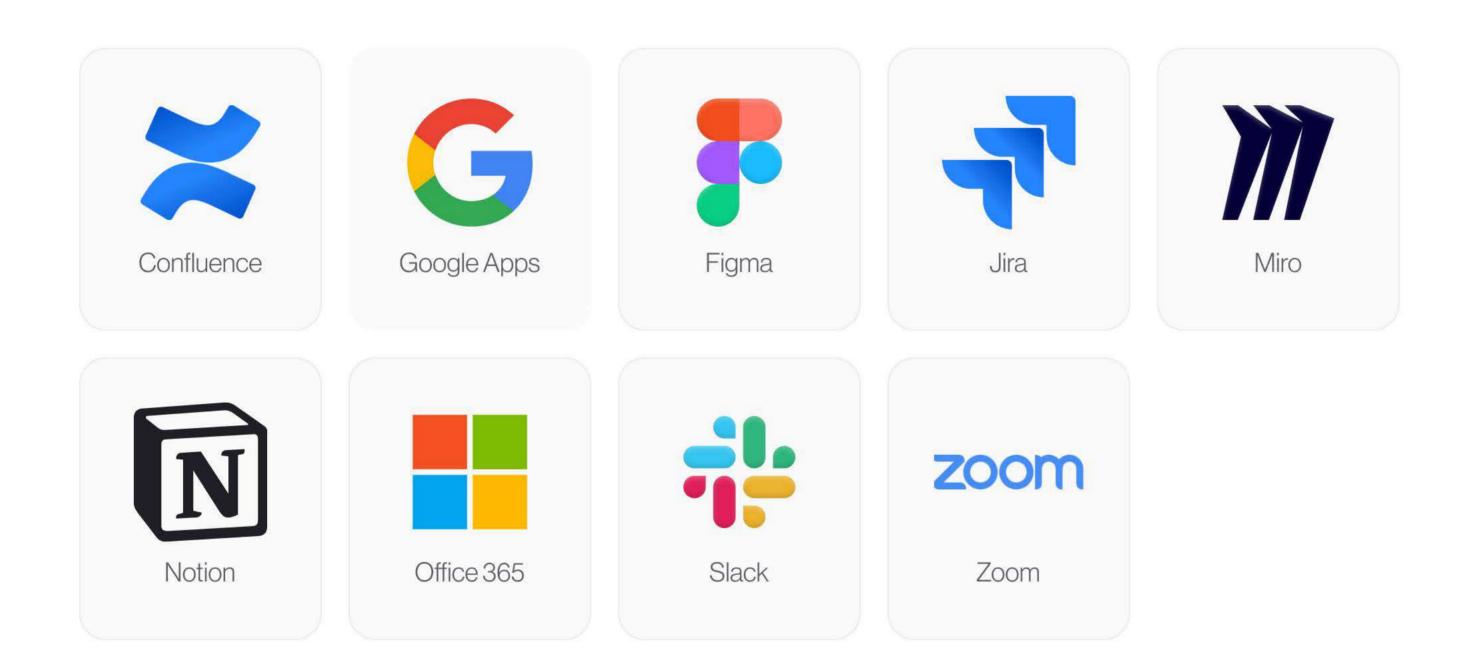
Why choose Flutter?

- One Codebase, Multiple Platforms: Flutter lets you write code once and deploy it across iOS, Android, web and desktop platforms, saving time and resources.
- 2. **Expressive Uls:** Flutter's rich widget library allows for pixel-perfect customization.
- Business Centric: Flutter empowers businesses to develop cost-effective cross platform apps, reducing development time and maintenance efforts while reaching wider audiences.
- 4. **Hot Reload:** With Flutter's Hot Reload feature, development and productivity are accelerating as code changes are instantly reflected.
- 5. **Integration with Firebase:** Streamline backend development, authentication, cloud services and app connectivity by leveraging Google's Firebase platform.



How we work

Our business tools



Case studies

Our success stories

Redefining partnerships and building businesses that matter

We have created custom solutions for clients in a wide range of sectors: FinTech startups, MedTech enterprises, event management disruptors, global e-learning platforms and more.

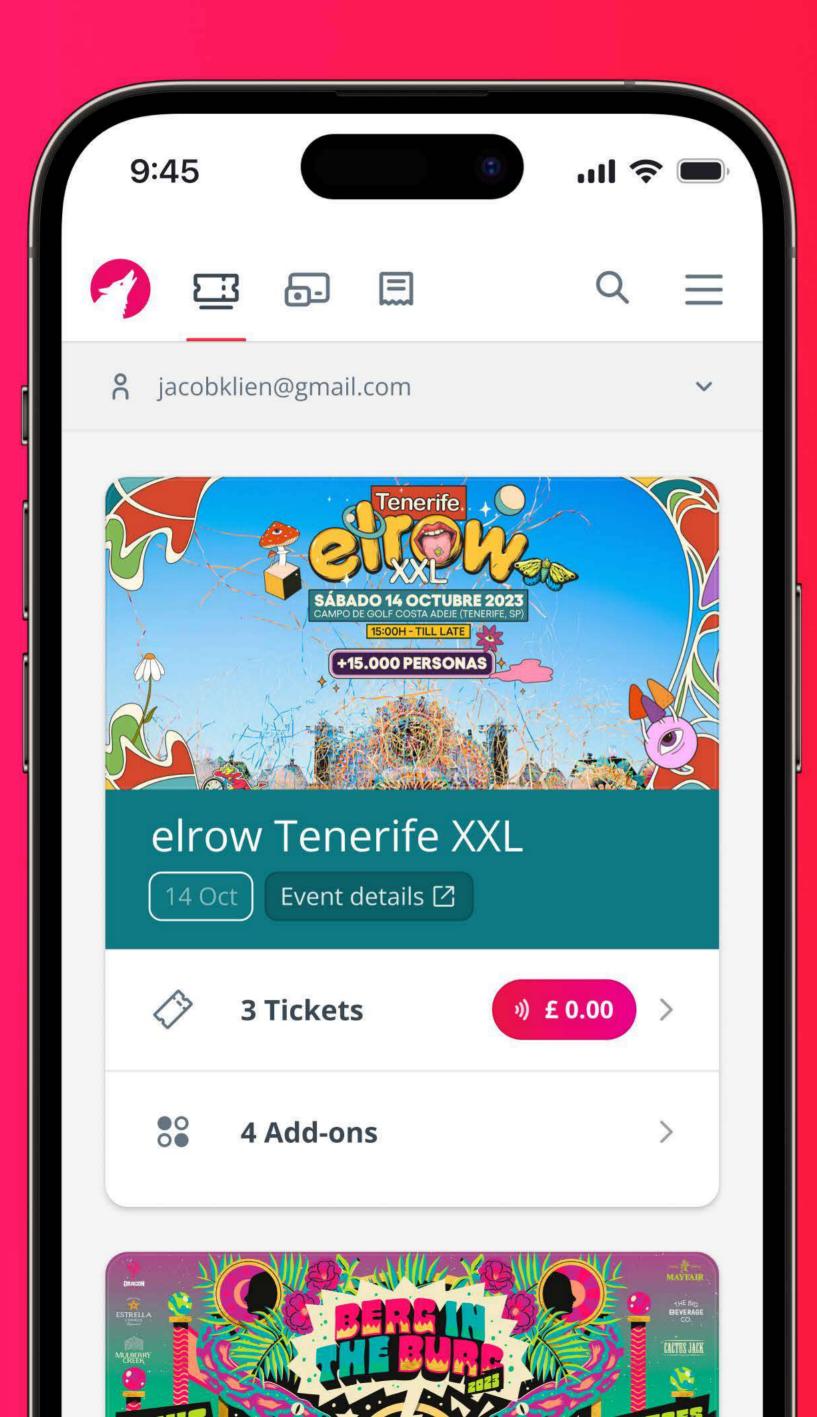
Our greatest stories started out as an idea and a dream. Those dreams became market leaders such as Howler and Resource Guru.





Leading the pack and making entertainment more entertaining

Tech stack	MVP launch date	Category	Users
☑ Ruby On Rails 🗑 Redis 🖺 Heroku 🖭 PostgreSQL 嘰 AWS	2017	Eventing	3 984 258



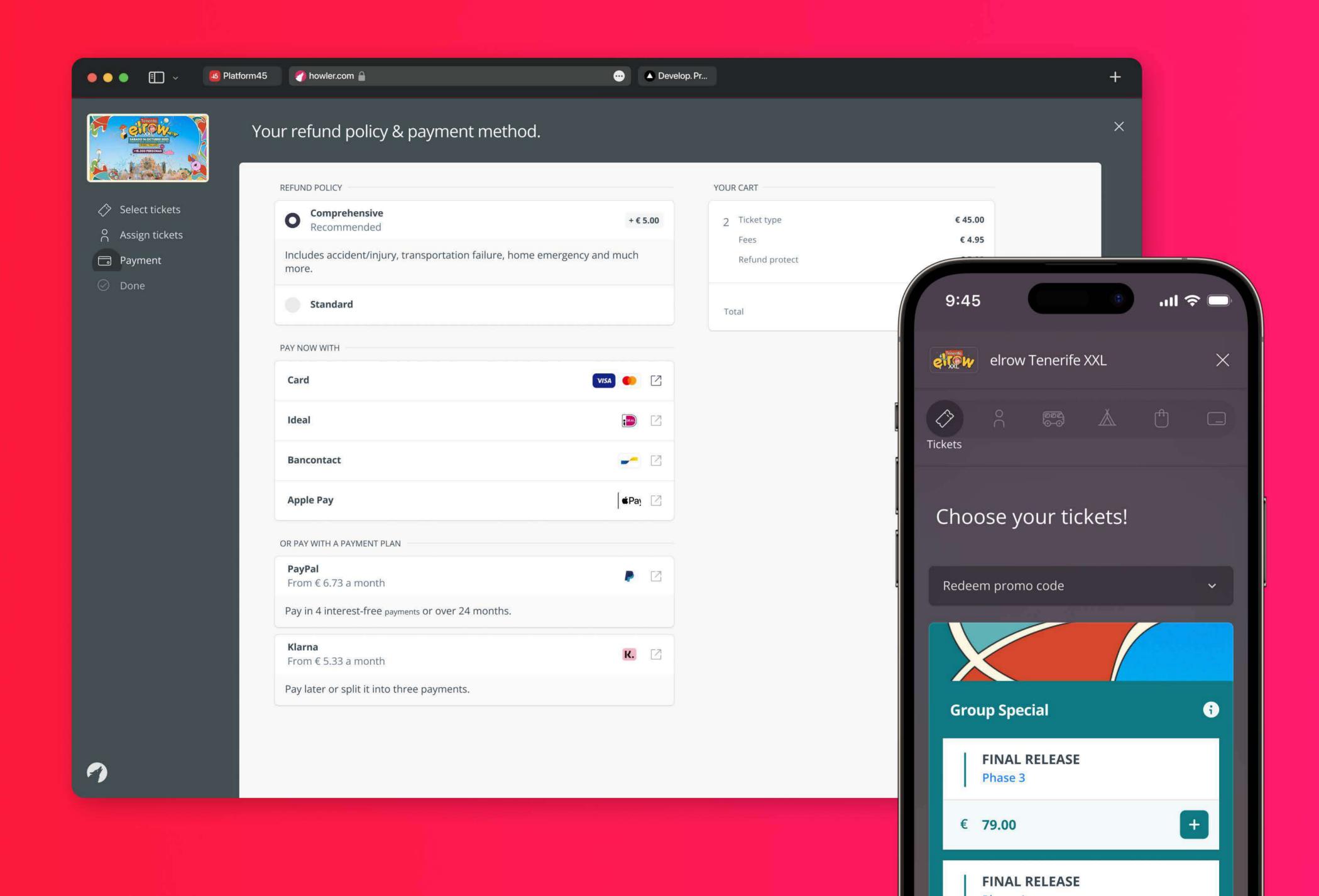
An end-to-end tech platform that solves events at every level

What started out as a cashless events solution, today Howler is in a class of its own: an end-to-end events technology platform that connects event organisers to vendors and customers.

Like all great origin stories, Howler began with a dream: to become an "event discovery" portal where people could sign up and be served a stream of upcoming events tailored to their likes and interests. It became so much more.

Today, Together with Howler we have rolled out a product that services international festival and event attendees, their organisers and the vendors, able to withstand and process thousands of ticket sales within a matter of seconds.

Howler is changing the face of eventing across the globe.



One of the coolest things we've done is automate the settlement process. Customers get their wristbands and vendors get a device that tracks sales.

After the event, within 72 hours we've settled with both the customers and the vendors - something that usually takes a week or two with event organisers or event management apps.

This makes vendors especially happy, because they're cash businesses, and often have to pay upfront for an event and wait weeks for their payout.

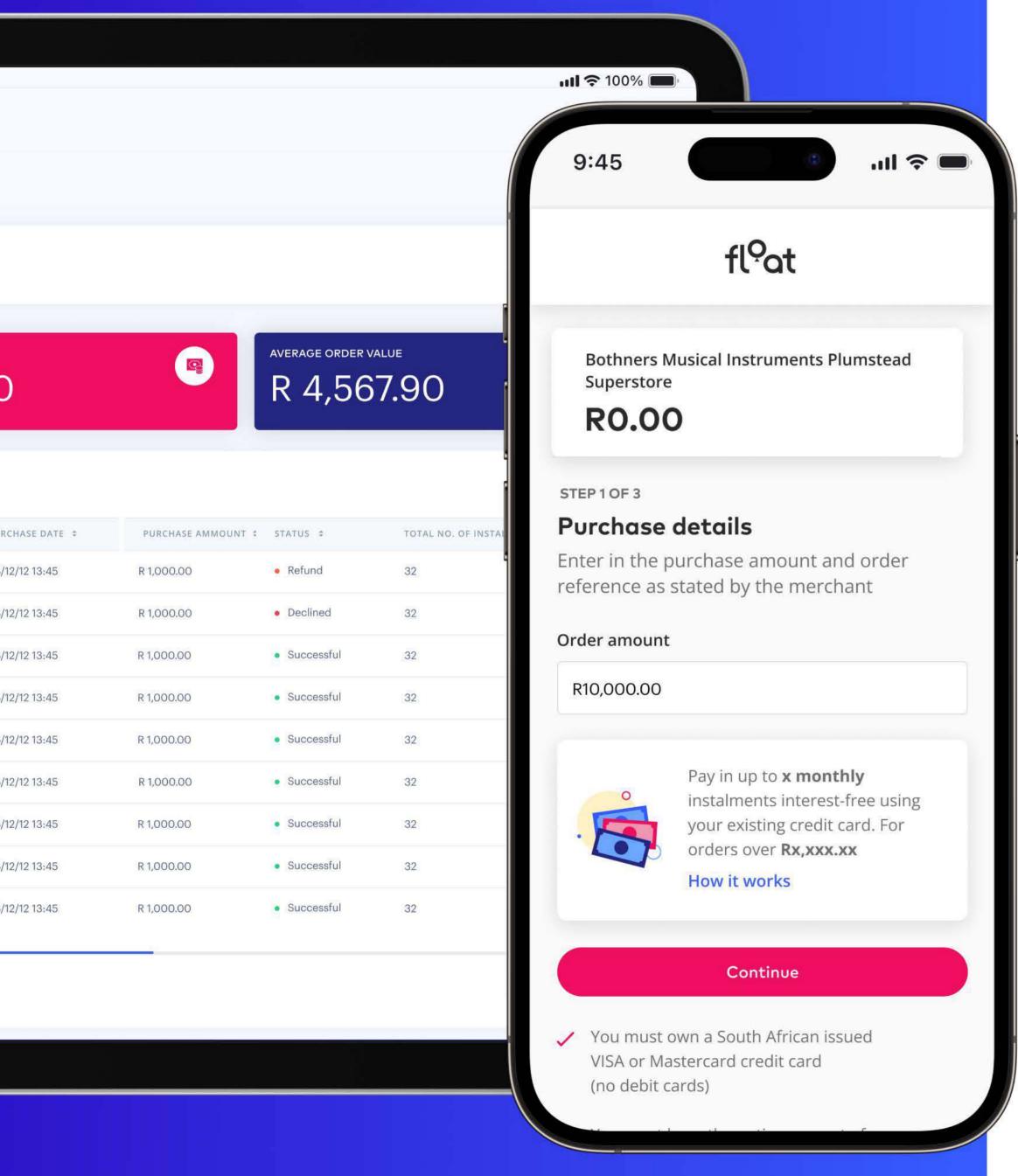
With Howler, it's down to three days.



float

Empowering software for hassle-free purchases

Tech stack	MVP launch date	Category	Users
Ruby On Rails	July 2021	Finance	34 381 Subscribed Shoppers & 360 Stores



Creating connections between shoppers, merchants, and banks, Float is revolutionising the way we do credit

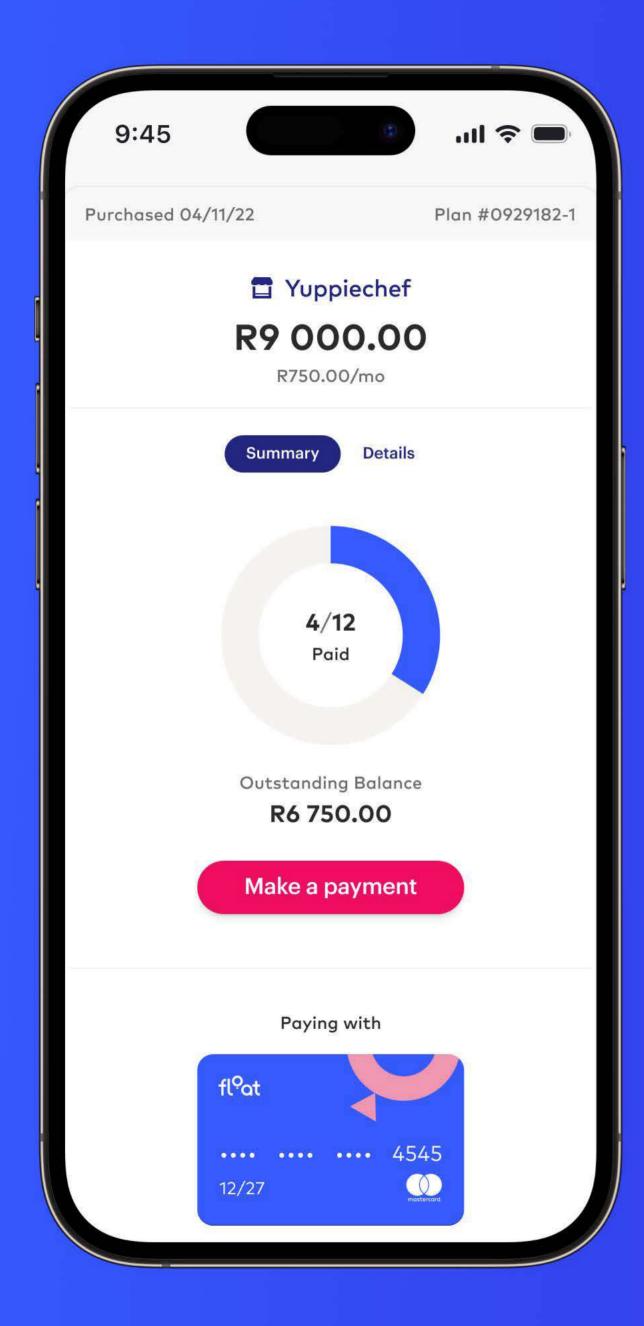
Float is a market-leading payments fintech start-up that is changing the way people do payments in South Africa by allowing consumers to use the available limit on their credit card to pay in up to 24 interest-free, feefree monthly instalments.

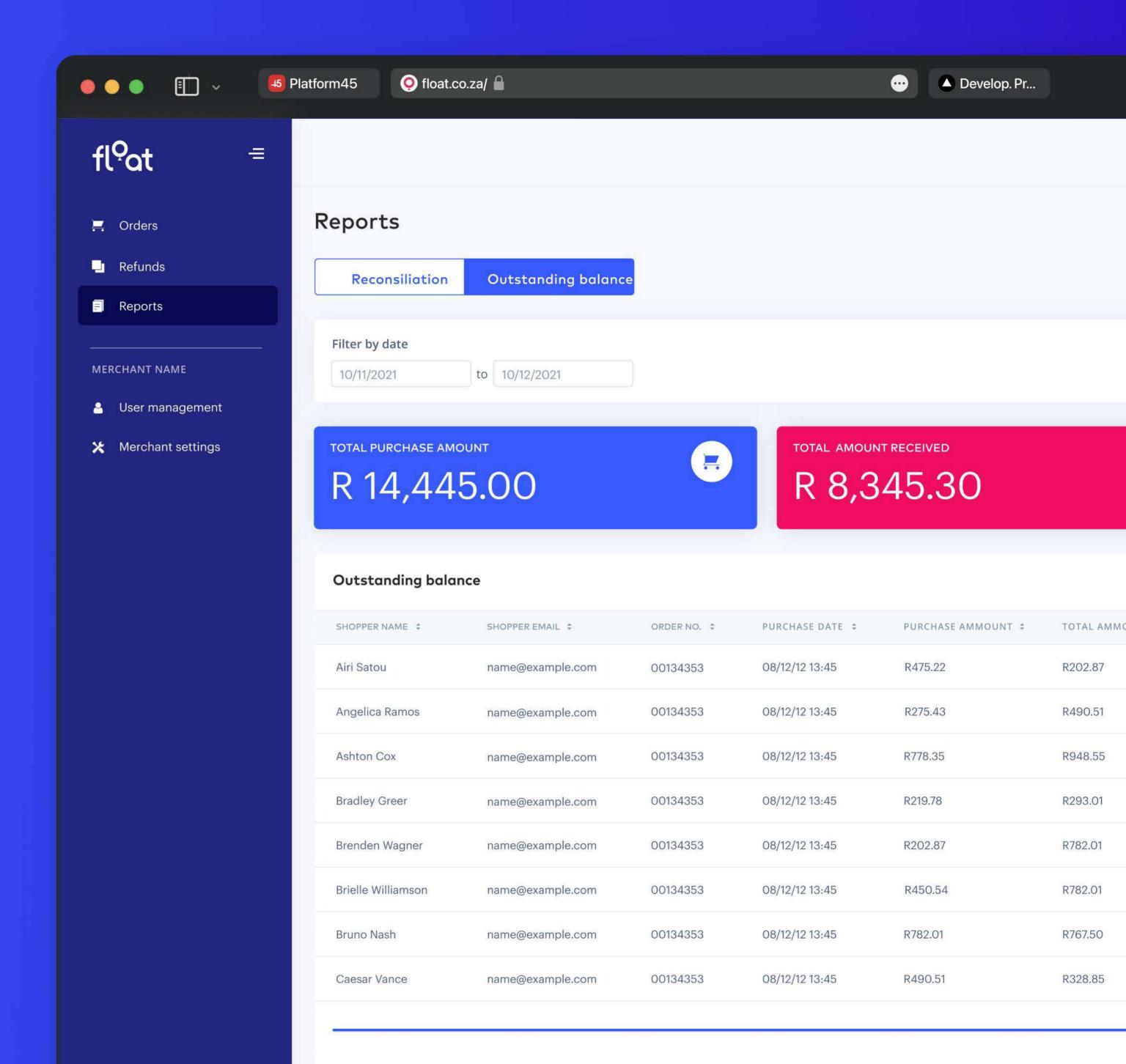
Float's mission is to create a holistic experience that bridges cuttingedge technological solutions with the core financial aspirations of each individual, ultimately fostering a seamless and empowered interaction with their financial well-being. With Float, you are able to use your credit smarter and more efficiently, it becomes an ally instead of an opponent.

Platform 45 has been a part of Floats' journey since the beginning and we are honoured to witness their evolution into a trailblazing force within the industry.

Used by these merchants:







Platform45 has been an integral part of our journey as a startup. From helping us refine our initial concept before we had raised a cent of capital, to helping us scale our business to hundreds of merchants, they've grown with us and adapted to our ever-changing needs. We're super stoked to have such great partners!



Alex Forsyth-Thompson Float CEO



Affordable private healthcare for everyone, no matter where you are

Tech stack	MVP launch date	Category	Users
Ruby On Rails 🔐 Redis 📓 Heroku 🖭 PostgreSQL 端 AWS	Feb 2022	Healthcare	TBC



Consult with a nurse, doctor or therapist from your smartphone

Kena Health is a smartphone app that allows users to talk to a team of nurses, doctors and mental health professionals, as the case may need, via text, voice and video call within the app at an incredibly low price point of only R185.

As costs continue to rapidly escalate, fewer and fewer people can afford the medical scheme premiums that give them access to day-today cover.

Kena Health identifies as part of the broader healthcare system and is the South African leader in the telehealth space, both in terms of reach and the quality of the service they provide.

Kena is all about teamwork and we are proud to be a part of the Kena team as they continue to partner with other healthcare providers and aim to broaden the healthcare experience for all South Africans.

Featured in:



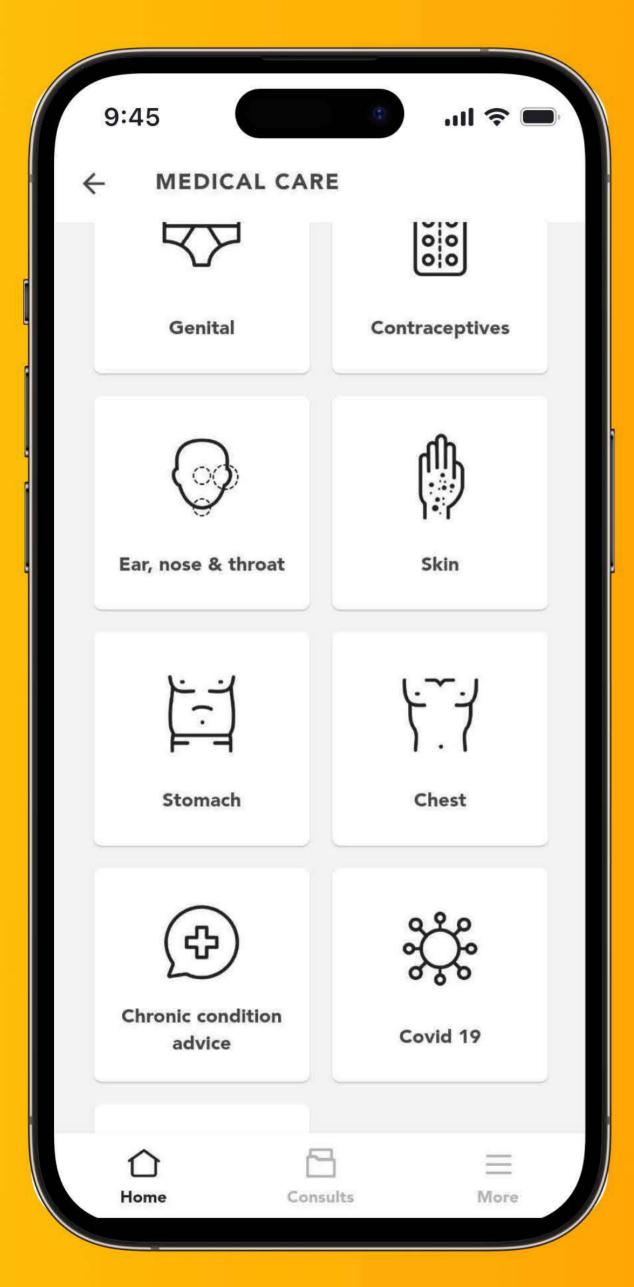


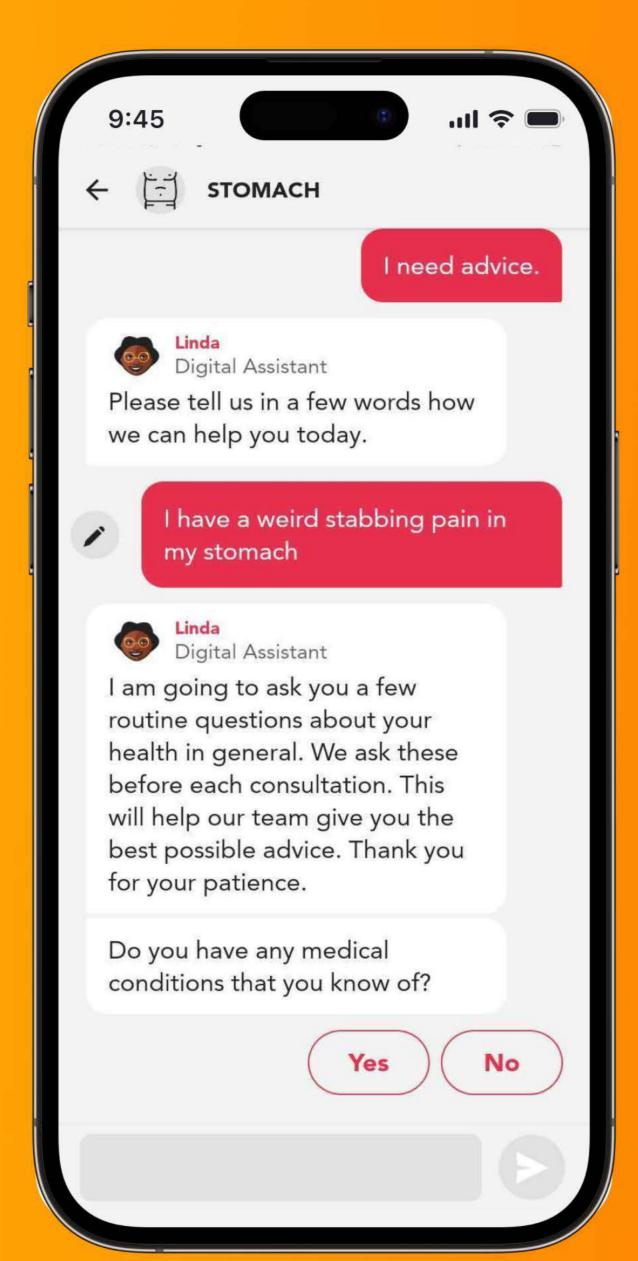


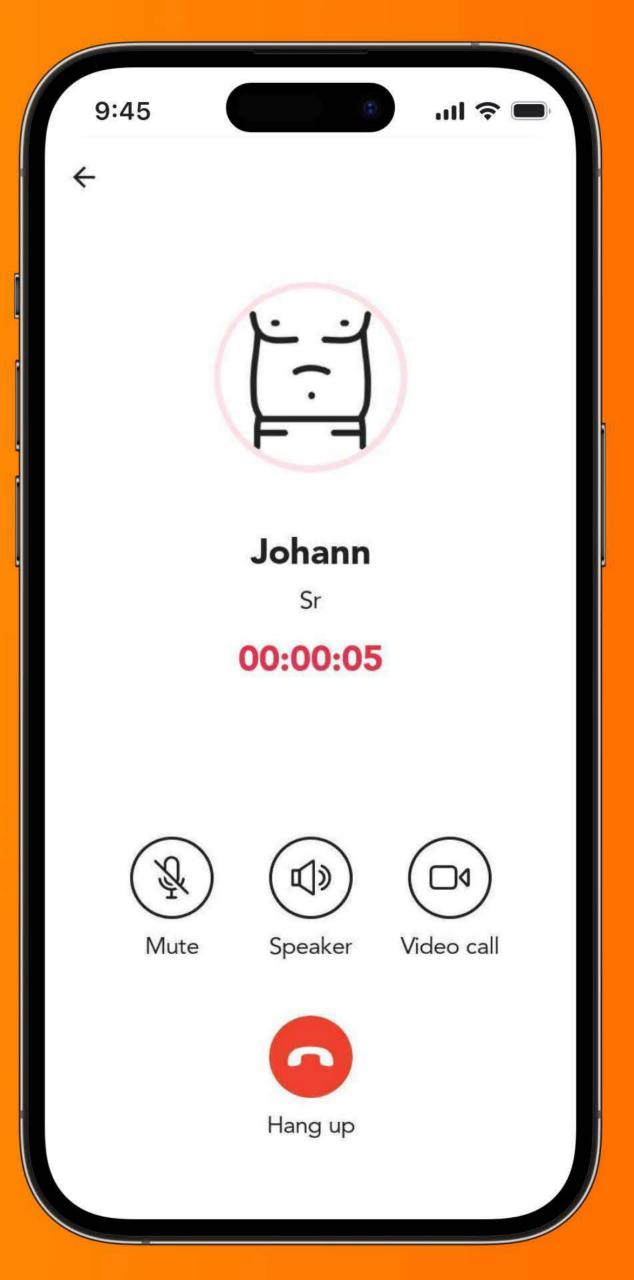












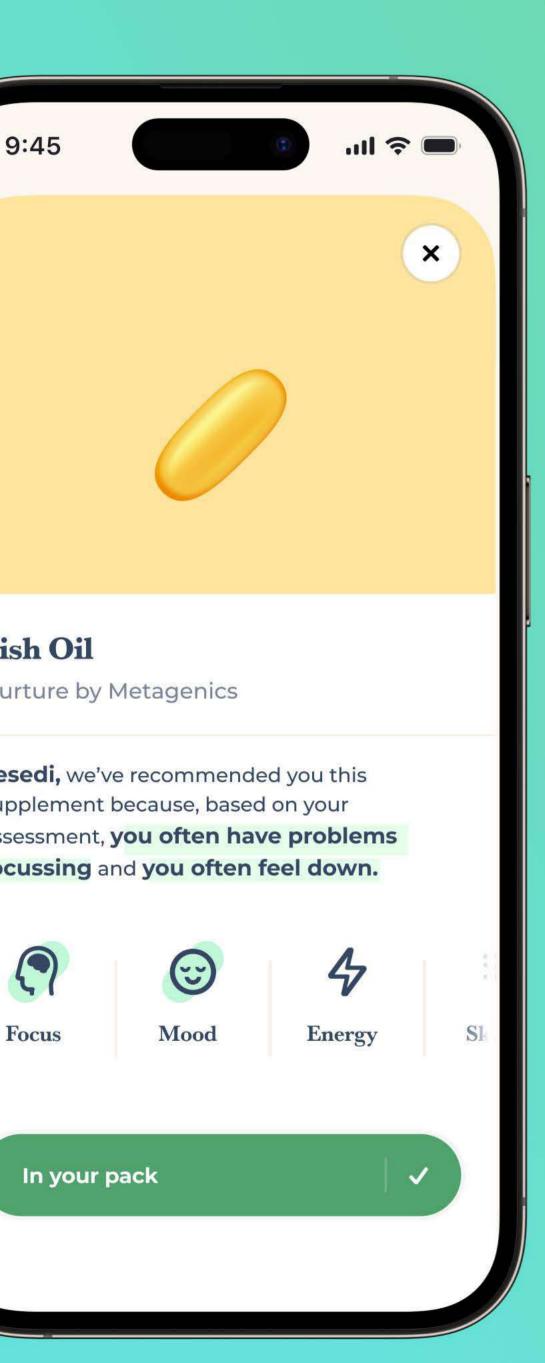
It feels as if these Platform45 guys are actually part of our team — we are building something, equally and together. They are curious, problem-solvers and engineers in the truest sense: they just want to build cool stuff. Culturally, they have sought to understand how we want things done.

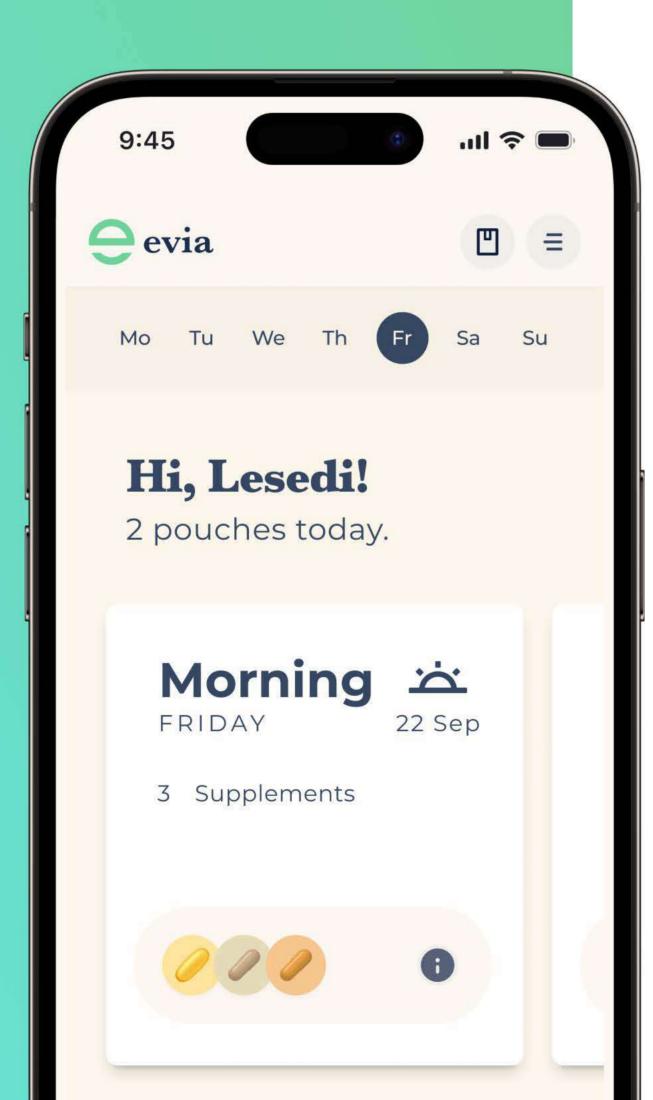




Tailored meds and supplements at your door

Tech stack Tech stack	MVP launch date	Category	Users
Ruby On Rails 🛱 Redis 🖺 Heroku 🖸 PostgreSQL	May 2023	Healthcare	2400+





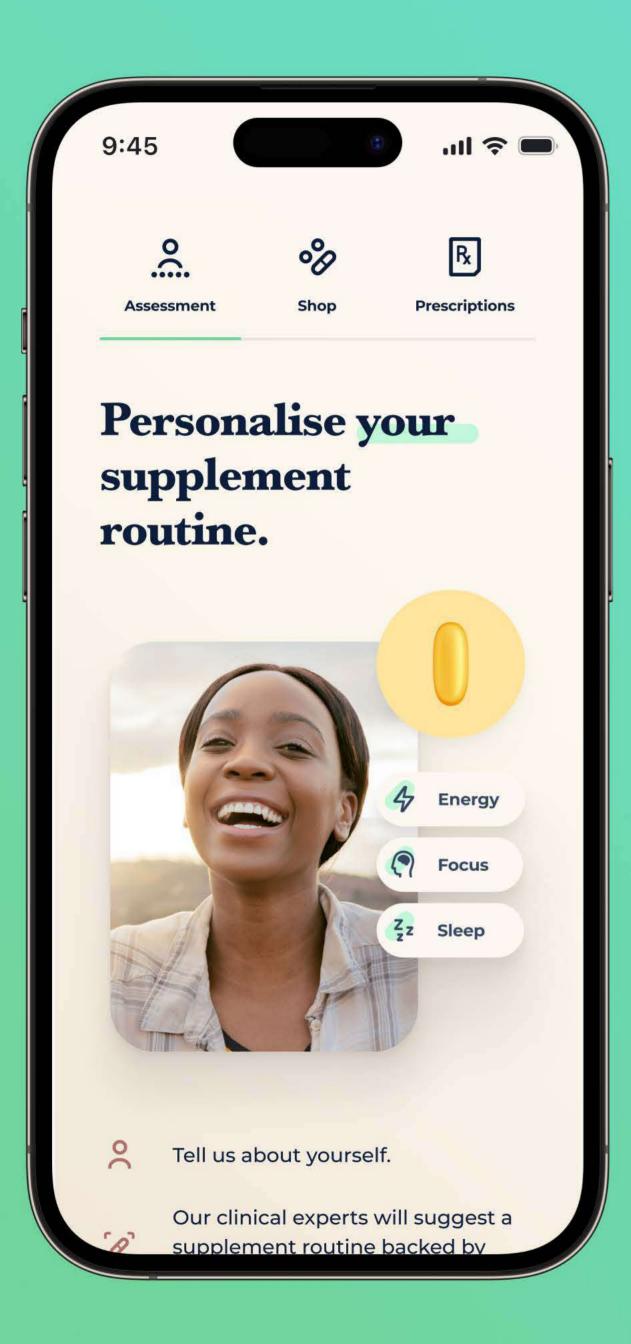
Making health a healthy habit

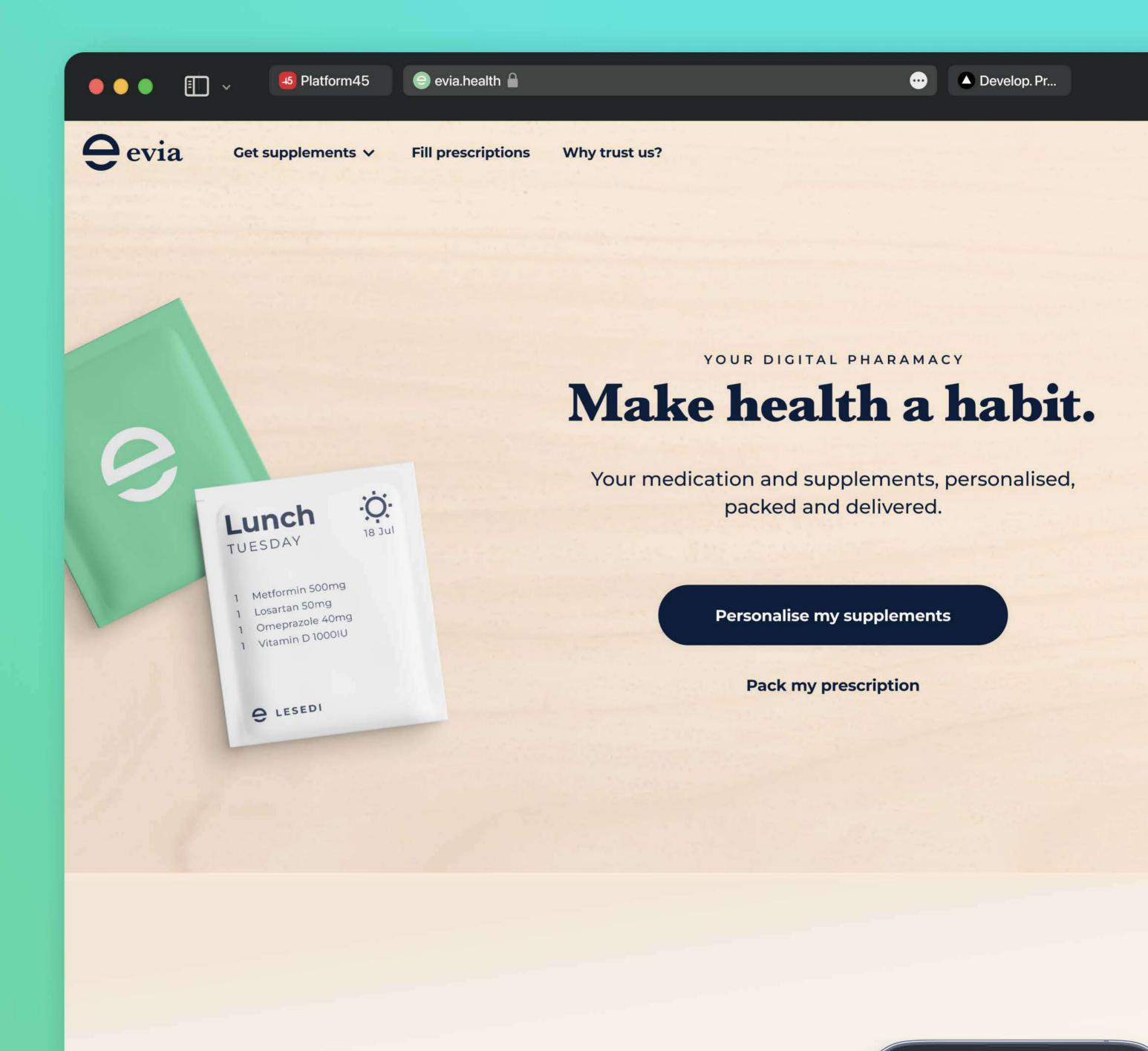
Evia Health is a new kind of pharmacy that aims to make healthcare personalised, simple and convenient.

Employing state-of-the art technology, behavioural economics and clinical and scientific rigour, Evia's team of expert pharmacists prepare your medication in accordance to your prescriptions.

Made just for you, Evia personalises, packs and delivers your medication and supplements to your door, ensuring that your health journey is tailored to your unique needs.

We take immense pride in collaborating with a partner that takes an innovative and holistic approach to tailoring end-user solutions.





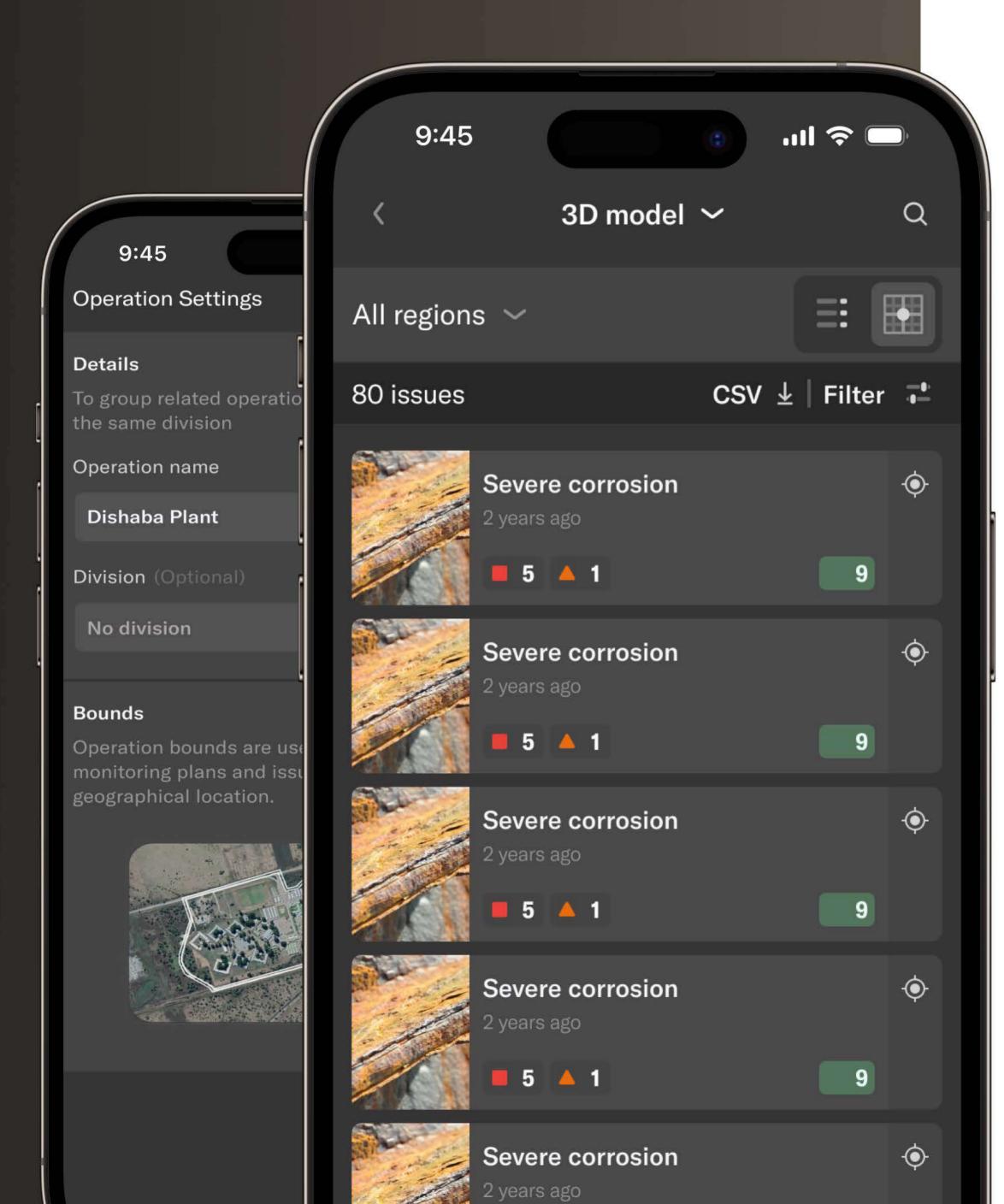
Platform45 has taken our vision for a completely digital pharmacy solution and elevated it to a level we hadn't imaged possible. Their expertise and skill have guided us to develop our platform in the most efficient and lean way whilst not sacrificing at all on quality or wow factor.





A complete solution for determining and recording structural asset deterioration for large industries

Tech stack	MVP launch date	Category	Issues logged to date
☑ Ruby On Rails 🤍 Vue 🖺 Heroku 🖭 PostgreSQL 🖦 AWS	2021	Industrial	39 544



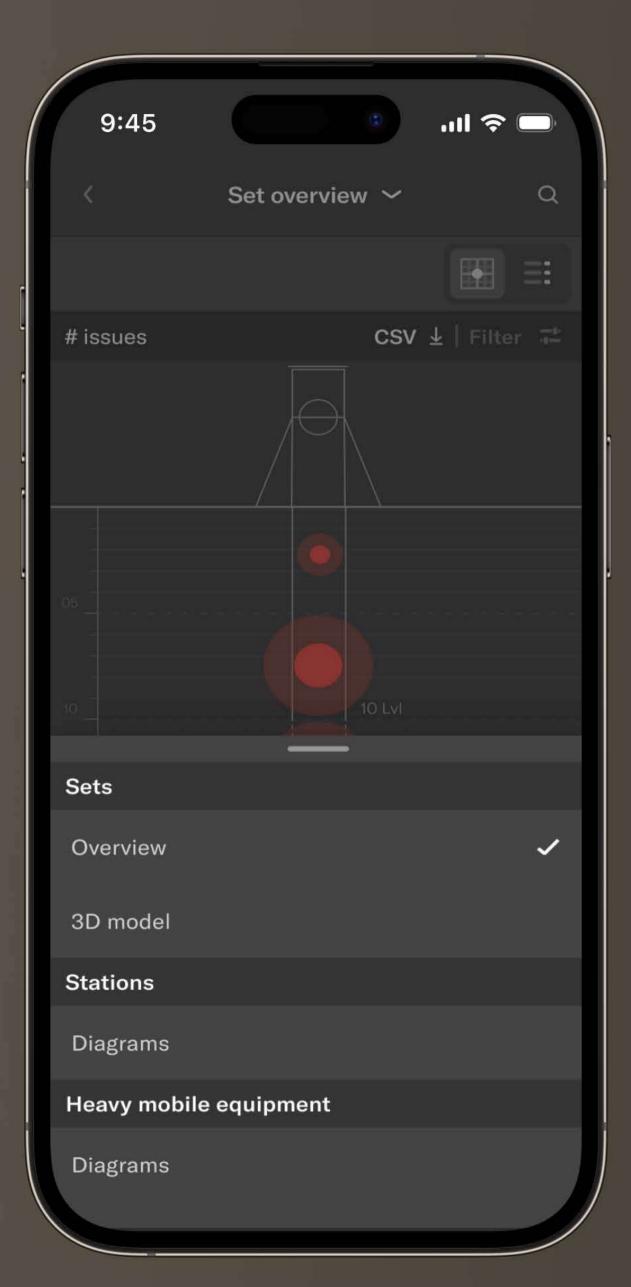
Risk Management Assessment Software

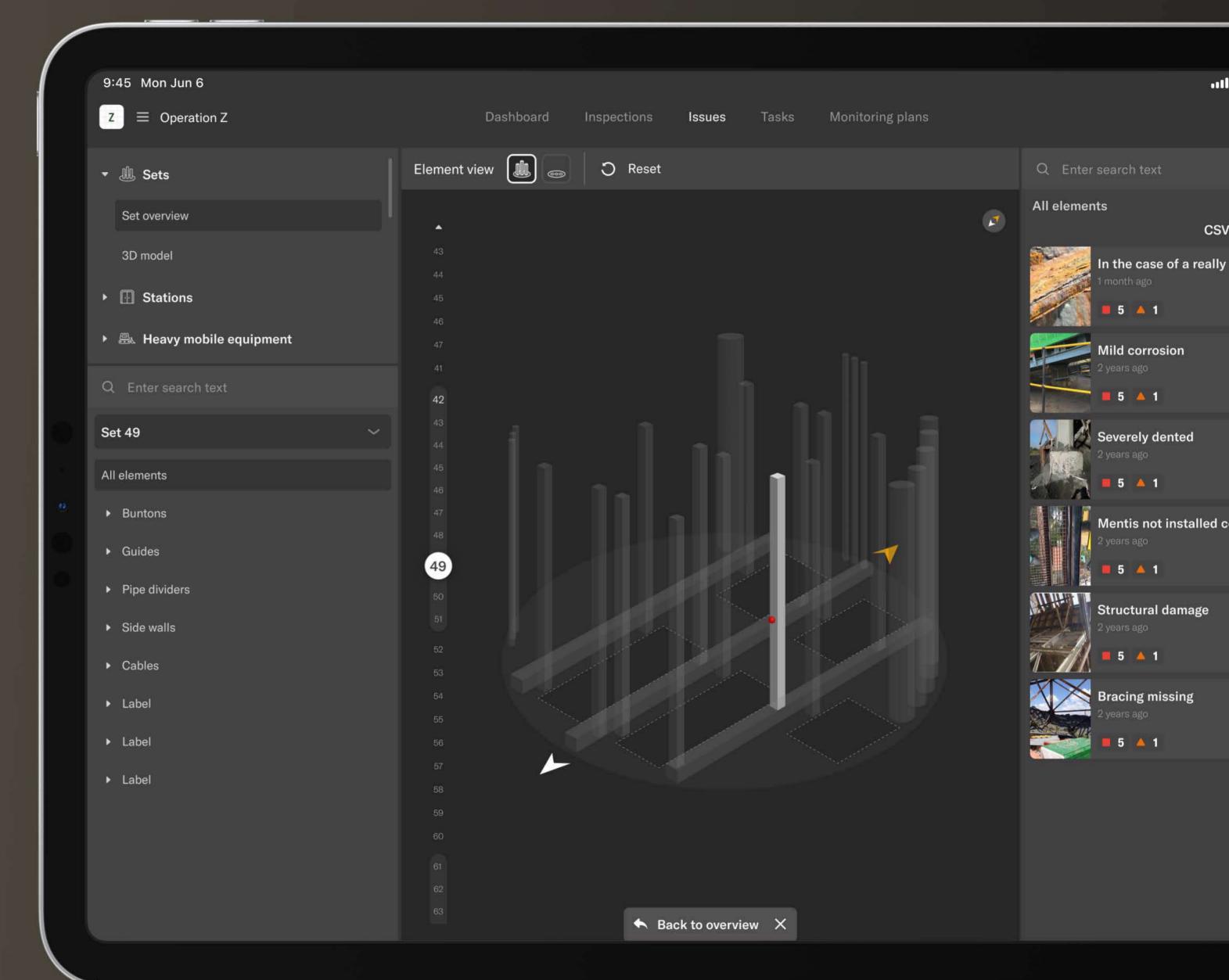
eAIMMs was developed to modernise and improve the traditional data capture and management process. The core of the application is underpinned by the SIMM (Structural Inspection and Maintenance Management) Guidelines, as pioneered by Anglo American in the early 2000s.

The software facilitates the effective identification, logging, and management of legislated inspections for the mining sector and the subsequent lifecycle management of identified issues. Its purpose is to identify, mitigate against, and ultimately improve upon the impact of safety and operational incidents or loss.

In partnership with:



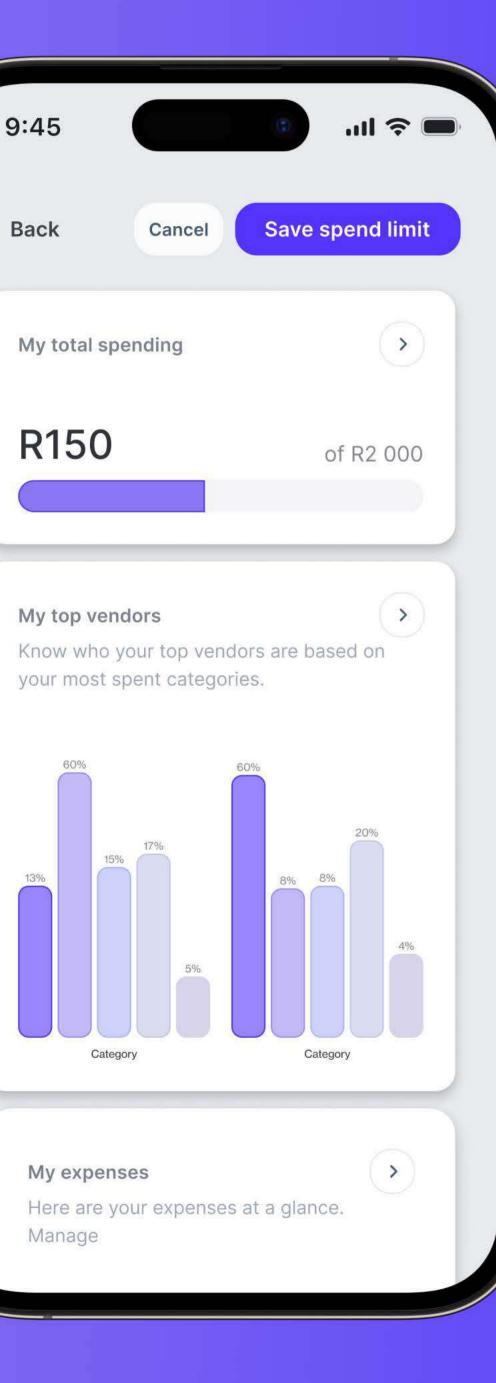


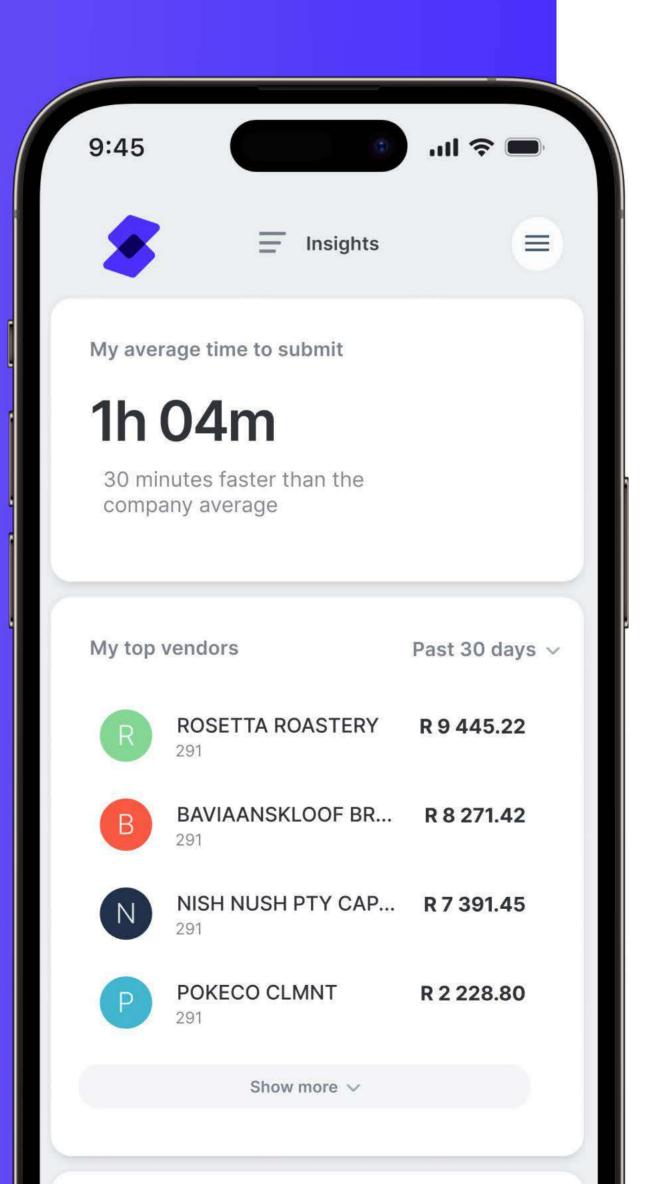




Streamline expense tracking with innovative banking technology

Tech stack	Closed Alpha launch date	Category	Users
团 Ruby On Rails 图 Heroku 🖭 PostgreSQL 😱 Github 🖶 Docker	Feb 2022	Finance	16





Bridging the gap between transactions and financial control

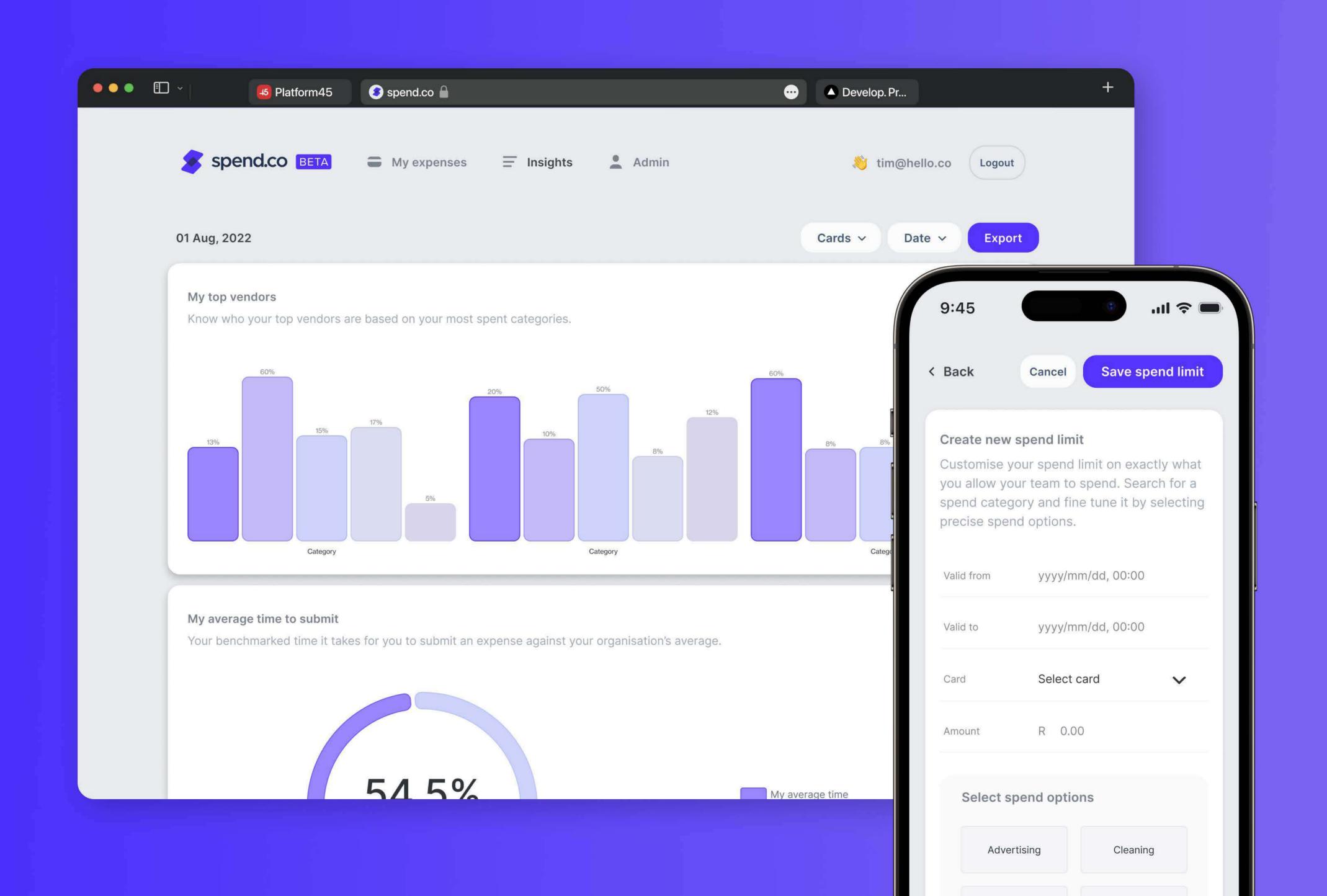
The Spendd.co product is geared towards the efficient management of expenses on company cards and accounts. The product is predominantly used by a businesses CFO's/Financial Directors and general employees of the business.

The product pulls transaction data using the Investec API's and provides a platform where users can manually upload expense information and receipts. By way of a webhook, this information is then pulled through to Xero where reconciliation takes place.

An admin (CFO/FD) on the platform also has the ability to perform spend limits/budgets as well as define categories to efficiently manage their finances.

In partnership with:

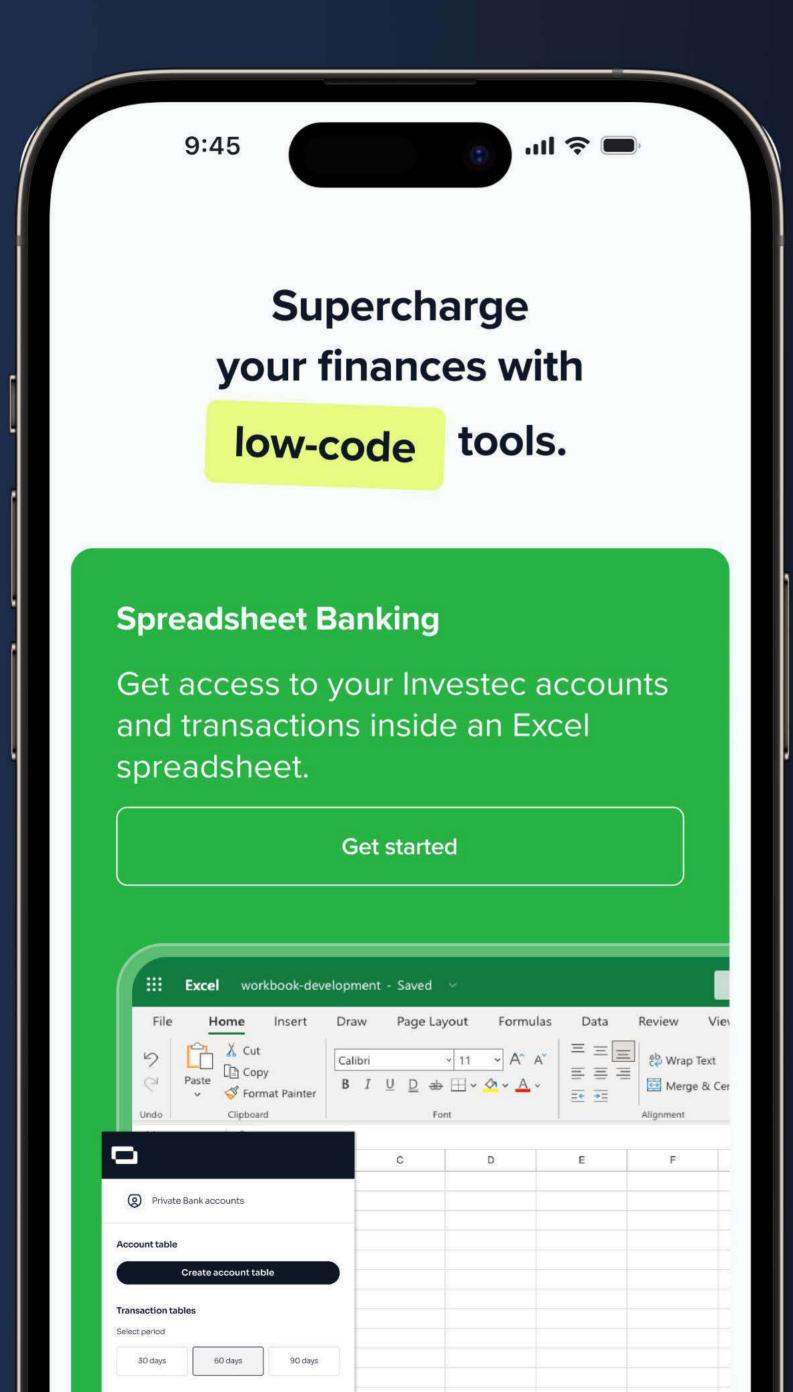






Connecting banking API's to Excel workbooks

Tech stack	Closed Beta Launch Date	Category	Users
Ts Typescript 🛞 React Js Nest.js	May 2023	Finance	+- 2.4K Account Refreshes Per Week



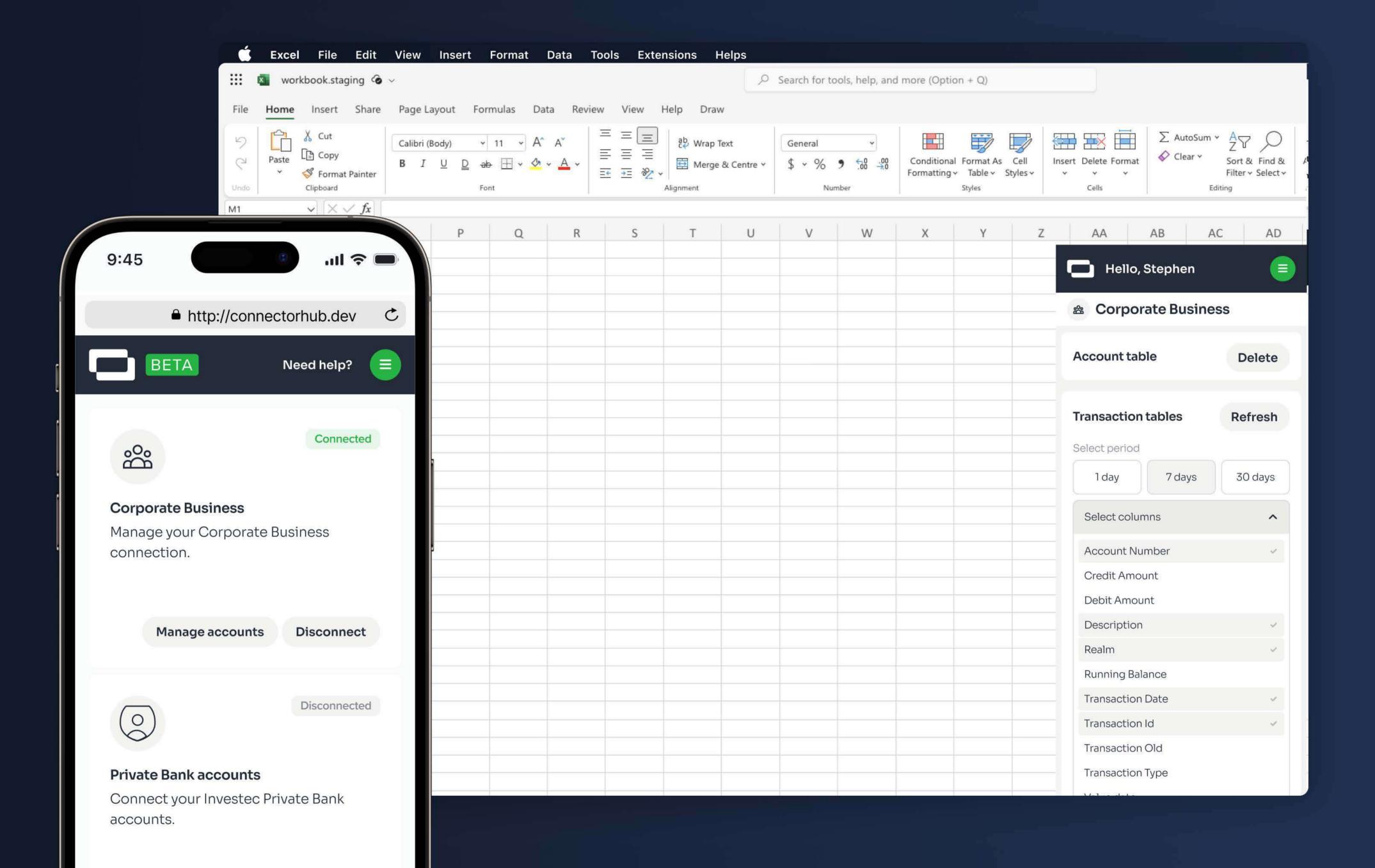
Financial management made easy

Spreadsheet Banking is a simple financial product which makes use of Microsoft Excel. The product allows users to see their transactional data in their Excel workbook by connecting to the Investec API.

This data can be tailored to suit the users needs and business requirements such as reconciliation, budget evaluation and create pivot tables etc.

In partnership with:





It has been an honour working with P45 and this collaboration has only served to strengthen our relationship with your amazing team. From the very start of our Programmable Banking initiative, the P45 leadership team have worked alongside us to co-create innovative groundbreaking solutions. You have all been instrumental in supporting our Investec Developer strategy and I'm excited to see what strides we make in the coming months! To everyone interested in the future of banking.. watch this space

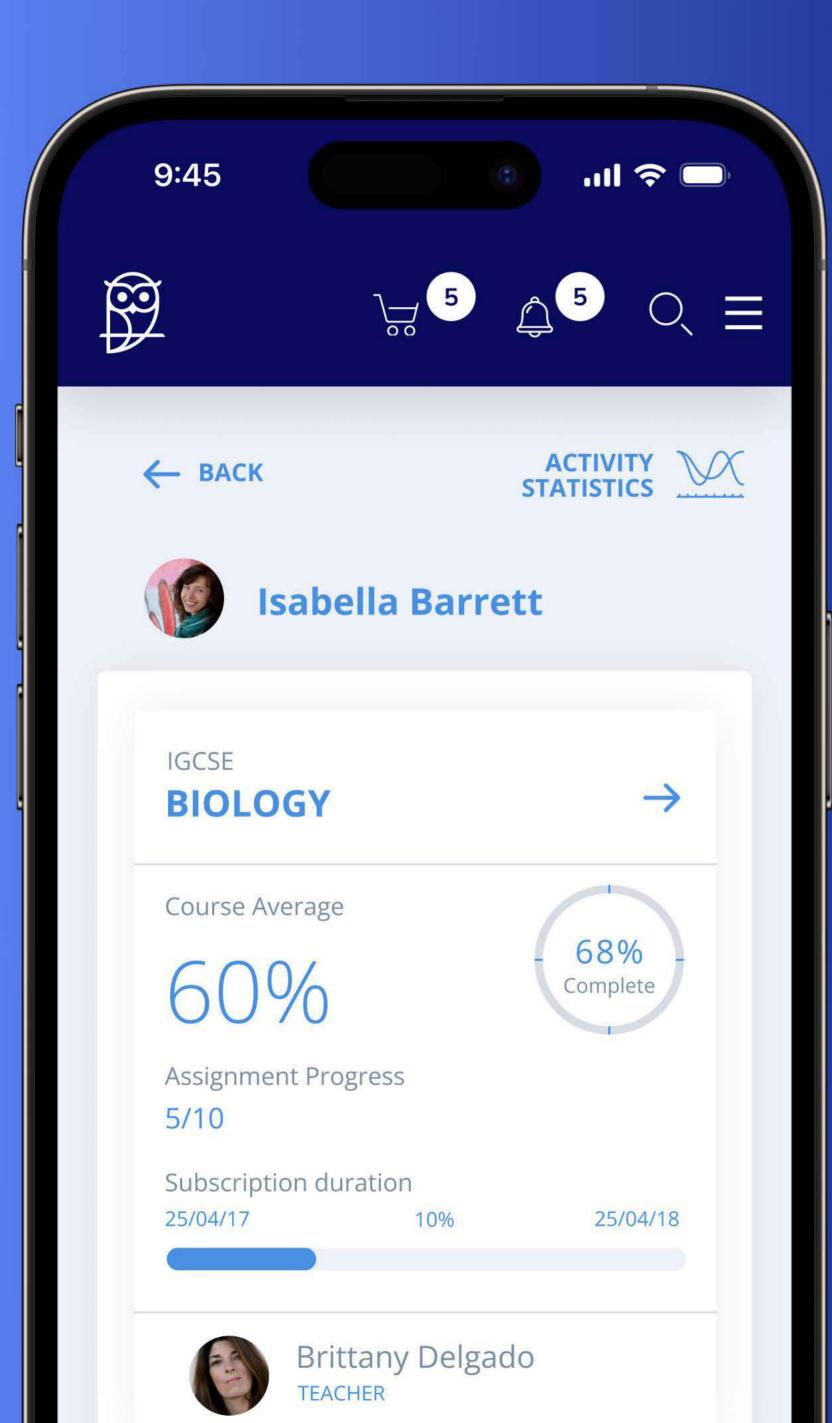


Devina Maharaj Head: API Channel Investec SA



A versatile online platform for South African homeschoolers of all ages, emphasising the Cambridge curriculum

Tech stack	MVP launch date	Category	Users
☑ Ruby On Rails 🗑 Redis 🖺 Heroku 🖭 PostgreSQL 🥞 AWS	2018	Education	4000+



A world-class platform for hosting online learning content for the Cambridge curriculum

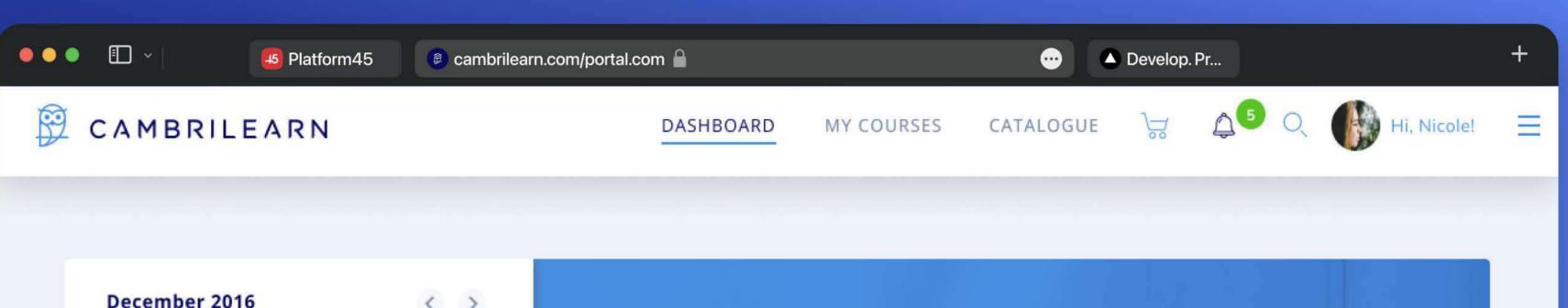
After MyTopDog's massive success, Top Dog Education identified a new lucrative opportunity in the homeschooling space within South Africa and abroad.

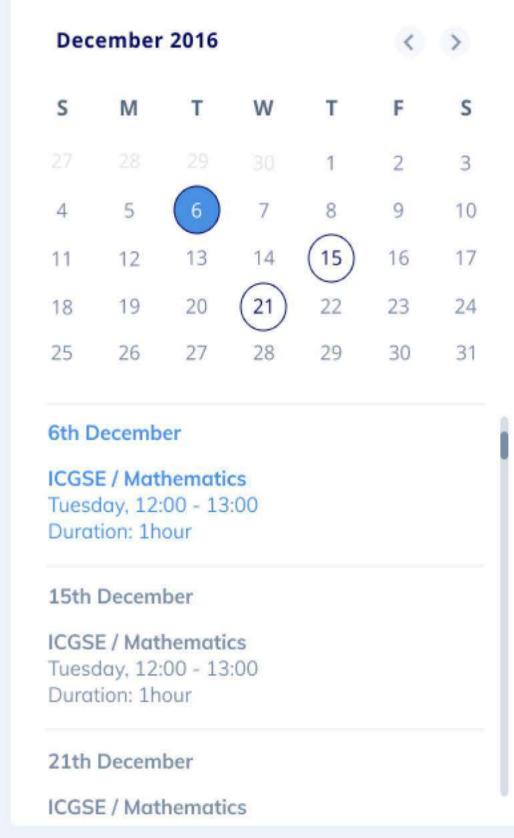
The product CambriLearn was born out of this idea. A comprehensive learning platform for both the parent and the learner.

CambriLearn offers courses for all levels within the Cambridge curriculum, starting at Learning To Read all the way through to A Levels.

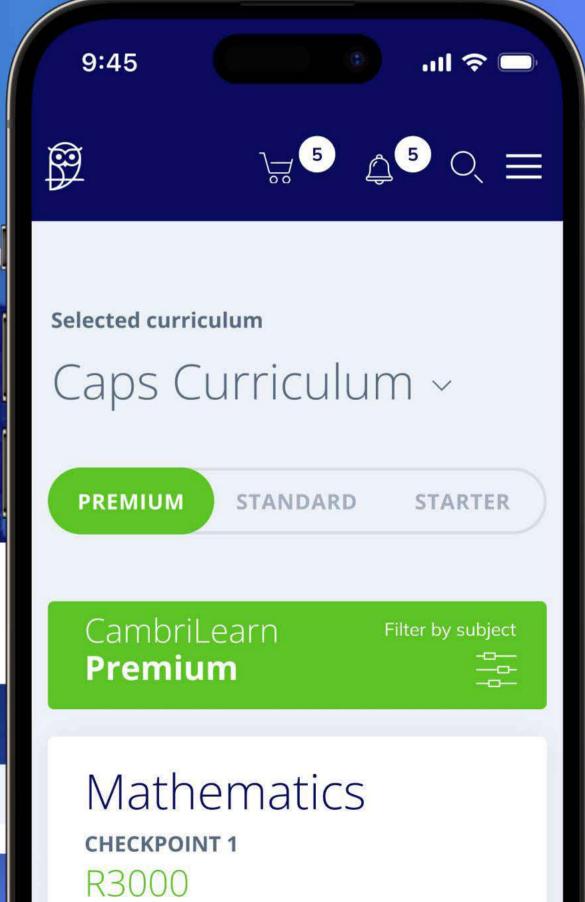
Parents, guardians, teachers and tutors are all first class citizens on this platform, with comprehensive dashboards, learner progress tracking and communications. Giving the adults in every learner's life a level of oversight not seen in other educational environments.

The student dashboard is where learners can consume all things related to their education, from course materials, lesson videos, discussion forums, face-to-face sessions with their teachers and more.





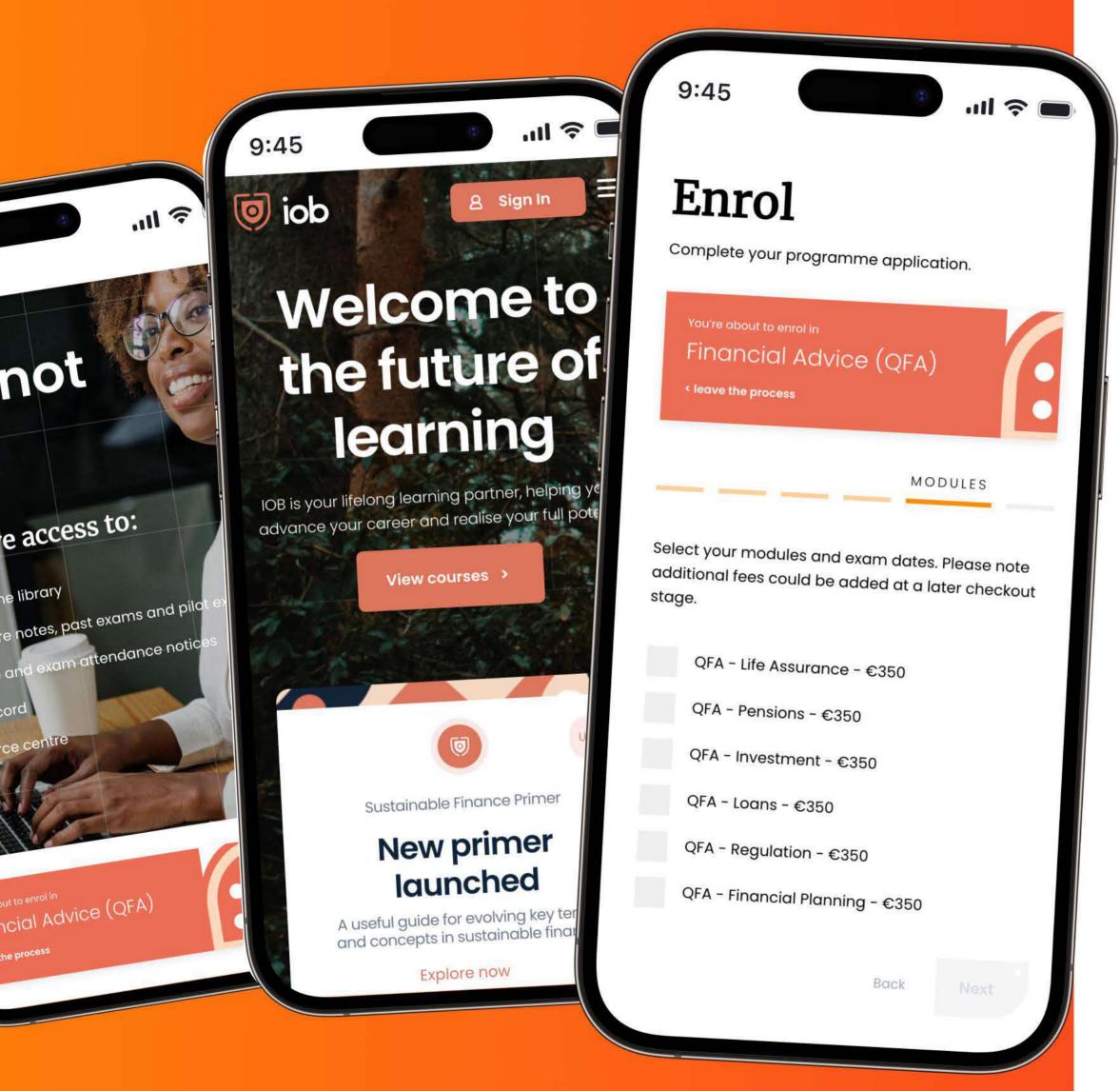






Ireland's leading financial industry watch dog and career regulator

Tech stack	MVP launch date	Category	Users
Ruby On Rails 📅 Redis 🖺 Heroku 🖭 PostgreSQL	2020	Finance & Education	34 486

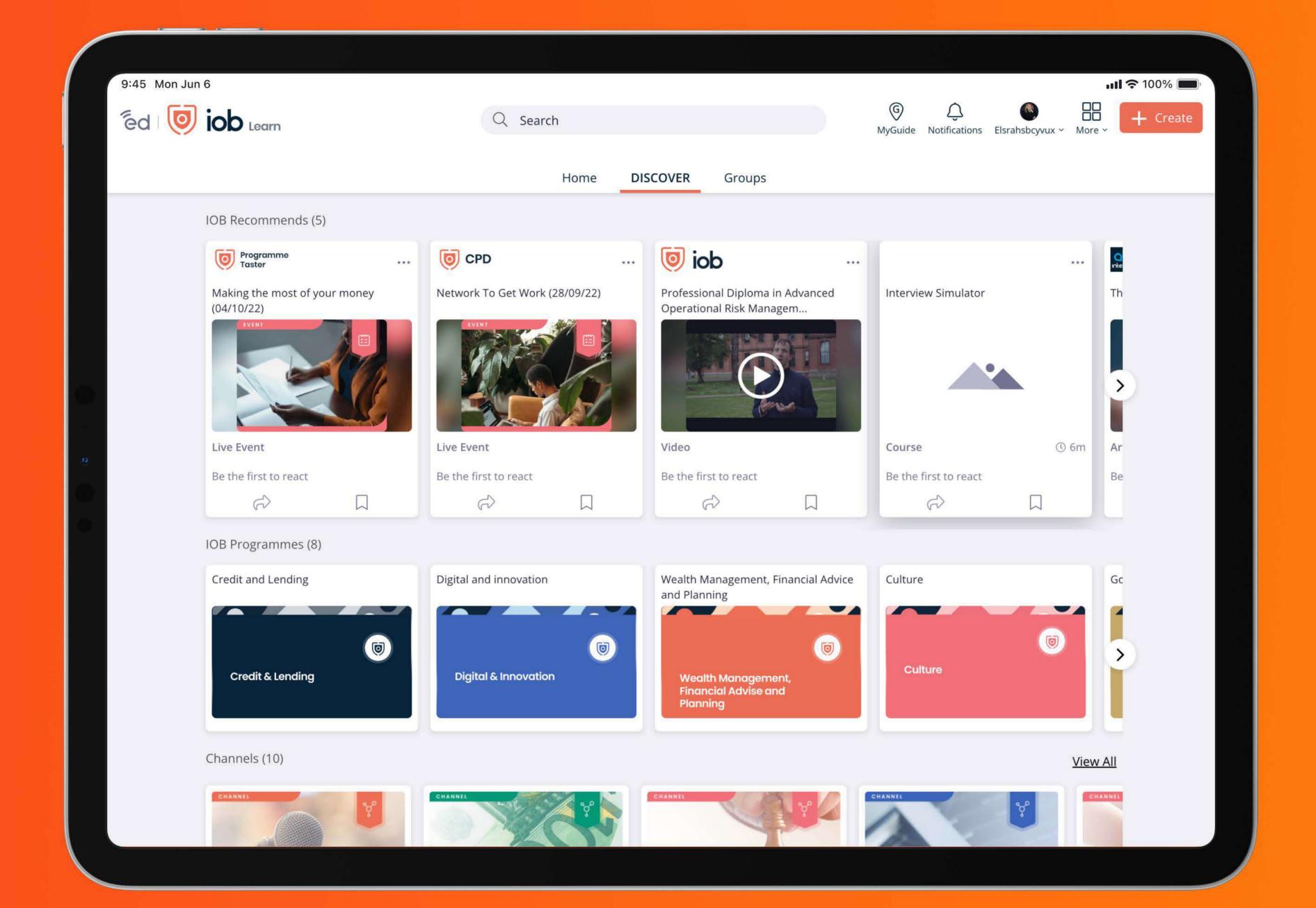


The leading financial industry watchdog in Ireland

We were approached to help the Institute of Banking make the vision of their new online presence a reality.

IOB is a professional network of 33,400 members who work in the banking and international financial services sector. IOB is a recognised college of University College Dublin (UCD) and is a centre of excellence in the provision of specialist education and lifelong learning to the financial services sector with programmes for members at every stage of their career.

IOB provides its members with the ability to take control of their professional development by providing access to courses, seminars and other content and allowing members to subscribe and track their progress. IOB brings together a massive collection of courses, seminars, talks and other learning opportunities that members can subscribe to and track their attendance to these sessions.



Let's explore, create, and collaborate.

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