The mission of www.biblestudycompany.com is to bring the philosophy of the Bible alive by creating an easy to use, cutting-edge online Bible together with tools, study approaches & a social community to make the it easily approachable, yet deeply understood by anyone seeking its wisdom & guidance.
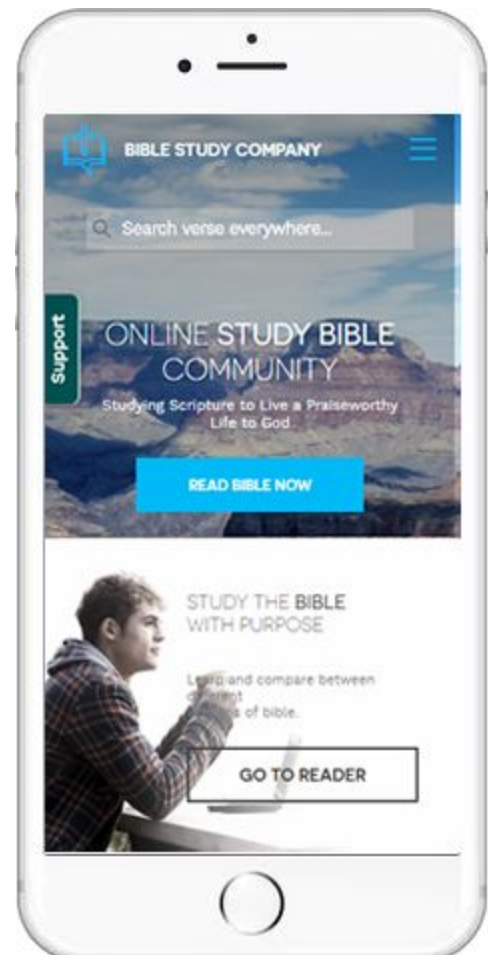
Product Background

The owners of www.biblestudycompany.com were moved during a special conference they attended in which they realized that when one unlocks the meaning of Scripture, it often brings surprising insights and guidance which are practical to everyday life. In an instant, they knew it would be their mission to help others achieve these same insights by bringing a new technology of studying the Bible to the masses. To that end, they assembled a team of experts and scholars to help guide their effort and sought out the help and advice of web development firms to bring their vision to life.

Selecting a Web Developer Vendor

The Bible Study Company started researching vendors to help them turn their project concept into an online web service. They interviewed several top web development firms to find the perfect partner: a company who would:
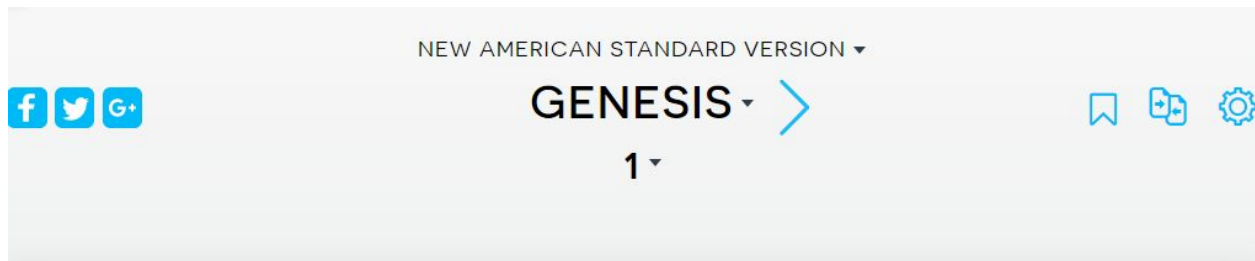
- Be genuine and keep their interests first;
- Truly understand the dynamics of their idea & business model;
- Elaborate all the technical details, since they weren't technically oriented;
- Make recommendations for innovative improvements;
- Advise, guide and even push back when certain features or functions weren't in their best interests.

AMAZING **INTERACTIVE** WEBSITES

After consulting with many firms, they chose [ClearTech Interactive](#) for their experience, attention to detail, communication skills and the wide ranging knowledge they displayed throughout the process.

Project Challenge

The project challenge was to make the Bible easy to approach and understand for any user and yet also provide sophisticated, deep-learning and analysis tools to allow more advanced users to delve into scripture to uncover deeper meaning. The customer also wanted to build a social community of like minded individuals who could help one another and share their insights and experiences.

NEW AMERICAN STANDARD VERSION ▾

GENESIS ▾ 〉

1 ▾

1 In the beginning God created the heavens and the earth. **2** The earth was formless and void, and darkness was over the surface of the deep, and the Spirit of God was moving over the surface of the waters. **3** Then God said, "Let there be light"; and ___ the light was good; and God separated the ___ lled the light day, and the darkness He called night. AND THERE WAS EVENING and there was morning, one day. **6** Then God said, "Let there be an expanse in the midst of the waters, and

ONLINE STUDY BIBLE COMMUNITY

Studying Scripture to Live a Praiseworthy Life to God

READ BIBLE NOW

Customer Quote

"We wanted to make the Bible engaging and easily understood and we did that by marrying the latest web technologies with the timeless wisdom of the Bible. A user can easily look up uncommon words and get a firm grasp on the symbolism expressed in the Bible. Our online Bible has thousands of cross-referenced images, maps and graphics which help orient the reader to key locations, figures and events in the Bible. Advanced learners can go even further by drilling into every verse of the Bible to uncover root words, special meanings & sources using a sophisticated lexicon. These tools make it easy to get contextual definitions of words, for any verse, and even cross-reference every word used in the Bible by integrating Strong's Concordance into the e-reader. Users can also store quotes, keep private notes and prayers and document their journey. They can even choose to share their insights with others on their wall or in the community if they chose. All these features are available on mobile devices and combine to help an individual uncover the poignant messages and meanings within scripture, so that she/he may lead a better life"

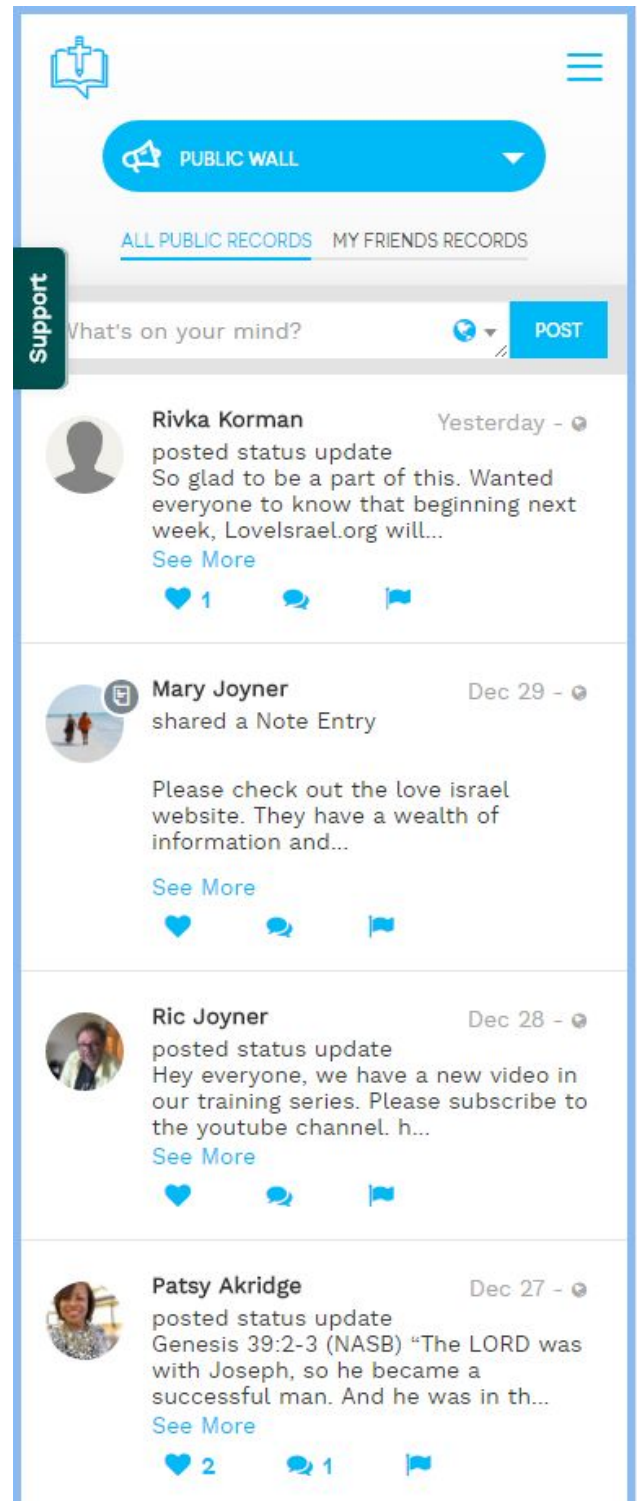## From Project Kick Off to Product Launch

With a few short weeks of project planning, the ClearTech development team rapidly identified the key areas of the product; what the greatest risks were; where the major dependencies were and what items should constitute the initial launch (aka, minimum viable product). We then wrote up the user stories (key features) in more detail; then estimated each and prioritized them in a way which would bring the maximum value to the system users, as soon as possible.

The project was arranged around a two-week delivery plan (called a Sprint) where new code was presented every 2 weeks to the customer in a "show & tell" session. And every other week, we'd meet with the customer to define and clarify the product's requirements and agree upon what would be completed during the next two weeks.

This resulted in a very fluidly run project, with lots of communication and the ability to adjust continually, which always leads to a better outcome. As features were developed they could be previewed by actual users of the system who provided instant feedback, as opposed to waiting until after the project was done. This constant feedback loop resulted in a continually improving product during development.
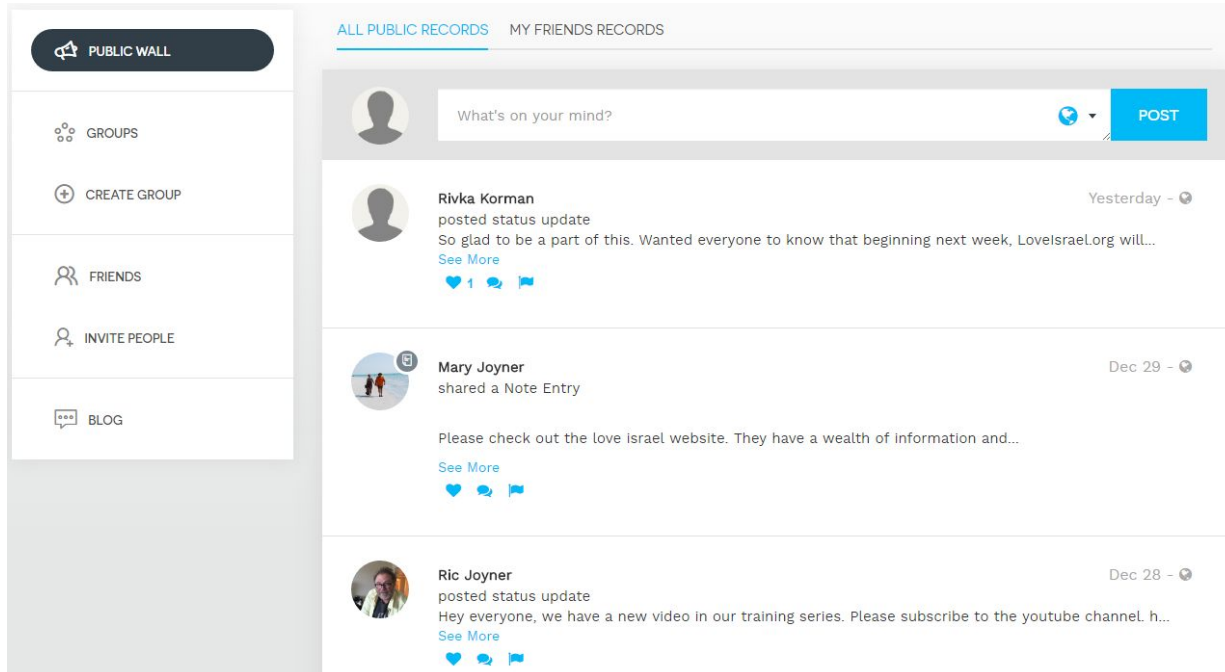
Once the product was completed, we released the product to a select group of beta users. This allowed the customer time to learn how to run the system, to get further customer feedback and bring to light any issues for further refinement.

This structured project management approach provided a safe, organized, low-risk, low-stress way of building and launching the customer's final product.

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Solid Engineering & Feature Rich

We engineered the online Bible and social community to support a rapidly growing user base by leveraging a cloud computing infrastructure with multiple virtual servers and robust database servers.
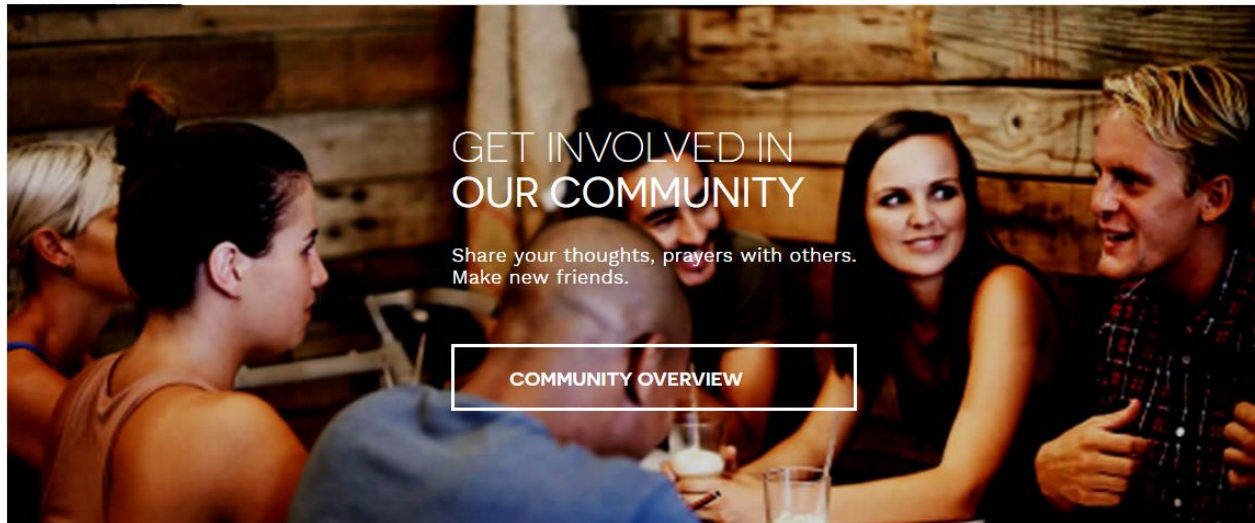

Some Key System Features

- Free sign up features
- Login / Logout
- Its own Social network
- A Public Wall
- Private Wall
- Groups
- Friends
- Blog
- Note Taking
- My Journal
- Prayers
- My Progress
- Full Bible Keyword search
- Select multiple versions of Bible to read

- Navigate by Book, Chapter & Verse
- Compare different bible versions to each other
- Advanced Lexicon
- Wizard based, contextual help for new users
- Thousand of images, maps & graphics all cross-references
- Gift Store (e-commerce)
- Paid subscriptions
- Payment processing
- Admin reporting features
- Robust administrative functions.

Site Launch

Bible Study proceeded into their beta launch with hundreds of users without a hiccup and is actively signing up new accounts. If you're interested in gaining a new understanding of the philosophy contained in the Bible, you owe it to yourself to check out this exciting new online community which offers one-of-a-kind features.

Customer Testimonial

ClearTech was hired by Bible Study Company to do a large project. I am a former CEO of an employee benefits firm that used technology heavily to deliver customer service. I am cynical when dealing with tech firms. In fact, I fully expect to go over budget because in reality, what incentive do the tech firms have to stop your project? None. Not ClearTech. This took us by surprise.

Early on, Scott was uncomfortably honest about everything. Our team would get off the phone in dismay over the candidness and I would say to them he is being honest and that is rare. For example, I had a number in mind and he said it would take X over my number to get the job done, CORRECTLY. Refreshing and this created trust. What usually happens is

CLEARTECH INTERACTIVE

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tech firms under bid the project to "get you on board" (hence my skepticism) and then they over charge.

Next, Scott mentioned they used sprints. Building in sprints allowed us to get the product we wanted and what our customers will use. This is spot-on what we got!

Our budget was far over 6 figures. We came in just under budget which is itself surprising! In addition, we got far more services and features than we ever dreamed possible!

As I said at the beginning, this is a different kind of tech firm. This can only happen because of ClearTech's commitment to long term relationships and sprint usage. Scott has the experience to guide you in the right direction and the project manager, Holly, was literally flawless in the management of the project. Beware that you will be learning what we call now: "hollyisms".

Now that the project is fully functional, we actually miss our weekly meetings! That says a great deal about their commitment to lasting relationships. As we continue to grow we will be looking to ClearTech for increasing services.

Note: We did not know ClearTech staff prior to our build. I enthusiastically recommend them for your project. You may call me if you like. Sincerely, Ric Joyner, 727-201-0085 x101