

Pollimath launches Polls

Colombo, Sri Lanka January 18, 2009 EST – Pollimath, a start-up Sri Lankan technology firm is making headway in the world's most promising new mobile phone platform; Google's Android Operating System. The product, named Polls, is an Android communication utility for conducting Opinion Polls. Android mobile phone users no longer have to depend on placing dozens of phone calls, buying expensive 3rd party Internet polling services or sending SMS messages asking voters to respond to opinion polls.

Android is a software platform for mobile devices, based on the Linux operating system, developed by Google and the Open Handset Alliance (a consortium of Device Manufacturers like HTC, Samsung, LG, Motorola and Mobile Carriers like T-Mobile and Vodafone). It allows developers to easily write software in the Java language, and is the most "application friendly" Open Source mobile operating system.

"Pollimath Polling services carry a minimal cost to the voters themselves when responding to opinion polls. The beauty of this solution is that it delivers polls via SMS and can capture votes from any mobile phone that has a Web Browser. Voters are not tied into the Android platform," said Pollimath co-founder and CEO, Ruwan Rajapakse. "It was tremendously exciting, we had over 1300 downloads within the first week of our product launch into the Android Market, which happened to take place rather auspiciously on Christmas morning!" said Rajapakse.

"Polling is a fundamental democratic interaction in every sphere of life" said Rajapakse. "Most of the time we tend to seek opinion through informal conversation before we decide on a course of action. For example, "Where shall we hangout tonight?" But sometimes its important to formally put down the Question and Options under consideration and obtain a quick and precise response. And in this busy day and age, the best way to reach a distributed electorate is to home in on their mobile phones. A simple idea really, but with loads of possibilities."

The Pollimath developers believe that Polling, although a very simple concept, is ideologically important enough to be a primary vertical in the Personal Software Stack and deserves its due place alongside E-Mail and Chat. And according to Rajapakse, Pollimath has big plans for extending the Polls software to include a wide range of features useful to pollsters in the very near future. "We will launch the Premier version of Polls as soon as Google introduces its vendor payment gateway for the Android Market. We anticipate this to happen sometime before March '09. Our users would benefit from features like the graphical representation of the poll results, an unlimited electorate and e-mail subscription for voters. However our unique selling point will be the availability of a range of polling templates, including Priority Lists, Checklists, Wish Lists, Questionnaires and suchlike. The development of these features is already underway."

Pollimath also intends to continue with a standard version of Polls, available as a free download for all Android users.

Speaking about how it all started, Rajapakse says, "We are literally a garage operation. Gamindu Hemachandra and myself started development on Pollimath five months ago on a part-time basis, both of us putting in a few hours development effort per week. We didn't have a concrete business plan about how to take the company forward as we didn't expect such a positive response to our software. We are now in the process of forming a proper company and seeking different avenues to finance our development effort until our sales on the Android Market climb and / or other planned revenue models pay off. It's important

that our revenue model is very lightweight for the users of this software, and completely free for all voters.”

“Our initial market is of course the USA and the UK, and countries shortlisted to be a part of the Android mobile phone hardware market as at present. But it is our great hope that Mobile Carriers and Hardware Vendors in Sri Lanka would take up the Android cause. And of course, we hope that Sri Lankan organizations will begin to exploit the Android platform’s immense potential for custom mobile applications. Among other more obvious benefits of the Android platform, one that strikes us most as budding entrepreneurs is a level playing field with the giants, to compete on merit alone within the Android Market. This is incredibly useful for developers with resource constraints in Developing Countries like Sri Lanka. Besides, the initial hardware itself is great; I will not think of switching back to any other mobile device. For the first time I feel I don’t need to lug a Laptop Computer around, I can manage entirely with my T-Mobile G1. Mind you, it is a 1st generation machine. I am confident the succeeding devices would be even better!” added Rajapakse.

Speaking about the vision for his fledgling company, Rajapakse has this to say; “mobile application development is *the* new future, and it is our vision to build a world-class development outfit focused on delivering mobile apps that are both *useful* and *fun to use*. Polls and the Android platform offer us such a great Springboard.”