



# CLIFF-EDGE NETWORKS

## COMPANY PROFILE

**Cliff-Edge  
Networks LLC**

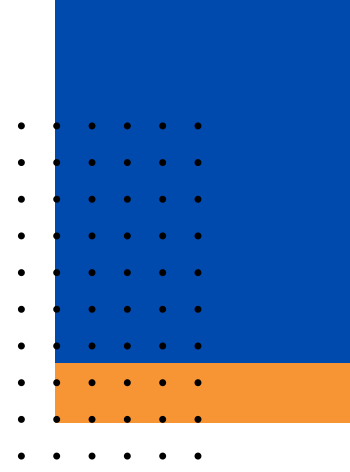
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# COMPANY OVERVIEW

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## About Us

At Cliff-Edge Networks, we create a world where technology seamlessly integrates with your business, making it more efficient, innovative, and future-ready.

Our journey began with a small team of passionate tech enthusiasts who believed in the transformative power of Web 3.0, automation, analytics, IoT, cloud, and other emerging technologies.

Today, we've grown into a leading IT service provider and software company, dedicated to discovering new ideas and connecting the dots to build a bold and better future for businesses worldwide.

# BRIEF HISTORY OF OUR COMPANY

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At Cliff-Edge Network, we are bold innovators on a mission to revolutionise the world of IT solutions. Founded in 2013 by a passionate team of just 3-4 members, we've grown into a powerhouse of cutting-edge expertise, driven by our unwavering commitment to discovering new ideas and connecting the dots to build a better future for businesses worldwide.

Our story began with a simple yet ambitious goal: to provide global brands with the tools and strategies they need to thrive in the digital age. With a relentless focus on innovation and a deep understanding of the challenges facing modern businesses, we set out to redefine the IT solutions landscape.

## Founding principles

From the very beginning, our founding principles and values have been clear and unwavering.

### We stand for

01

**Innovation** - Constantly seeking new ways to solve problems and deliver value.



02

**Integrity** - We uphold the highest standards of honesty and transparency in all our interactions.

03

**Excellence** - At Cliff-Edge Network, we strive for the best in everything we do.

03

**Collaboration** - We aim to foster a cooperative environment where ideas are shared and teamwork is encouraged.

## Key milestones and achievements

Over the years, our journey has been marked by several key milestones and achievements that have propelled us forward.

We have grown from a small team into a leading IT service provider and software company, delivering groundbreaking software solutions and unparalleled digital marketing strategies.

***But we're just getting started.***

With boldness and the confidence to take on any challenge, Cliff-Edge Network is poised to continue dominating the industry and empowering businesses to reach new heights of success.



# CAMPANY VALUES

## Founding vision and mission

**Vision** - To remain one of the world's most trusted brand/business promoters. To keep adding value to businesses/brands by creating an online presence and consultancy services that allow a wider range of patronage to client's business needs and are always determined to build a lasting relationship with all of our clients and partners, to enable business growth.

**Mission** - Cliff-Edge Networks exists to give your growing business a unique, yet affordable online presence to assist you grow your business, enabling you to achieve the desired patronage from clients around the globe



# Our Approach

## Unique selling proposition (USP)

At Cliff-Edge Network, we don't just deliver IT solutions - we redefine the game.

Our Unique Selling Proposition (USP) is simple: we are the masters of innovation, driven by an unwavering commitment to excellence and a relentless pursuit of success.

We don't settle for the ordinary; we always strive for more, pushing the boundaries of what's possible in technology.



### CUSTOMER FOCUS:

We put our clients' needs at the forefront of everything we do, ensuring their success is ours.

### FUTURE FORWARD:

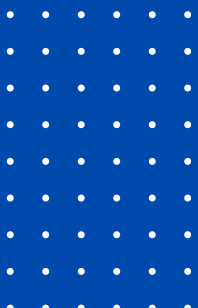
Like explorers charting new territories, we anticipate trends and stay ahead of the curve to deliver the most cutting-edge solutions.

### OPERATING EXCELLENCE:

We strive for excellence in every aspect of our operations, from our services to the relationships we build.

### INVENT AND INNOVATE:

We have a passion for creating and implementing new ideas, constantly seeking better ways to solve problems and add value for our clients.



# OUR SERVICES



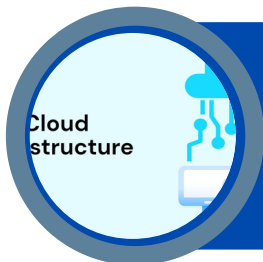
- Web App Development
- Mobile App Development
- Software Development
- Blockchain Products Development



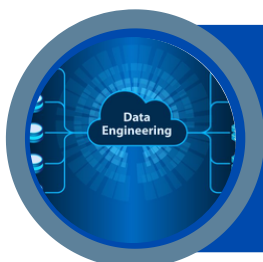
- Digital Marketing
- Brand Identity Building
- Product Designs
- Graphics Designs
- Social Media Optimization



- Automation & Integrations
- IoT Services
- Home Automation



- Cloud Hosting Services
- DevOps Engineering
- Big Data Solutions
- Cloud Data Engineering
- Data Monitoring & Maintenance

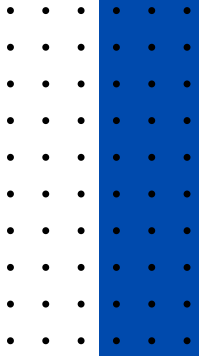


- Data Analysis
- Machine Learning
- Deep Learning
- Data Visualization
- Statistical Analysis
- A/B Testing



- Business DevOps
- IT Consulting Services
- Business Intelligence
- KPI Development





## INDUSTRY EXPERTISE:

### Emerging Technologies

#### *Cloud Computing:*

We harness the power of cloud computing to provide scalable and flexible IT solutions. Our services include cloud migration, infrastructure management, and cloud-native application development.

#### *IoT (Internet of Things):*

We connect devices and systems to create intelligent networks that improve efficiency and enable real-time monitoring and control. Our IoT solutions are tailored to various industries, including manufacturing, healthcare, and smart cities.

#### *Blockchain:*

We leverage blockchain technology to provide secure and transparent transaction solutions. Our expertise includes developing blockchain applications for finance, supply chain, and digital identity management.

### **Artificial Intelligence (AI):**

Our AI solutions empower businesses to automate processes, gain insights from data, and enhance customer experiences. We specialize in machine learning, natural language processing, and predictive analytics.

### **Big Data Analytics:**

We help organizations harness the power of big data to drive informed decisions. Our services include data warehousing, real-time analytics, and data visualization to uncover valuable insights and trends.

At Cliff-Edge Network, we pride ourselves on our ability to stay ahead of technological advancements and deliver innovative solutions that meet our client's evolving needs not only to address current challenges but also to prepare businesses for future opportunities.



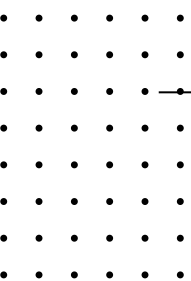
### **Industries served**

Our expertise is complemented by a deep understanding of the challenges and opportunities that businesses face in today's rapidly evolving digital landscape.

From optimizing operations to enhancing the customer experience, we have the tools and talent to help you succeed in any market, no matter how complex or competitive.

Our team has honed their skills across diverse sectors, from **fintech** to **edtech, real estate, blockchain, and cryptocurrency**.

Whether you're a fintech startup looking to disrupt the financial services industry or an established real estate firm seeking to leverage the power of technology, our team has the knowledge and experience to guide you every step of the way.

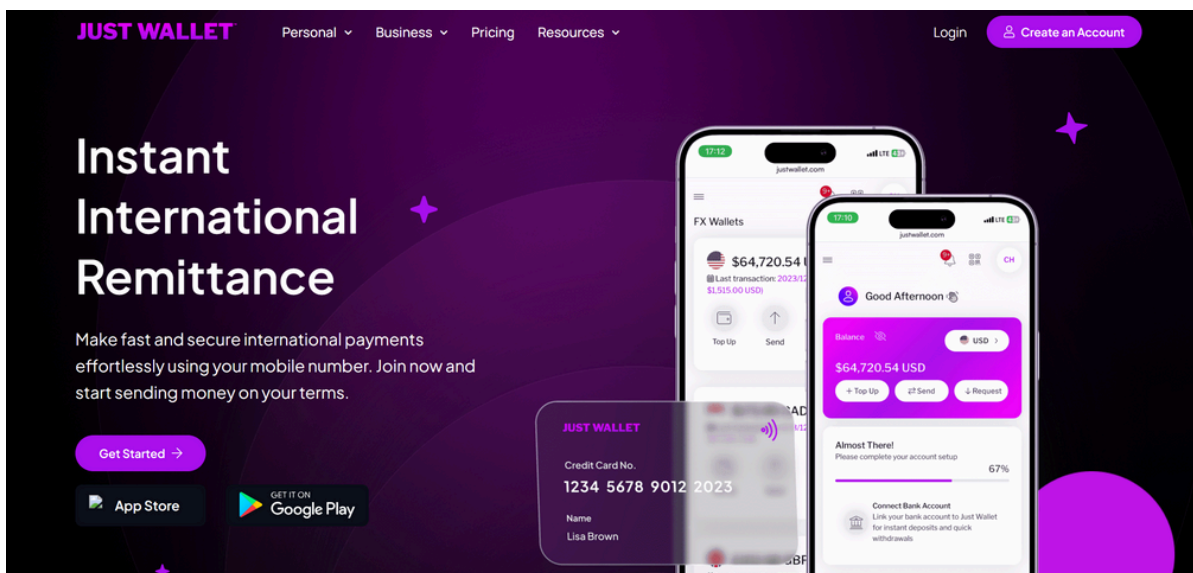


# PROJECT HIGHLIGHTS:

At Cliff-Edge Network, we take pride in our ability to deliver transformative solutions that drive success for our clients. Our case studies highlight the challenges we've faced, the innovative solutions we've implemented, and the remarkable outcomes we've achieved together.

Here's a closer look at some of our standout projects.

## JUST WALLET: REVOLUTIONIZING INTERNATIONAL REMITTANCE



### Project Overview:

Just Wallet is a fintech startup that aims to make international payments fast, secure, and accessible to everyone.

They envisioned a platform where users could send and receive funds globally using their mobile numbers. Cliff-Edge Network was tasked with turning this vision into a reality.

### **Challenges:**

The journey was not without its hurdles. The significant challenge was building a secure and user-friendly platform.

The fintech landscape is highly competitive, and they needed a solution that meets regulatory standards and provides a seamless user experience.

Additionally, they required robust security measures to protect sensitive financial data while maintaining speed was a critical concern.

### **Solutions Implemented:**

Our team at Cliff-Edge Network approached these challenges with a multi-faceted strategy.

We conducted comprehensive market research to understand user needs and preferences, which informed our design and development process.

We utilized blockchain encryption protocol and Web 3 technology to develop a state-of-the-art mobile and web application featuring a user-friendly interface.

We also ensured compliance with international financial regulations without compromising on efficiency.

### **Key Achievements and Outcomes:**

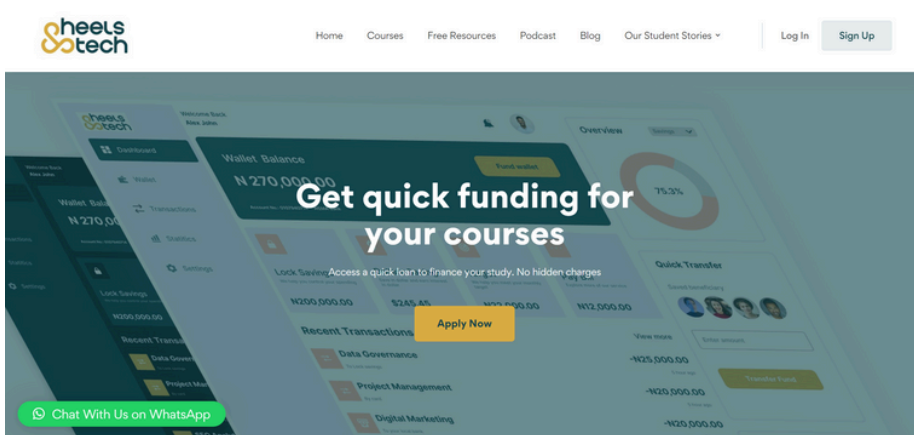
The results were impressive.

Just Wallet launched successfully, providing a fast, secure, and hassle-free way to send money internationally to individuals and businesses.

Within a few months, the platform had processed millions in transactions, with customer satisfaction ratings soaring.



## HEELS AND TECH: EMPOWERING WOMEN IN TECH WITH HT PAY



*Heels and Tech*, a women-focused Edtech company dedicated to training women in tech skills and courses,

identified a significant barrier for many women aspiring to enter the tech field: the cost of education.

To address this, they envisioned HT Pay, a platform that allows students and prospects to finance their courses seamlessly.

### Challenges:

Creating HT Pay presented several challenges.

We needed to design a user-friendly loan platform that integrates with their existing tech platform seamlessly.

A web app that required robust security measures to protect sensitive data while also being in line with regulatory standards.

Ensuring we achieved all these required meticulous planning and execution.

### Solutions Implemented

By leveraging our expertise in integration and agile development methodology, we iterated quickly based on user feedback.

We developed a secure, intuitive loan application process that enabled quick approvals and transparent terms.

We ensured the platform complied with all relevant financial regulations, safeguarding users and the company while providing a smooth user experience.

All these resulted in a product that truly resonates with the target audience.

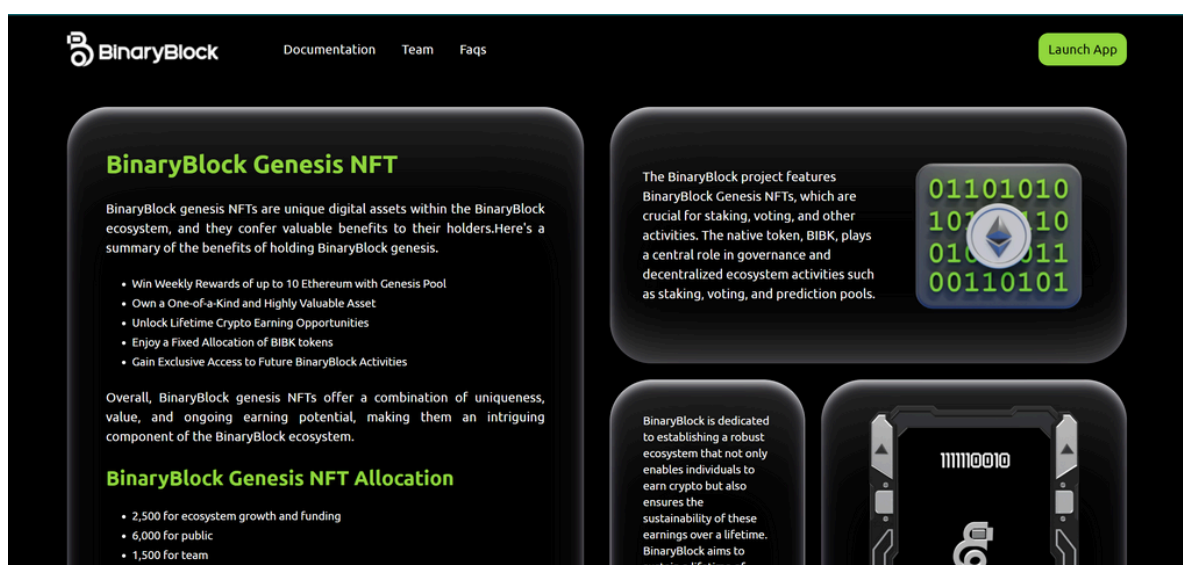
## Key Achievements and Outcomes:

HT Pay launched successfully, revolutionizing the way women access tech education.

Within the first six months, hundreds of women utilized the platform to fund their courses, significantly increasing enrollment rates.

HT Pay provided financial support and empowered women to pursue their dreams in the tech industry without financial constraints.

## BINARYBLOCK: REVOLUTIONIZING THE NFT ECOSYSTEM



## Project Overview:

BinaryBlock is a cutting-edge blockchain project that aims to revolutionize the NFT ecosystem.

The project features BinaryBlock Genesis NFTs, which are crucial for staking, voting, and other activities.

The native token, BIBK, plays a central role in governance and decentralized ecosystem activities such as staking, voting, and prediction pools.

### **The Challenges:**

Developing a decentralized ecosystem that seamlessly integrates NFTs and a native token posed significant challenges.

We needed to ensure the security and scalability of the platform while providing an intuitive user experience.

Additionally, aligning the tokenomics to incentivize user participation and maintain ecosystem stability requires expertise.

### **Solutions Implemented:**

Our team at Cliff-Edge Network designed and developed a robust, secure platform for BinaryBlock.

We implemented advanced blockchain technologies to ensure the security and scalability of the ecosystem.

Our user-friendly interface made it easy for participants to engage in staking, voting, and other activities.

### **Key Achievements and Outcomes:**

The launch of BinaryBlock was a resounding success.

The platform quickly gained traction, with users actively participating in staking, voting, and prediction pools using the BinaryBlock Genesis NFTs.

The native token, BIBK, became central to the ecosystem's governance, ensuring decentralized decision-making and engagement.

This project demonstrated our technical prowess and highlighted our ability to drive user adoption and participation in a decentralized platform.

**At Cliff-Edge Network, we are proud of the impact we make through our work. Every project is an opportunity to push boundaries, overcome challenges, and achieve remarkable outcomes.**

**Join us as we continue to redefine the standards of excellence in the IT solutions industry.**

# MANAGEMENT TEAM

At Cliff-Edge Networks, our management team comprises a diverse group of seasoned professionals with extensive industry experience.

Each member brings unique skills, insights, and a shared commitment to driving our organization toward its strategic goals.

We are made up over 2



**Ezekiel Cliffy .E**  
Products Lead



**Alex Ayobami Alli**  
Full-Stack



**Adaeze Onourah**  
Marketing



**Jude Ufuoma .O**  
Software Engineer



**Ehi Nelson Ughele**  
Devops Engineer



**Godspower Egbetamah**  
Blockchain/Web 3 Lead





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