**Framework**

Bootstrap

* Pros
  + Rapid prototyping; standardized platform
  + Consistent UI
  + Good documentation
  + Lots of free professional themes, templates, and plugins
* Cons
  + Little flexibility for design changes

Foundation

* Pros
  + Very well documented; popular
  + Simpler to customize design
* Cons
  + Less complete features (in comparison to bootstrap); not pre-built

Django (Framework/Server)

* Pros
  + Runs on Python (vs. PHP); more writable and readable
  + Clear MVC (Model/View/Control (View))
  + Simpler project structure (is more declarative; more understanding of what’s going on)
  + django-bootstrap-toolkit
* Cons
  + Speed as complexity increases

**Server**

MySQL (Separate Database Server)

* Pros
  + Can set up an application quickly
  + Application and database not fighting for same server resources (CPU, Memory, I/O, etc)
  + Easier to scale specific components– whichever server needs to increase capacity
* Cons
  + Performance issues if servers are geographically distant from each other / bandwidth is too low

**Graphics**

Fonts: Google Web Fonts- 500+ free web fonts online

Infographics/Data Visualization: Infogr.am (standard; large functionality); Google Charts (free)

**SMS**

Twilio

* Track every message
* SMS Concatenation
* Can handle concurrent message requests (message queuing)
* Can set price limit
* $0.01 to send to India

Plivo

* SMS = $0.0025 for India
* Unicode Support
* Long SMS Concatenation
* Two-way SMS (not needed)
* Delivery Reports
* SMS Text Message Logs

Clickatell

* Initial investment $12
* 1 credit = 1 message = $0.016 for India for < 10000 messages