



PLATFORM
API based





A History of 8 Years in Development

Eight years of continuous development and improvement



Functionalities Built in:

- Proximity
- CMS
- Groups
- Formats
- Notifications
- Microsites
- API Reporting
- Digital Prizes
- Whatsapp Integration
- POS Integration
- .CVS Reporting
- BI Reporting
- Mastercard Integration
- Check-in/out Clock
- Bi-directional Formats
- AI Formats
- Off-line



First tests with companies to put proximity technologies and digital instructions into use through a CMS, in the same way they begin with formats



The platform is stressed with high volumes of users and data and we add e-commerce functionalities



The platform is consolidated in Sales, Supervision and Loyalty Plans with large volumes of data and users. There is growth in a pandemic, the purchase of Quaker by Shell is experienced



The Hovup platform is renamed as FO after a JV agreement with Kio Networks, it is enabled as a Multi-client platform and functionalities of bi-directional, intelligent formats and integration with Mastercard are added. And we expanded to the Dominican Republic



Pandemics

2015

2016

2017

2018

2019

2020

2021

2022

2023



Hovup is founded, a company focused on digital and proximity marketing designed for the entrepreneur



Hovup's identity is changed to the current one and we begin implementations of payment methods, artificial intelligence and Business Intelligence



Loyalty project begins integrating all the previously built functionalities and real-time monitoring of data coming from formats in the field is tested



Functionalities continue to be added to the platform and smart formats. The BIP platform for points of sale begins



With all the experience and what we have built in these last 7 years, we seek to bring the FO solution, hand in hand with Kio Networks, to SMEs and Medium Enterprises, as well as continue with large corporations.





Exposure of Our Backend Through API Services

API services to get functionality on the customer-owned front-end:



Web

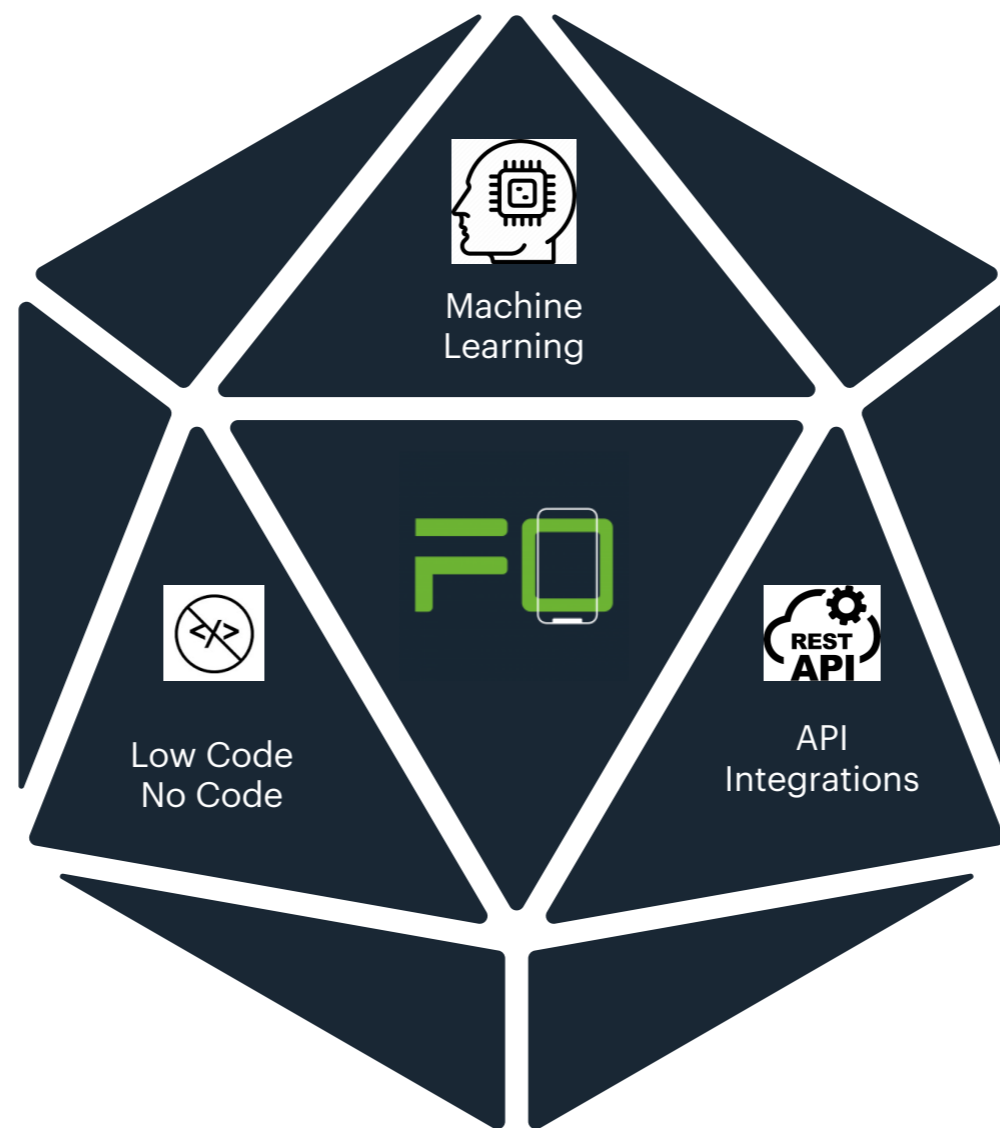


Apple

On boarding, Enrollment or KYC

Redentions

CMS



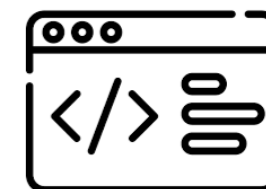
Loyalty Points

Forms

Products or Services



Android



Front-end Source Code



What is PERN?

Technologies already consolidated in the world of programming



P PostgreSQL

E EXPRESS JS

R REACT JS

N NODE JS



PostgreSQL is a relational database that is reliable and secure. This makes it ideal for storing data that must be related to each other, such as customer data, product data, and order data.



Express JS is a forgiving web framework (Cross-Browser Compatible), written in JavaScript and hosted within the NodeJS runtime. The module explains some of the key benefits of this framework, how to configure your development environment and how to perform common tasks in web development and publishing.



React.js is used to make web pages and works with virtual DOM elements, while on the other hand React Native uses native Android and iOS UI elements to create applications for both platforms.



Node JS is an open-source, cross-platform, runtime environment that allows developers to create all kinds of server-side tools and applications in JavaScript.



What Companies Use PERN?

Technologies already consolidated in the world of programming



P PostgreSQL

E EXPRESS JS

R REACT JS

N NODE JS

PostgreSQL

express

React

node JS

Fuente: Bard de Google





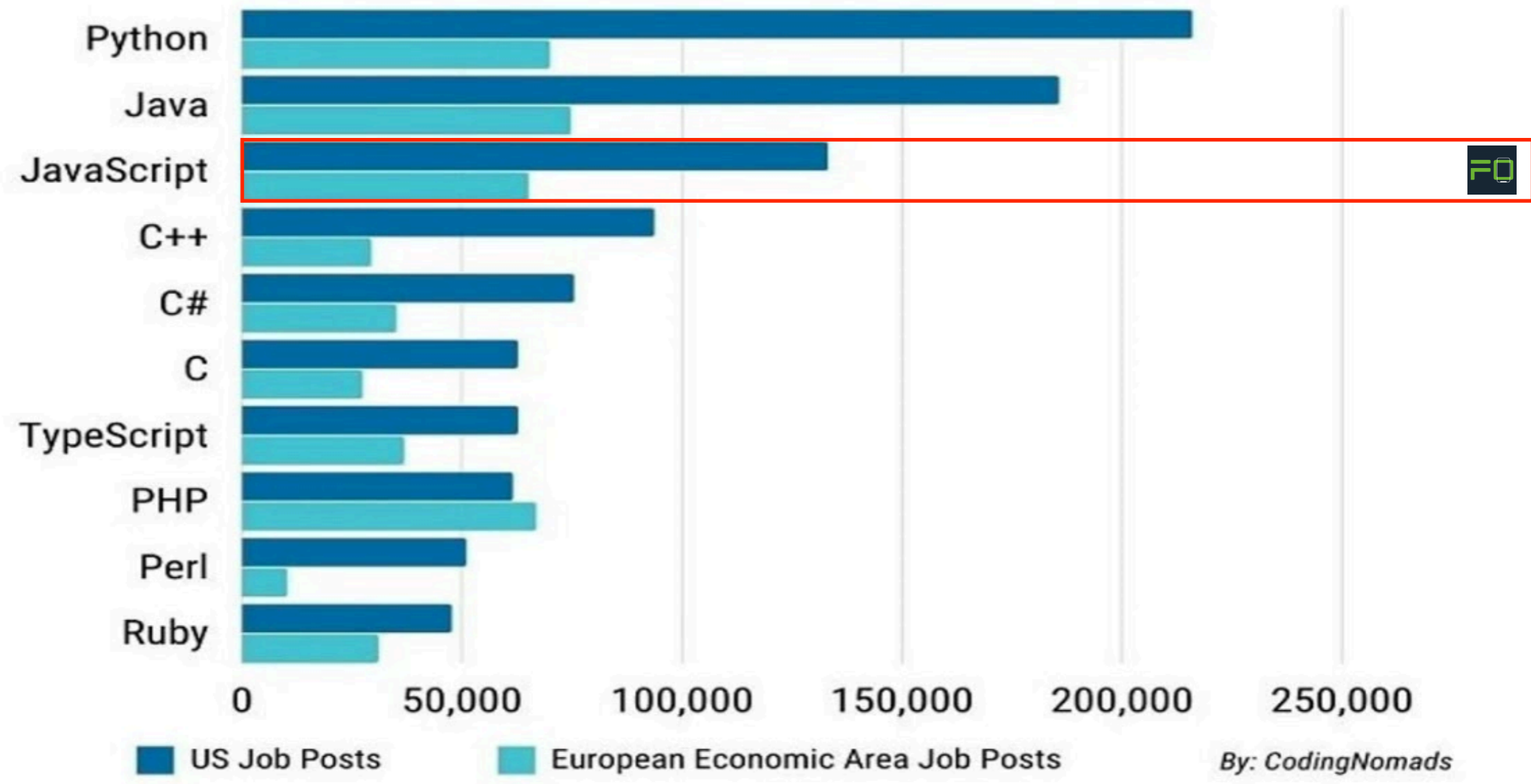
Most used languages in the world

Versatility in the use of programmers through commits



Most in-demand programming languages of 2022

Based on LinkedIn job postings in the USA & Europe



Source: Bard de Google





22 - End Points

Address	Membership	Quiz
Answer	Membership Levels	Segment
Batchcard	Membership User	STP Balance
CLABE	Notification	User
Custom Fields	Oxxo Pay	
File	Prizes	
Group	Question	
Invite	Quiz User Log	
Login	Quiz User	

Login/Refresh

1

User

Global to the USER

Address	Notification	Quiz User Log
Invite	Oxxo Pay	STP Balance
Stripe Subscription	Stripe Pay	CLABE

M

Segment

LOCAL to the SEGMENT PER USER



Batchcard	Membership	Quiz User
Group	Membership Levels	File
Prizes	Membership User	
	Quiz	Custom Fields
Question	Answer	Answer



FO Logic Endpoint Organization

<https://sandbox-api.foplatform.com/api-docs/#/>



Segment	
Database	
Required	User ID
Required	Nombre
Optional	Image

Membership	
Entity Config	
Required	Segment
Required	Nombre
Optional	pre-
Optional	Image

Membership Level	
Entity Level	
Required	Membership
Required	Nombre
Required	Type (Boolean)
Required	Number_Level
Optional	Image
Optional	Membership

Custom Fields	
Custom Fields	
Required	Membership
Required	Name
Required	Type (Array)
Required	Required
Required	Render
Optional	Position
Optional	tag_level
Optional	tooltip

Membership User	
Entity Element	
Required	Segment ID
Required	Membership
Required	Membership
Required	User ID
Required	Name
Required	CLABE (Boolean)
User ID	Alias
User ID	email
User ID	Mobile
Optional	Image
Optional	Last Name
Optional	Gender
Optional	Birthday
Optional	refer_to
Opt u Req	Custom Fields

Object		Person	
Optional	Alias	Required	Alias
Optional	Email	Required	Email
Optional	Mobile	Required	Mobile



Genera una V-Card

- (Hidden)
- (Required)
- (Optional)
- Solo si aplica





- Home
- Databases
- Entity Configuration
- Entity Levels
- Custom Fields
- Entity Elements
- Sign Out

Custom Fields

PTI TKM
PTI TKM
Select a Entity

Create Custom Field +

Custom Field Name	Field Type	Status	Required	Visible	
¿Qué tipo de Entidad Fiscal eres?	dropdown	Active ✓	Active ✓	Active ✓	
¿Estás dado de alta bajo el RESICO?	dropdown	Active ✓	Active ✓	Active ✓	
¿Quieres agregarte como perceptor de PTI's?	dropdown	Active ✓	Active ✓	Active ✓	
¿Cuanto percibes anualmente, incluyendo salarios e intereses?	number	Active ✓	Active ✓	Active ✓	
¿Confirmamos como TKM Technology registrará tus pagos de IVA e ISR?	dropdown	Active ✓	Active ✓	Active ✓	
Identificación Oficial Persona Física con Actividad Empresarial	url	Active ✓	Active ✓	Active ✓	
Razón Social / Nombre registrado fiscalmente	text	Active ✓	Active ✓	Active ✓	
Dirección Fiscal	text	Active ✓	Active ✓	Active ✓	
Constancia de Situación Fiscal	url	Active ✓	Active ✓	Active ✓	

FO Platform helps you to build your platform logic and data requirements through the use of a Dashboard



Our Infrastructure Plans

All needs covered!



1



Free

For experimentation and testing

\$0 USD

/month

- Up to 3 Database Segments
- Up to 1,000 API calls per month
- Connect your LLM`s API Keys (Compatible with OpenAI, Anthropic and Gemini)
- Access to a Sandbox environment with a Web Dashboard
- 2 API Endpoints on Sandbox for your configuration
- 1 AI Agent Web based talking to 1 Entity Element
- Support by email only

Choose Free

2



Easy to Digest

For small teams or companies

\$99 USD

/month

- Cloud Based Unlimited Database Segments
- Unlimited API calls a month but charge a 10% of LLM
- Token usage, rates apply to each LLM provider current price
- Connect your LLM`s API Keys (Compatible with OpenAI, Anthropic and Gemini)
- Access to both Sandbox and a Live Environment with a customizable Web Dashboard
- 2 Configuration API Endpoints in Sandbox and 2 on the Live Environment
- Web Dashboards by FO templates (1 or 2 Levels Navigation), quote separately
- AI Agents by FO templates (Mobile or Web based), quote separately
- Support by email, phone or chat

Choose Easy to Digest

3



Eight of Hearts

For medium or large enterprises

\$299 USD

/month

- Cloud Based Unlimited Database Segments
- Unlimited API calls a month but charge a 5% of LLM
- Token usage, rates apply to each LLM provider current price
- Connect your LLM`s API Keys (Compatible with OpenAI, Anthropic and Gemini)
- Access to both Sandbox and a Live Environment with customizable Web Dashboard
- 2 API Endpoints in Sandbox and 2 on the Live environment for your configuration
- Web and Mobile Dashboards by FO templates or design (1 or 2 Levels Navigation), quote separately
- AI Agents by design (Mobile or Web based), quote separately
- Support by email, phone, chat or zoom sessions

Choose Eight of Hearts

4



The Crown Jewel

For government or large enterprises

Call us



- Taylor Made. Dedicated FO Platform Installation (Cloud or On Premise, agnostic to infrastructure provider) only controlled by FO with the root password
- Unlimited API calls a month but charge a 5% of LLM
- Token usage, rates apply to each LLM provider current price
- Connect your LLM`s API Keys (Compatible with OpenAI, Anthropic and Gemini)
- Access to unlimited Sandboxes and unlimited Live Environments with a customizable Web Dashboard
- Unlimited API Endpoints in both Sandboxes and Live environments for you own configuration
- Web and Mobile Dashboards by FO templates or design (1 or 2 Levels Navigation), quote separately
- AI Agents by design (Mobile or Web based), quote separately
- Support by email, chat, phone or zoom sessions

Contact Sales





FO Implementation Process for Paid Plans

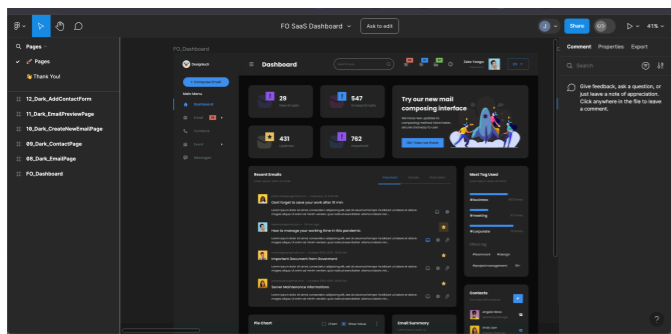
1 - 2 - 3 / Done!



1

Graphic Prototype, UX Definition and FO Mapping - "Mobile First".

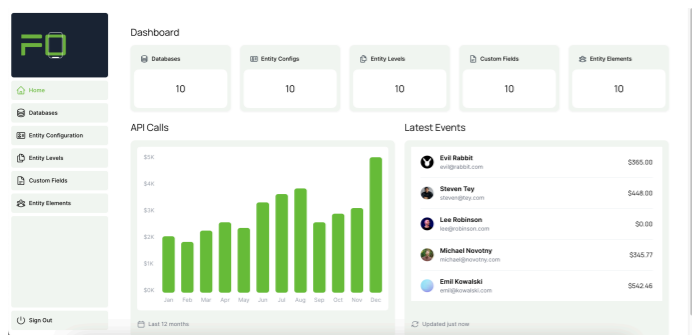
We deliver a FIGMA Prototype to show you the final mobile outcome and user experience



We assign a product manager to map data requirements with FO endpoints and define the middle-end programming with back-end integration



We map all the required data into our FO Dashboard and create your backend environment, we will know all middle-end needs.



1 to 3 Months

16'ks to 48k's

2

Dashboards and Middle-end Implementation

We use existing frameworks, platforms and AI capabilities to convert front-end requirements into code.

NEXT.JS

builder.io



We implement 1 Level or 2 Levels navigation dashboard prototypes for web navigation. And Landing Pages.



Finally in the implementation stage we code all middle-end requirements to match business rules and mathematical algorithms



3 to 6 weeks

4,8k's to 9,6k's

3

Testing, Staging and Production Phase

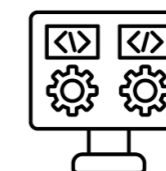
We have been working in a sandbox environment available to you at <https://api.sandbox.foplatform.com>



We do all kind of testing before launching to production in an assigned domain.



And, finally, depending on the plan and infrastructure that you define we take your project to production,



4 to 6 hours

2 k's



Gracias

<https://foplatform.com>