



PLATFORM
API based





A History of 8 Years in Development

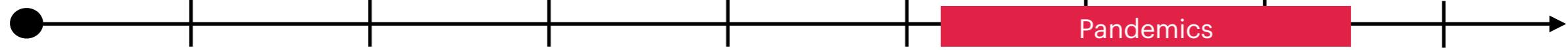
Eight years of continuous development and improvement



Functionalities Built in:



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



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

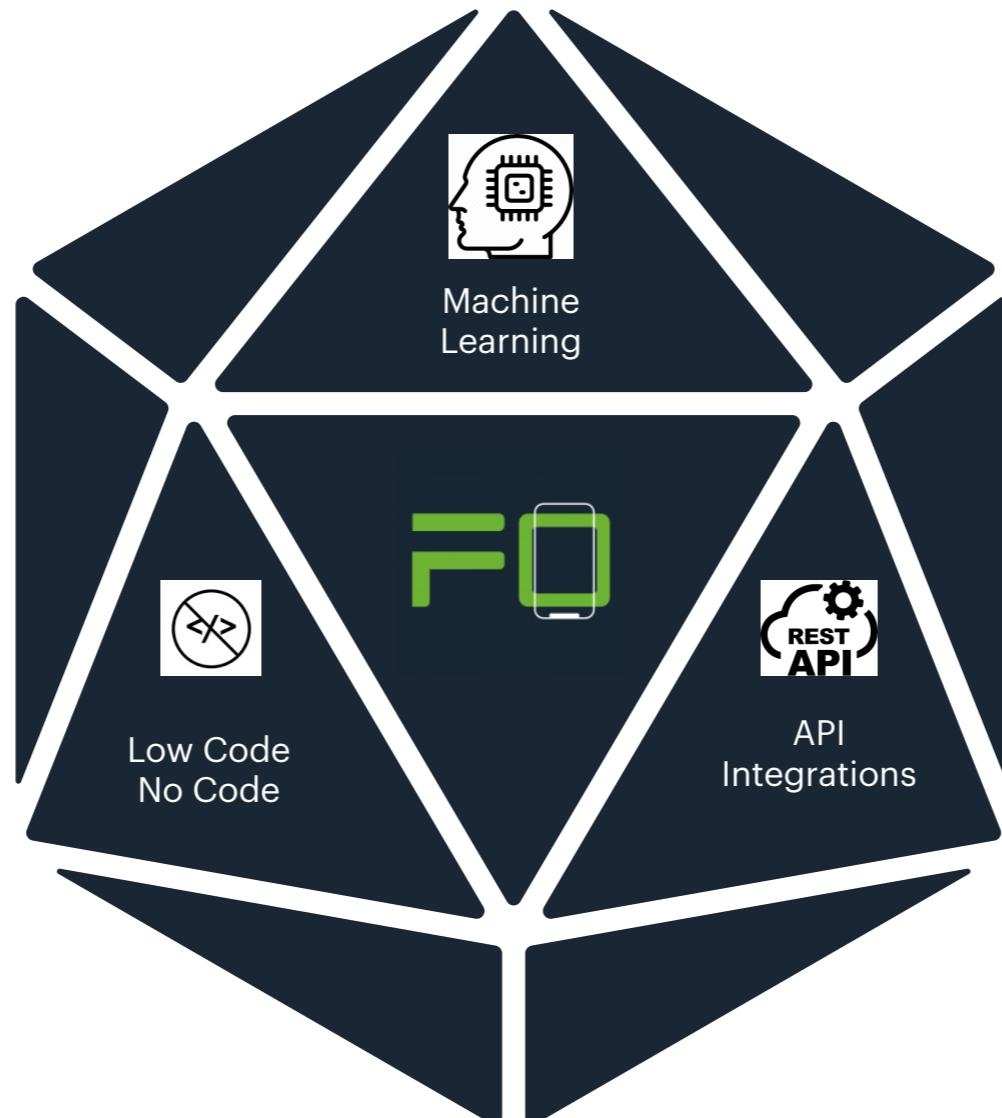
On boarding, Enrollment or KYC

iOS

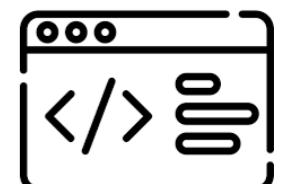
Apple

Redentions

CMS



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



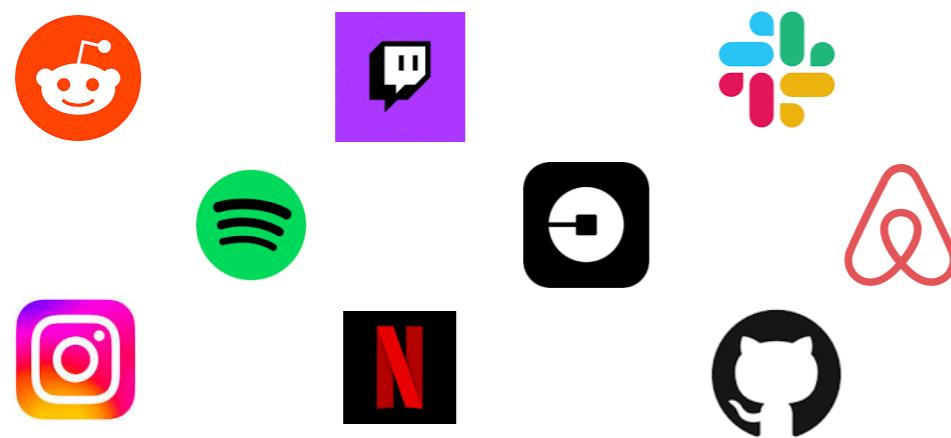
P PostgreSQL

E EXPRESS JS

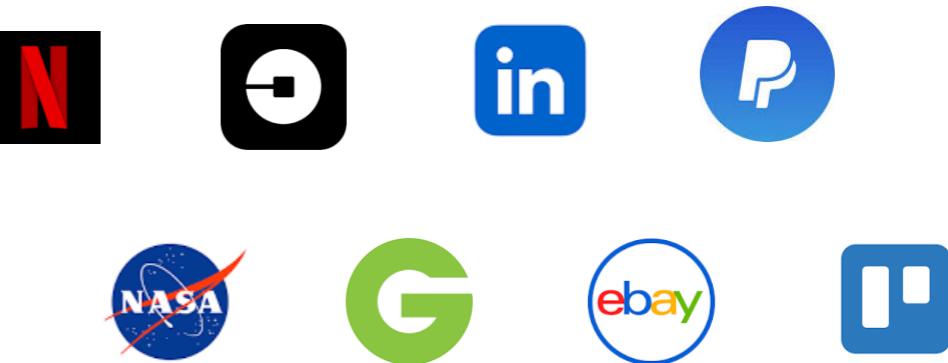
R REACT JS

N NODE JS

PostgreSQL



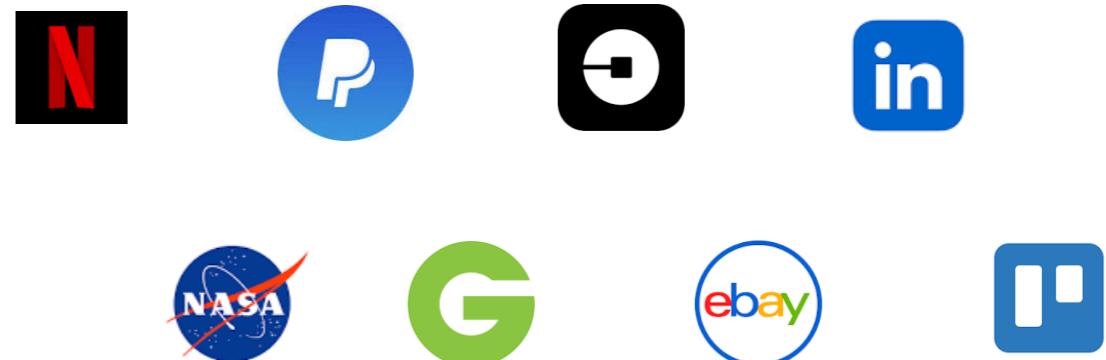
express



React



node.js



Fuente: Bard de Google



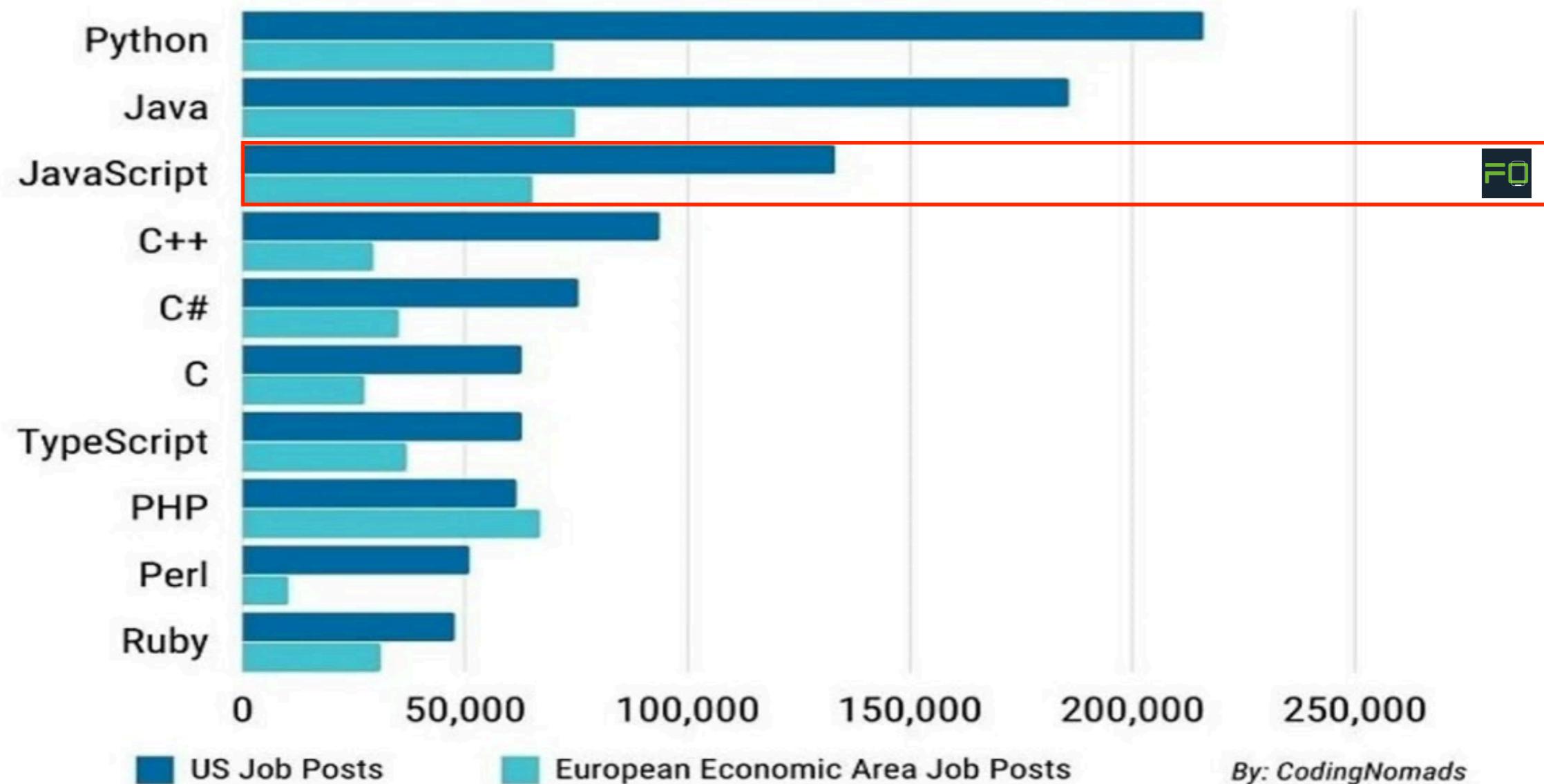
Most used languages in the world

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



Architecture

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



24 - End Points

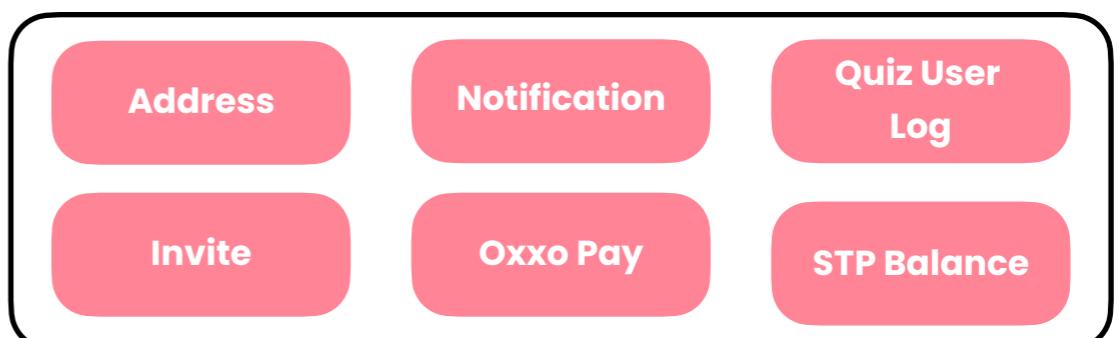
Address	Multimedia	Segment
Answer	Notification	Section
Batchcard	Oxxo Pay	Store
Container	Prizes	STP Balance
Department	Product	User
Group	Question	File
Invite	Quiz User Log	
Login	Quiz User	
Membership	Quiz	

Login

1

User

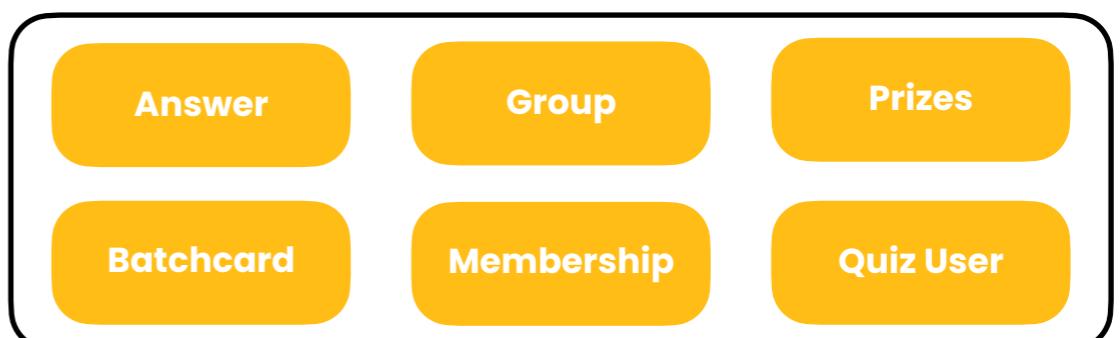
Global to the USER



M

Segment

LOCAL to the SEGMENT PER USER



1

Container

1

Store

M

Section

M

Department

M

Multimedia

M

File

M

Quiz

M

Question



Our Infrastructure Plans

All needs covered!



1

Try our technology and capabilities, model your project or MVP for free



Free

Entregable	Descripción
Base de Datos	1 Segment
Volume of Use	1,000 API Calls/Month
Environment	Sandbox
Dashboard	FO
API Endpoints	2 in Sandbox
1 Level Navigation Dashboard	Not included
2 Level Navigation Dashboard	Not included
UX FIGMA Web Design	Call Us
UX FIGMA Mobile by Design	Call Us

2

Cloud-based and thought to be for small projects



Easy
to Digest

Entregable	Descripción
Base de Datos	3 Segments
Volume of Use	5,000 API Calls / Month
Environment	Production
Dashboard	FO
API Endpoints	2 per Database in Production 2 in sandbox
1 Level Navigation Dashboard	Call Us
2 Level Navigation Dashboard	Call Us
UX FIGMA Web Design	Call Us
UX FIGMA Mobile by Design	Call Us

3

Cloud-based and thought to be for medium projects



Eight
of Hearts

Entregable	Descripción
Base de Datos	Dedicated DB
Volume of Use	Unlimited
Environment	Production
Dashboard	FO
API Endpoints	2 per Database in production 2 in sand box
1 Level Navigation Dashboard	Call Us
2 Level Navigation Dashboard	Call Us
UX FIGMA Web Design	Call Us
UX FIGMA Mobile by Design	Call Us

4

Our dedicated solution for large projects, in-house projects or governmental



The Crown
Jewel

Entregable	Descripción
Base de Datos	Dedicated DB
Volume of Use	Unlimited
Environment	Production
Dashboard	FO
API Endpoints	2 per Database in production 2 in sand box
1 Level Navigation Dashboard	Optional
2 Level Navigation Dashboard	Optional
UX FIGMA Web Design	Optional
UX FIGMA Mobile by Design	Optional



FO Implementation Process for Paid Plans

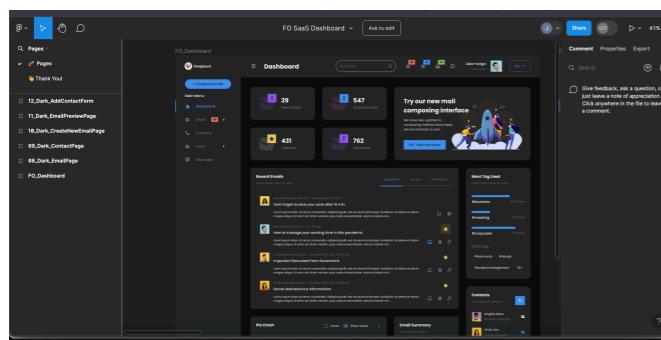
1 - 2 - 3 / Done!



1

Graphic Prototype, UX Definition and FO Mapping – “Mobile First”.

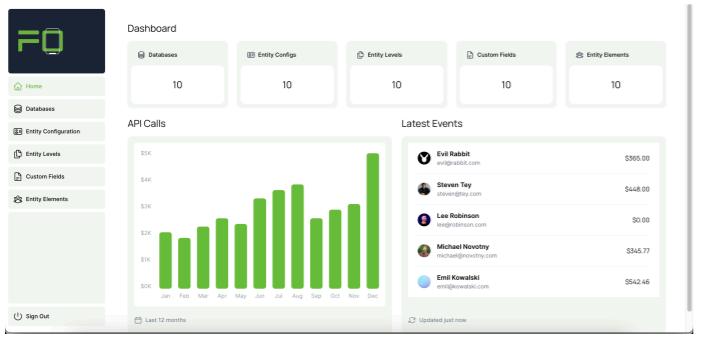
We deliver a FIGMA Prototype to show you the final mobile outcome and user experience



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

3 to 6 weeks

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

4 to 6 hours

2 k's

2

Dashboards and Middle-end Implementation

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



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



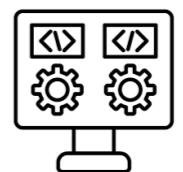
Finally in the implementation stage we code all middle-end requirements to match business rules and mathematical algorithms



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,





Gracias

<https://foplatform.com>