



PLATFORM
API based





A History of 8 Years in Development

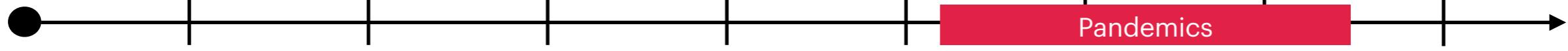
Eight years of continuous development and improvement



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

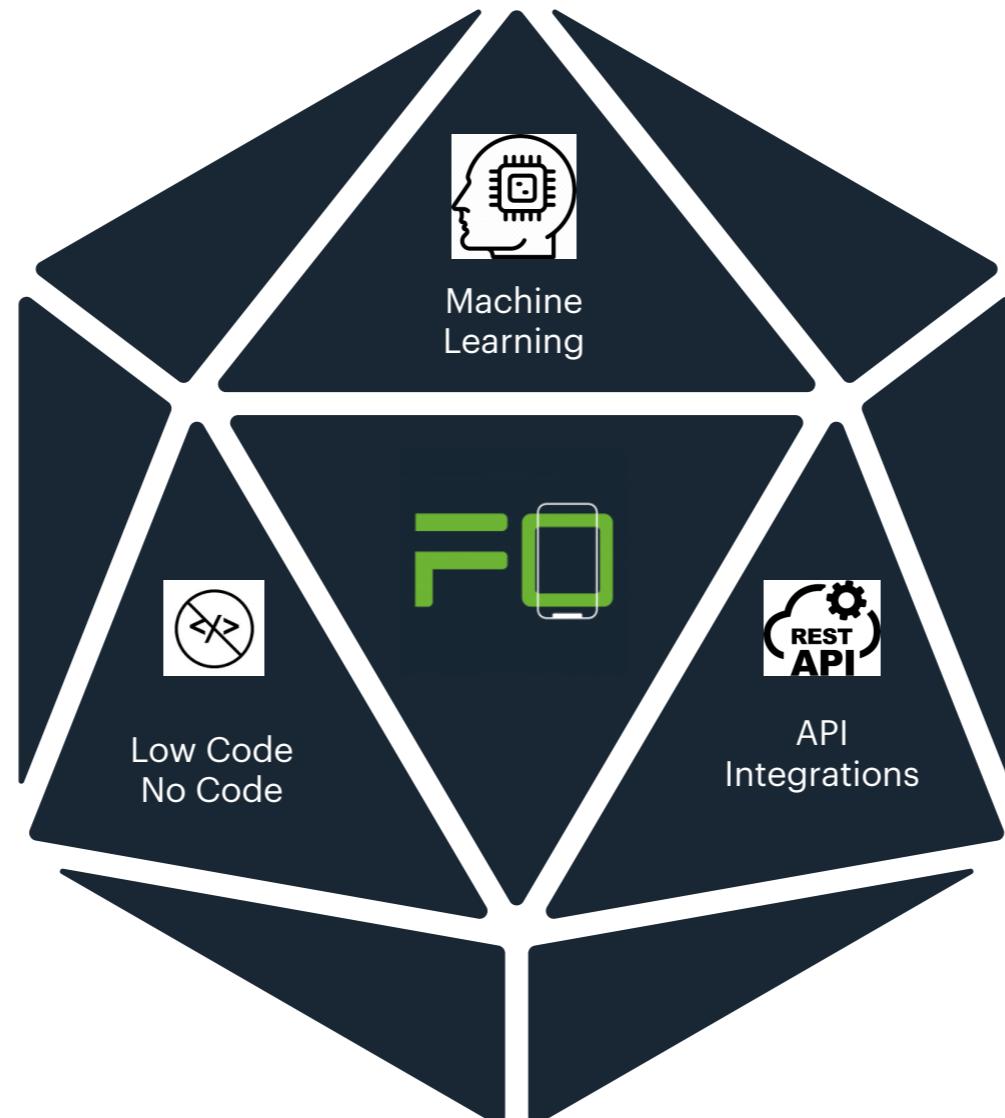
On boarding, Enrollment or KYC

iOS

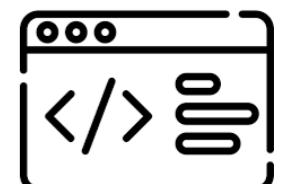
Apple

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



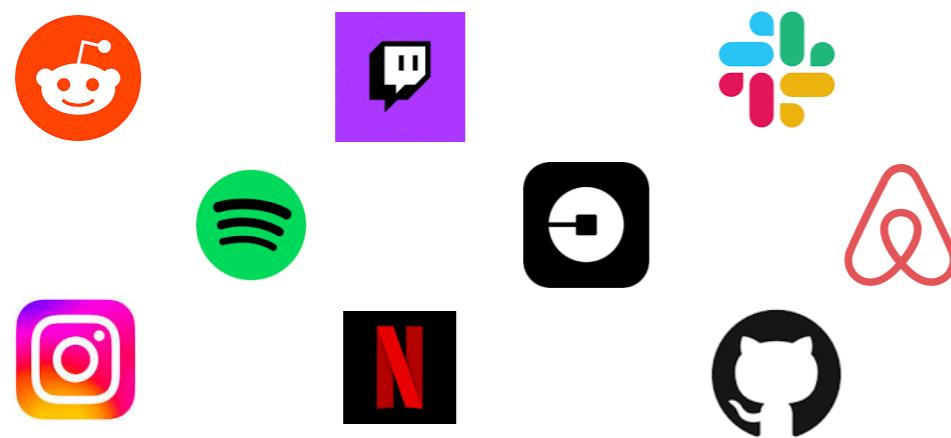
P PostgreSQL

E EXPRESS JS

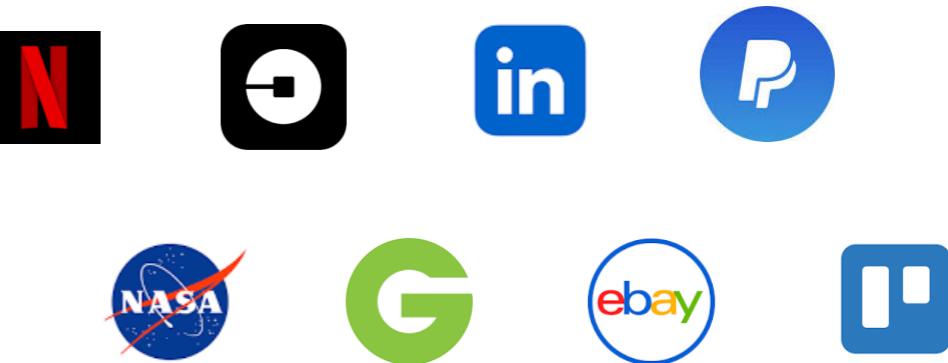
R REACT JS

N NODE JS

PostgreSQL



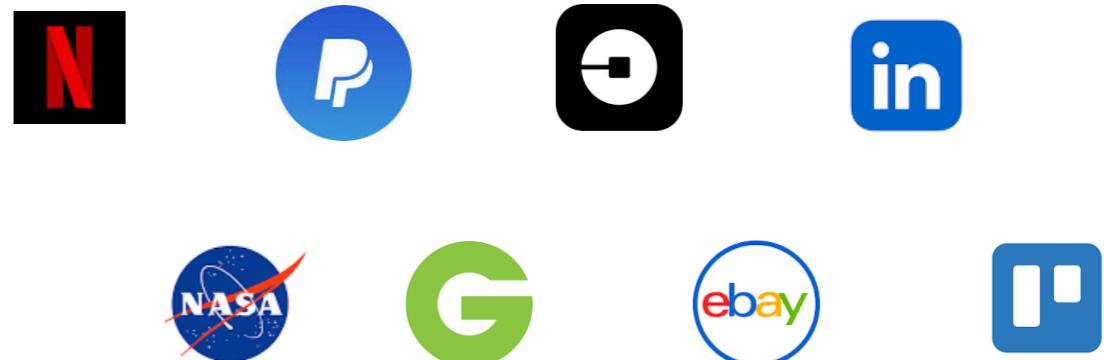
express



React



node.js

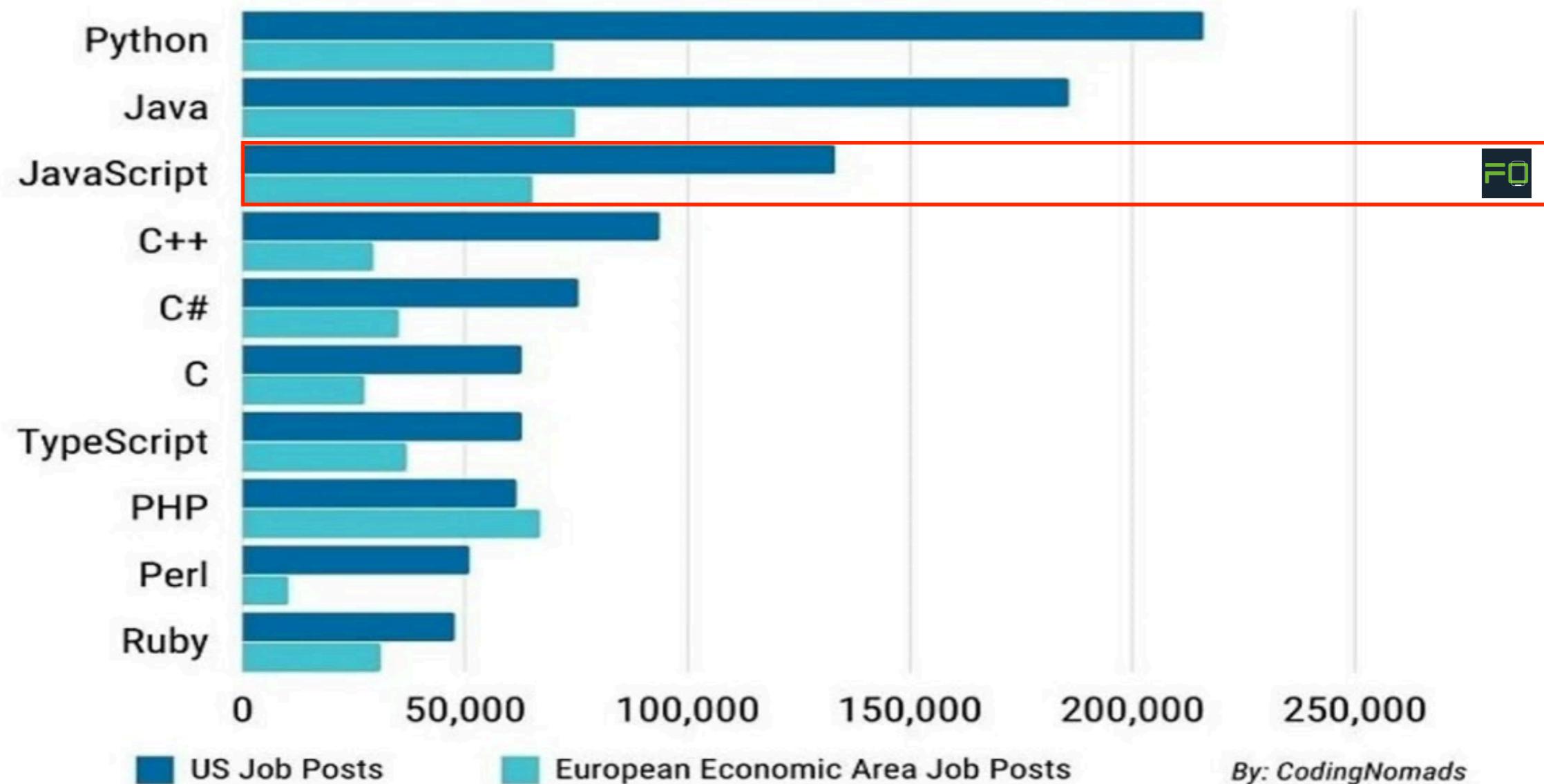


Fuente: Bard de Google



Most in-demand programming languages of 2022

Based on LinkedIn job postings in the USA & Europe



Source: Bard de Google

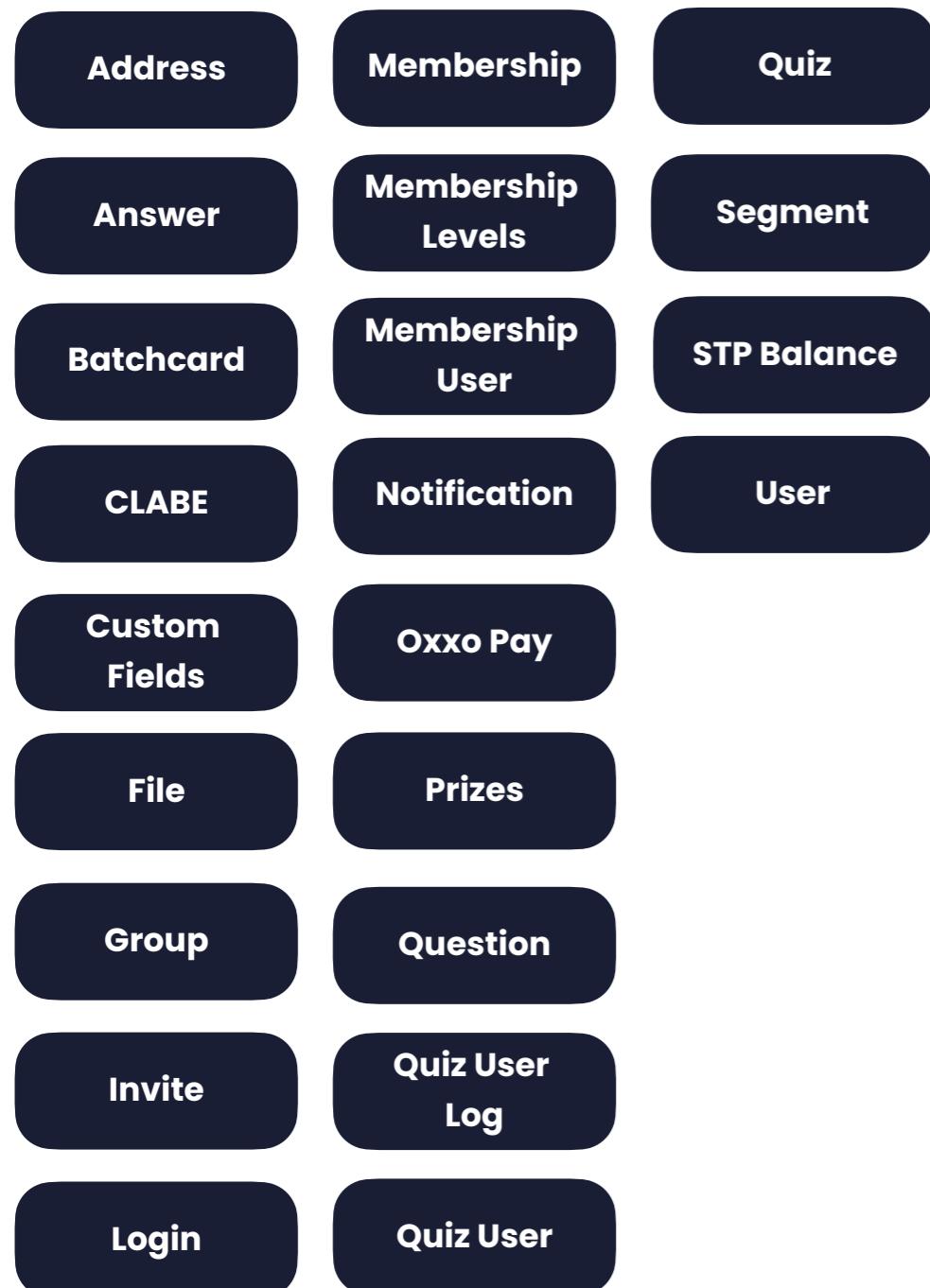


Architecture

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



22 - End Points

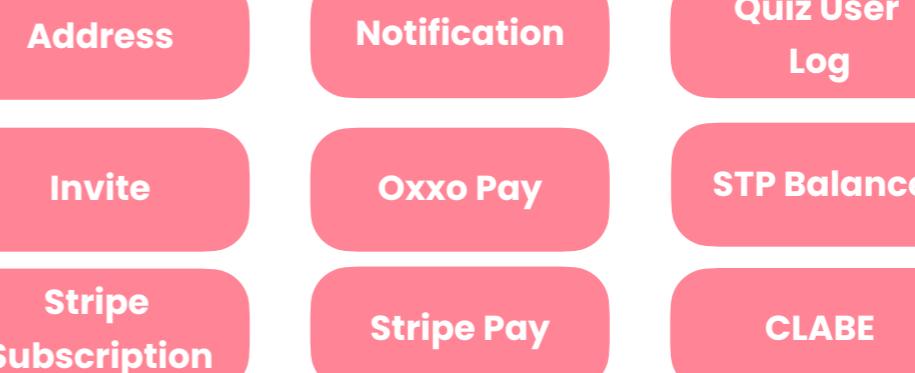


Login/
Refresh

1

User

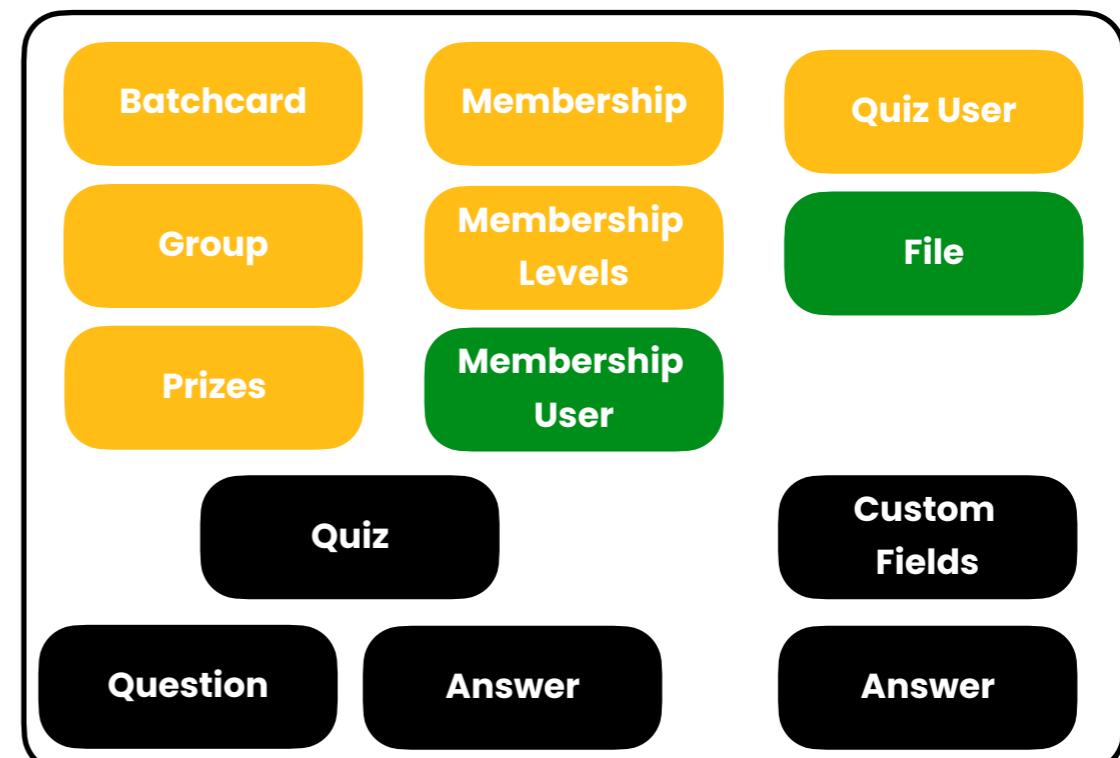
Global to the USER



M

Segment

LOCAL to the SEGMENT
PER USER





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 |
| Optional | Email |
| Required | Email |
| Optional | Mobile |
| Required | Mobile |



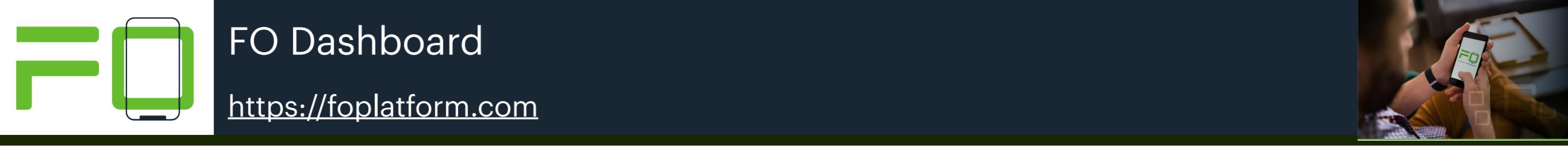
Genera una V-Card

(Hidden)

(Required)

(Optional)

Solo si aplica



Custom Fields

PTI TKM PTI TKM Select a Entity Search custom fields... 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 ✓ | |
| ¿Confirmanos 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



2



3



4



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

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

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 a 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

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

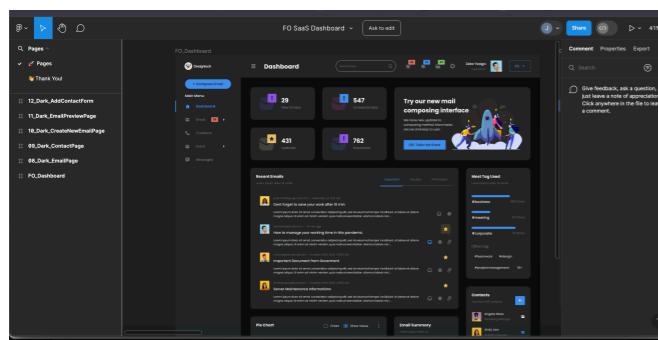
1 - 2 - 3 / Done!



1

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

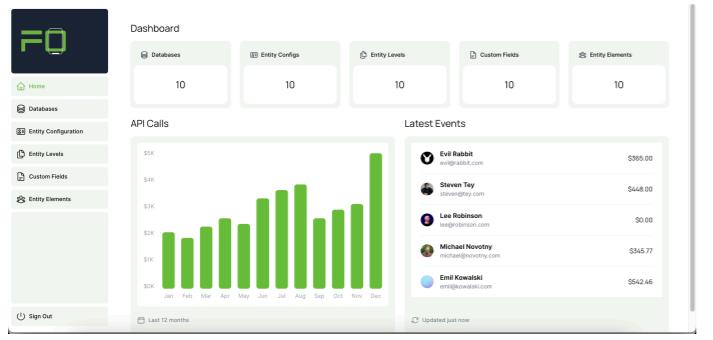
We deliver a FIGMA Prototype to show you the final mobile outcome and user experience



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

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.



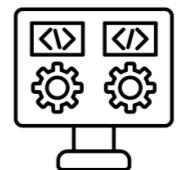
Finally in the implementation stage we code all middle-end requirements to match business rules and mathematical algorithms



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,



3

Testing, Staging and Production Phase

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





Gracias

<https://foplatform.com>