F0 | PLATFORM
API based

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

Timeline: 2015 — 2016 — 2017 — [2018] — 2019 — 2020 — 2021 — 2022 — 2023

Pandemics (2021–2022)

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.

Web
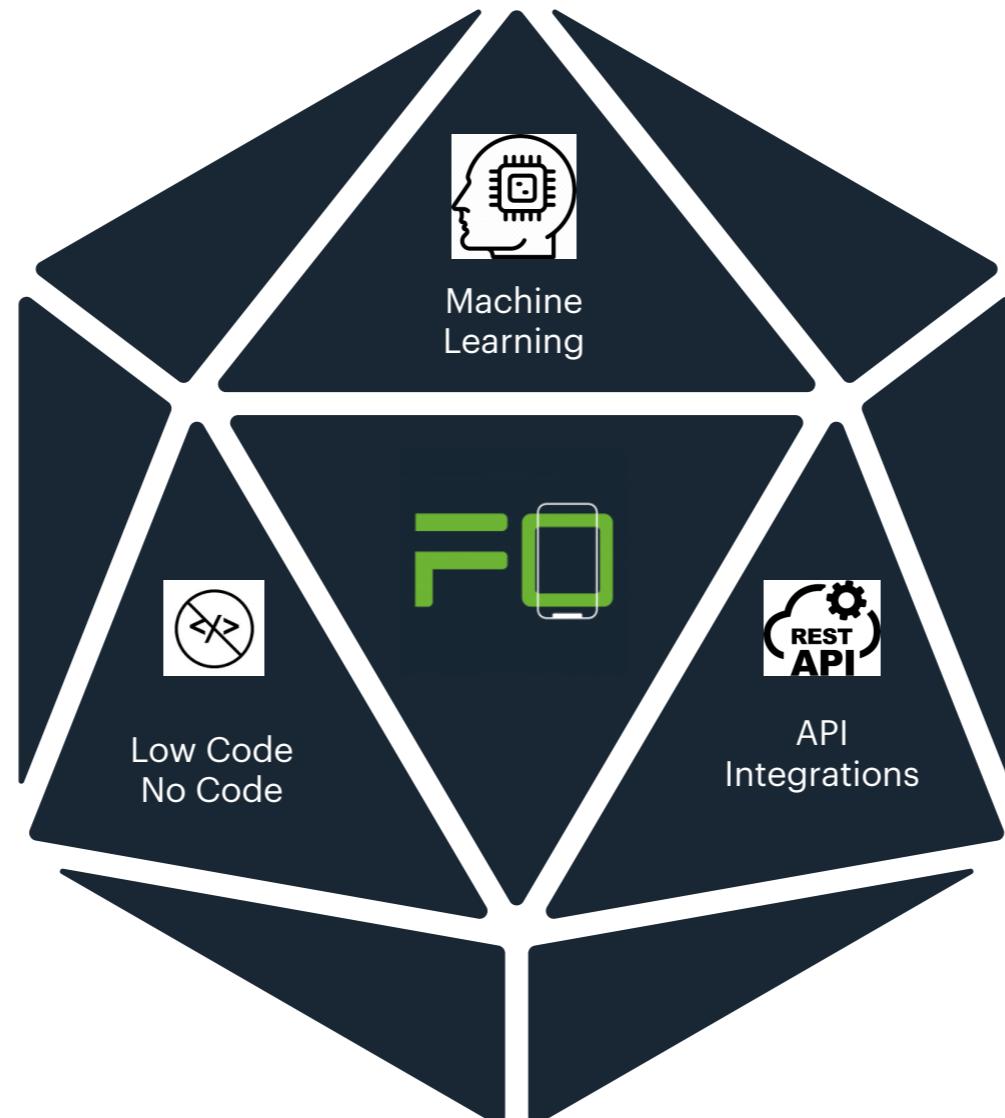
Apple

On boarding, Enrollment or KYC
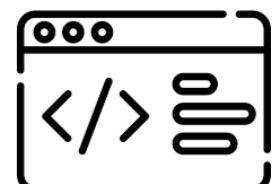
Redentions

CMS

Machine Learning

Low Code No Code

REST API

API Integrations

Loyalty Points

Forms

Android

Products or Services

Front-end Source Code

hovup

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.

P PostgreSQL   **E** EXPRESS JS   **R** REACT JS   **N** NODE JS

Fuente: Bard de Google
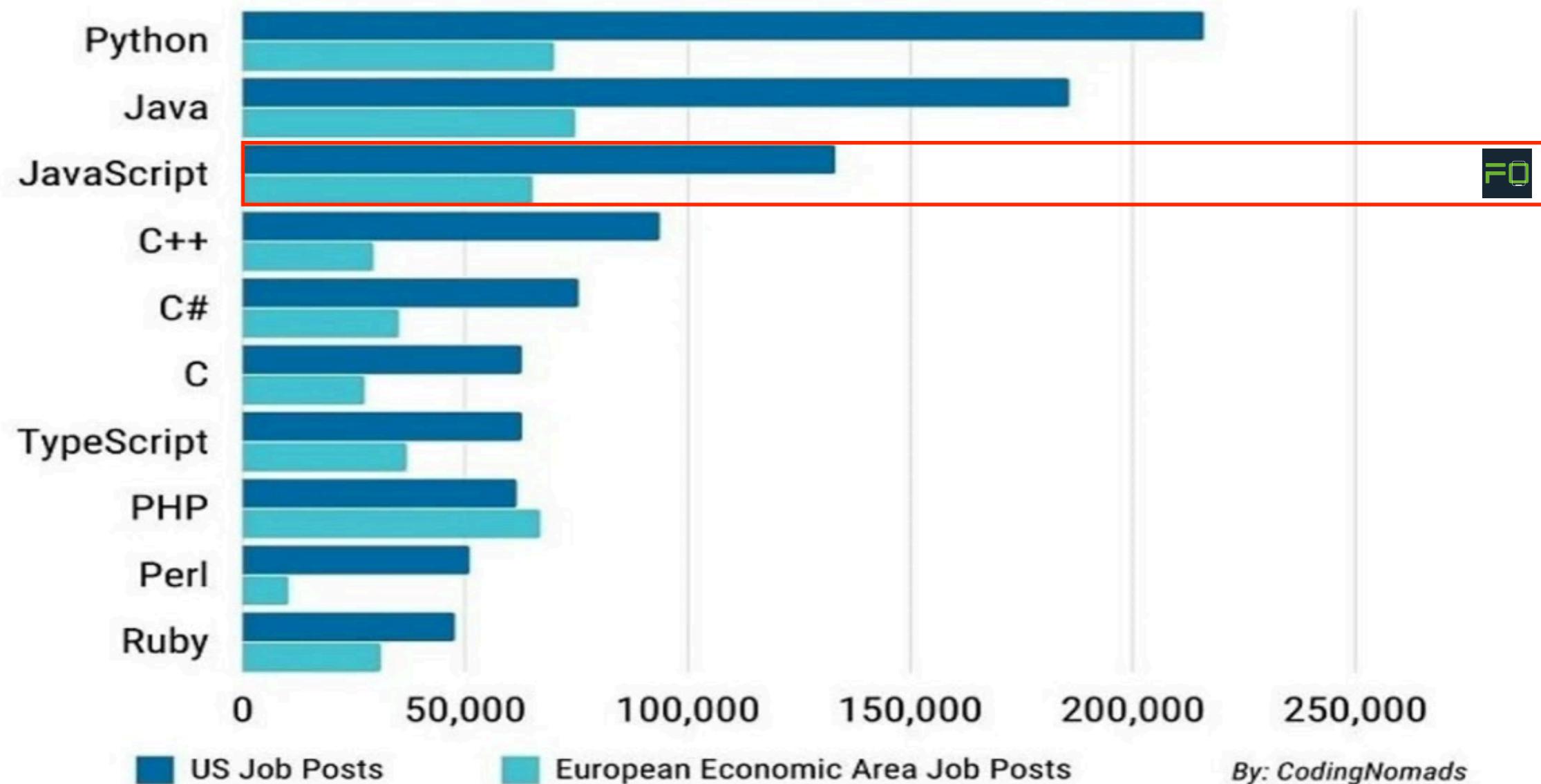
Most in-demand programming languages of 2022

Based on LinkedIn job postings in the USA & Europe

Language	
Python	
Java	
JavaScript	
C++	
C#	
C	
TypeScript	
PHP	
Perl	
Ruby	

0   50,000   100,000   150,000   200,000   250,000

■ US Job Posts   ■ European Economic Area Job Posts

By: CodingNomads

Source: Bard de Google
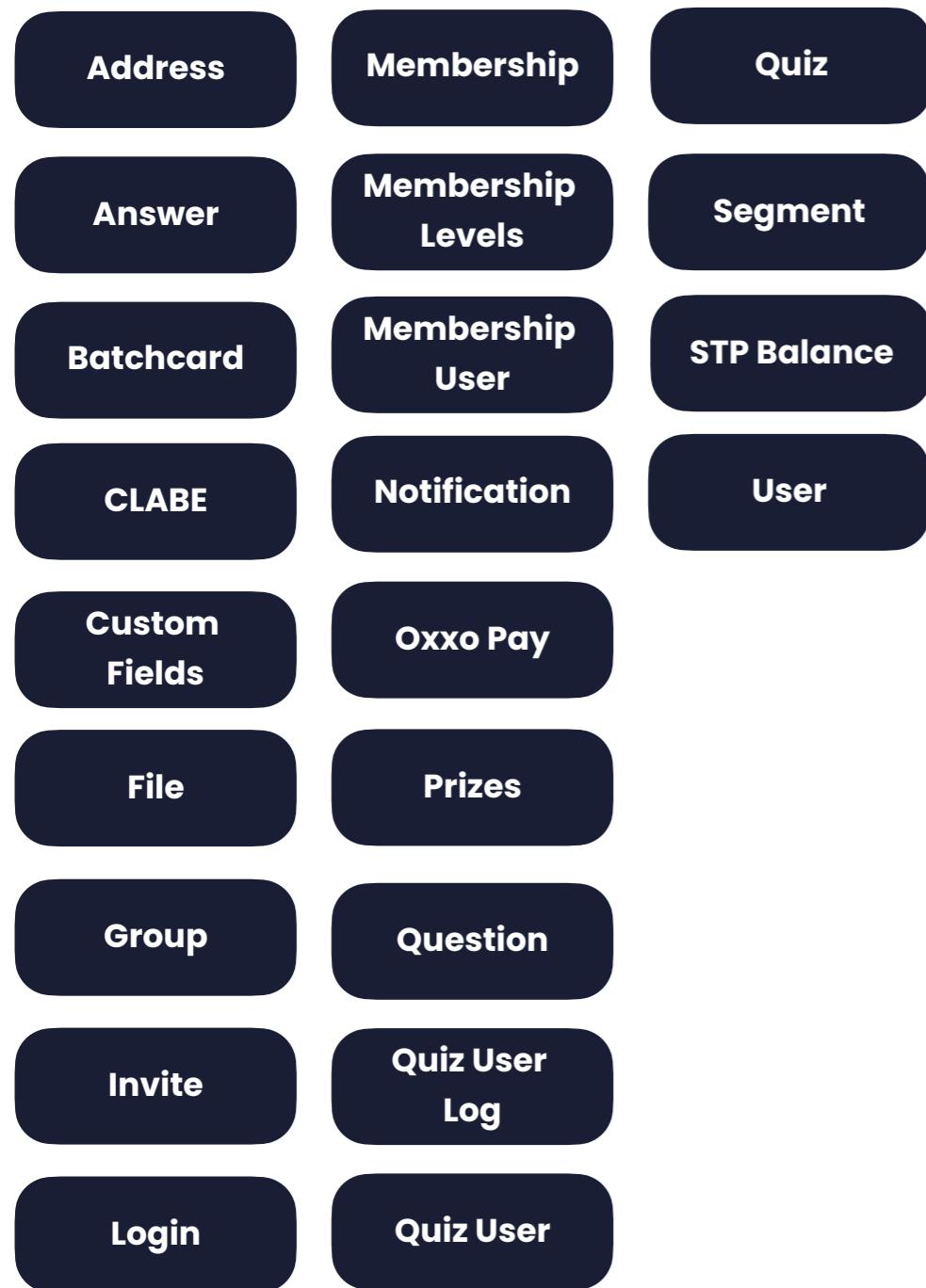
Architecture

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	
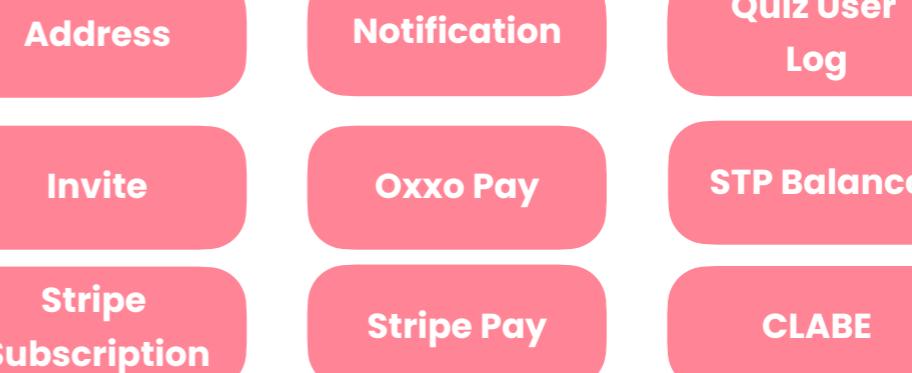
Login/ Refresh

1 **User** — Global to the USER

Address	Notification	Quiz User Log
Invite	Oxxo Pay	STP Balance
Stripe Subscription	Stripe Pay	CLABE
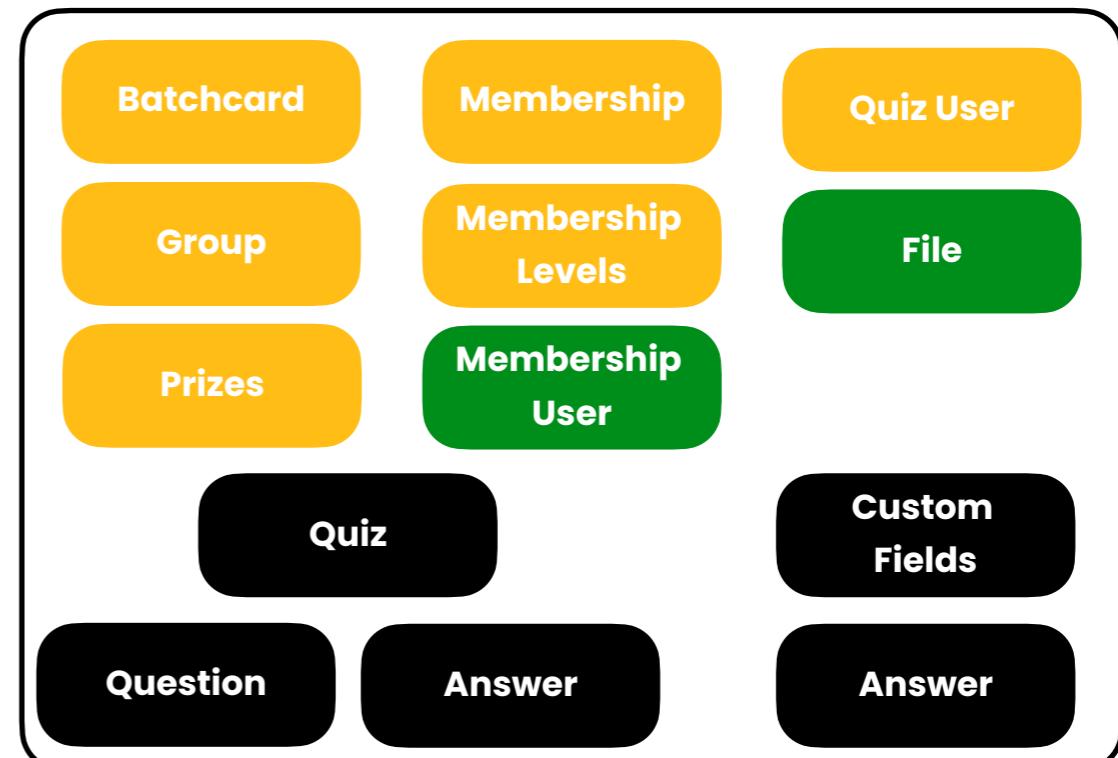
M **Segment** — LOCAL to the SEGMENT PER USER

Batchcard	Membership	Quiz User
Group	Membership Levels	File
Prizes	Membership User	

Quiz		Custom Fields
Question	Answer	Answer

hovup®

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

Optional	Alias
Optional	Email
Optional	Mobile

Person

Required	Alias
Required	Email
Required	Mobile

0123 4567 8901 2345
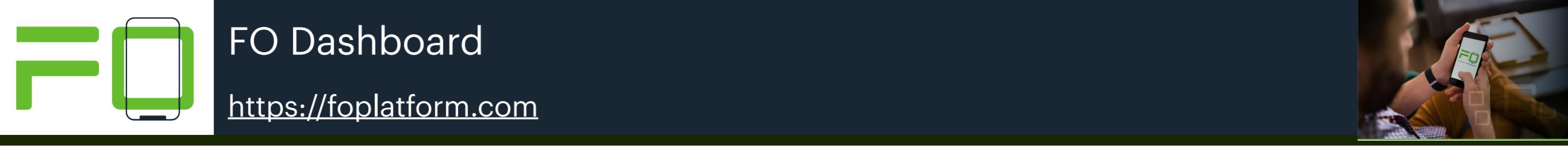
Genera una V-Card

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

hovup®

FO Dashboard

https://foplatform.com

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 ✓	✏️	🗑️

Sidebar
- 🏠 Home
- 🗄️ Databases
- 📇 Entity Configuration
- 📄 Entity Levels
- 📄 Custom Fields
- 👥 Entity Elements
- ⏻ Sign Out

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

hovup®

Our Infrastructure Plans

All needs covered!

1

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

2

Cloud-based and thought to be for small projects

3

Cloud-based and thought to be for medium projects

4

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

Free

Easy to Digest

Eight of Hearts

The Crown Jewel

Price	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

Price	99 USD / Month
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 Prodution 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

Price	199 USD / Month
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

Price	Call Us
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

hovup®
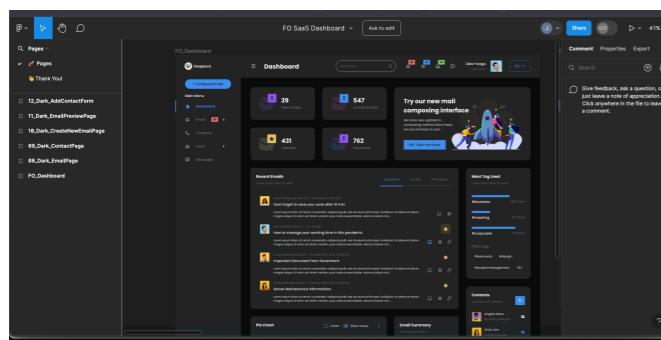
1

## Graphic Prototype, UX Definition and FO Mapping - "Mobile First"·
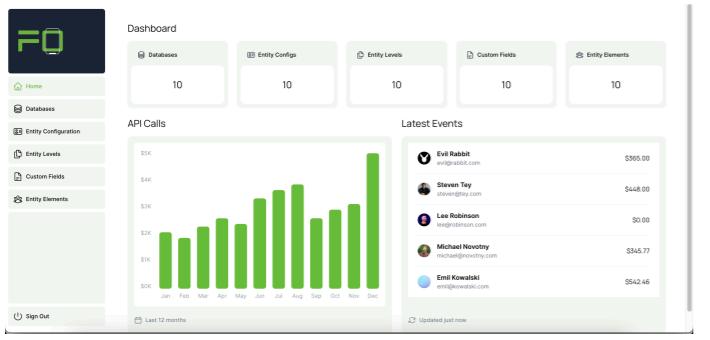
We deliver a FIGMA Prototype to show you the final mobile outcome and user experience

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.

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**

GitHub · **GitHub Copilot**

We implement 1 Level or 2 Levels navigation dashboard prototypes for web navigation. And Landing Pages.
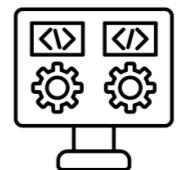
Finally in the implementation stage we code all middle-end requirements to match business rules and mathematical algorithms

3

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,

| 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 |

hovup®

Gracias

https://foplatform.com