



# Go4it

Making Business €@\$¥

## Corporate Presentation

2022

# Go4it

## Some of Our Clients and Partners

- **100% Mexican company**
- **+8 years** in the market
- **+100 years of experience** between partners & associates
- **Multidisciplinary / specialized** team
- **AAA clients** with banking regulation
- Wide experience in sectors:
  - **Technological**
  - **Data Science / Geomatics**
  - **Financial (Banking & Insurance)**
  - **Real Estate**



# Purpose

**Improve life** with innovative technology-based solutions

# Mission

To be an **innovation** hub where we develop **scalable and meaningful solutions**.

# Vision

To be recognized as an **integral, innovative and value-generating** (to clients-society, collaborators & shareholders)



# Our Values

## ✓ **Commitement**

I fulfill my obligations in the agreed time and manner, "I honor my word."

## ✓ **Quality**

My work meets or exceeds expectations

## ✓ **Honesty**

I am transparent, authentic and act with integrity.

## ✓ **Innovation**

I take on the challenges and approach the opportunities in a different and unrestricted way.

## ✓ **Passion**

I'm excited about who I am and what I do.

## ✓ **Respect**

I foster an environment of understanding and respect.

## ✓ **Empathy**

I connect with others, "I put myself in their shoes."

# Value Proposal

We focus our value proposal on clients, helping to **transform *the business*** through the **evolution of commercial, operational and technological models.**

Through our knowledge, experience and strategic alliances in public and private sectors, we help companies ***to design and implement*** appropriate ***innovation strategies.***

Our knowledge and experience in these disciplines, as well as our close interaction with the client, make our consulting practice a differentiator.

We create **alliances with top companies** to complement and strengthen our value offer in sectors that are outside our areas of specialization.



# Some Solutions



API's self-service ecosystem

<https://api4it.com>



## Geospatial Intelligence

Automated Valuation Models (AVM), GPS & address validation, georeferenced information related to risks, socioeconomic, demographics & more.

<https://brainbow.mx>\*

<https://portalinmobiliario.api4it.com/v1/tumarca>



## Insurance Digital Channel

Platform to sell home & pet insurance 100% online, from quotation to buying & emission.

<https://invaia.com>\*

<https://tumarca.api4it.com>

<https://freedaseguro.com>



## Digital Messaging

Multichannel communication for alerts, two factor authentication, one time password, document submission, promotions, etc.

Whatsapp, SMS, Email, ChatBots

<https://abbla.mx>



## OnBoarding & Origination

OnBoarding, self-service, digital file, payment simulations, credit calculator, bureau inquiries & until origination.

<https://in2it.mx>

\*White label architecture platforms (multi-company & multi-product)



APIs ecosystem oriented to digitalize and enable online processes, adding value and functionality under a fast integration and high security scheme.



**FAST INTEGRATION**



**SECURITY**



**FLEXIBILITY**



**SELF-SERVICE**



**MULTI  
PLATAFORM**



**HIGH  
AVAILABILITY**



**INDIVIDUALIZACIÓN  
DE SERVICIOS**



**ONLINE  
PAYMENT**



We incorporate artificial intelligence and machine learning models to the real estate market.

With our Automated Valuation Models, estimate the commercial value of real estate in real time.

Obtain in seconds:



**COMERCIAL  
VALUE**



**LAND  
VALUE**



**SOCIOECONOMIC  
LEVELS**



**DESTRUCTIBLE  
VALUE**



**SUGGESTED  
RENT**



**RENT  
VALUE**



**MARKET &  
ZONE**



**RISK  
INDICATOR**



# MÁS QUE UNA OPINIÓN DE VALOR – [BRAINBOW.MX](https://brainbow.mx)

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## Property values commercial / destructible

**Brainbow** Folio: 59C1BEOC-4138-4EBF-09E1-CBA8CD32D029 Fecha y Hora: 23/03/2022 16:03 Hrs.

**Departamento en Condominio** Valor Comercial **\$3,398,895**

Zempoala No.584 , Col.Letrán Valle, CP.03650, Benito Juárez, Ciudad De México

Valor Destructible **\$3,398,895** Valor Destructible m2 **\$39,987**

Para la Suma Asegurada de \$3,500,000 la Prima Recomendada es **\$3,484** Renta Mensual Recomendada **\$14,162**

Clase de inmueble: N/D, Antigüedad del inmueble: 22 años, Superficie habitable/vendible: 85 m2, Superficie de terreno: 0 m2, Estado de conservación: Bueno

Experiencia de zona: **MEDIA: Tenemos suficiente información como para darte un valor confiable.**

Geolocalización y Fachada Principal

Obtener Liberación Google, Consulta Reporte Digital

**nvaia** Pauta Publicitaria

Asegura tu casa, departamento o mascota en línea, en minutos y a un excelente precio. Estima el valor del inmueble con nuestros modelos de inteligencia artificial y selecciona la suma asegurada.

M. Lunes a Viernes 9:00-6:00pm T. +52 (55) 4440 7086 [www.nvaia.com](https://www.nvaia.com)

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## Area-zone composition

**Brainbow** Composición de la Zona y servicios a 2km de distancia

**A 1km**

- Servicios de Conveniencia: 6.6%
- Entretención: 9.7%
- Educación: 3.7%
- Alimentación: 25.5%
- Empleo: 46.3%

**A 2km**

- Servicios de Conveniencia: 5.6%
- Entretención: 9.7%
- Servicios Financieros: 4%
- Alimentación: 27.8%
- Empleo: 44.6%

**B** Puntaje de desarrollo es B lo que indica que tienes algunos servicios cercanos

**A** Puntaje de desarrollo es A lo que indica que tienes todos los servicios cercanos

Servicios a 2km de distancia:

- Empleo:** Profesional, Técnico
- Alimentación:** Supermercados, Restaurantes y bares
- Educación:** Preescolar, Básica, Superior, Educación técnica
- Servicios Financieros:** Cajeros, Sucursales
- Entretención:** Cines y teatros, Gimnasios, Barberías, estéticas, spa...
- Servicios Médicos:** Clínicas y hospitales, Veterinarios, Farmacias
- Servicios Conveniencia:** Hoteles, hostales, Sastrerías, zapaterías, Talleres, autolavado...

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## Market & zone behaviour

**Brainbow** Análisis de Mercado en la Zona para "Departamento en Condominio de Clase N/D"

Valor Enero 2015: \$27,845, Valor marzo 2021: \$46,495

**Historico de Precios**

Sup. Habitabile Promedio: 86 m2, No de Niveles Promedio: 8, Año Promedio Construcciones: 2013

**Composición de la Zona para "Departamento en Condominio"**

**Composición de Clases:** Media (1.5%), Semi-lujo (51.40%), Residencial (47.40%)

**Tipo de Vivienda:** Vivienda Nueva (28.00%), Vivienda Usada (71.40%)

**Edad Promedio Construcciones:** 2006 (Media), 2014 (Semi-lujo), 2016 (Residencial)

**Niveles de la Zona:** 5.00 (Media), 9.00 (Semi-lujo), 13.00 (Residencial)

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## Market Offering

**Brainbow** Oferta de Mercado de la Zona

**\$4,185,000** Precio Pretendido

Propiedad: DEPARTAMENTO, Operación: VENTA

**\$3,230,000** Precio Pretendido

Propiedad: DEPARTAMENTO, Operación: VENTA

**\$2,995,000** Precio Pretendido

Propiedad: DEPARTAMENTO, Operación: VENTA

**\$3,695,000** Precio Pretendido

Propiedad: DEPARTAMENTO, Operación: VENTA

**\$4,500,000** Precio Pretendido

Propiedad: DEPARTAMENTO, Operación: VENTA

**\$4,400,000** Precio Pretendido

Propiedad: DEPARTAMENTO, Operación: VENTA

**nvaia** Pauta Publicitaria

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# Data Science Experience

- Go4IT, through its Artificial Intelligence and Machine Learning business line, has developed its own automated valuation models to estimate commercial, destructible and rental values for residential properties in real time, which learned from professional appraisers, market information, etc. and which is in patent process (No. MX/a/2017/011852).
- These algorithms have been developed in collaboration with INAOE and INFOTEC, supported by CONACyT, audited and qualified by INFOTEC and ITESM, and recognized by CIDE.
- **Recognition** - 1 of 5 success stories for Mexico City within the CONACyT Innovation Stimulus in the 8 years of the program and published in the book "Stimulus Program for Research, Technological Development and Innovation – Results and Success Stories" presented during the National Forum on Science, Technology and Innovation 2018, where businesses like Oracle also appears. [https://go4itmx-my.sharepoint.com/:b:/g/personal/allano\\_go4it\\_mx/ESkGwAUi-flOvfNvFn-9dtUBIGFA618xZNE1nWu12Bk98w?e=o4gfAW](https://go4itmx-my.sharepoint.com/:b:/g/personal/allano_go4it_mx/ESkGwAUi-flOvfNvFn-9dtUBIGFA618xZNE1nWu12Bk98w?e=o4gfAW)





White label digital channel for selling home & pet insurance 100% online, in minutes and at an excellent price. Estimate the value of the property with our artificial intelligence models and select the amount to be insured.

During the life of the platform, different products like professional liability, among others, will be integrated.



## Buy your insurance in minutes!

- 1 Enter property characteristics.
- 2 Obtain the estimated value to get a quote.
- 3 Select your plan, pay & download.

# Benefits

- ✓ Enables and facilitates **100% online** insurance selling (currently home and pet)
- ✓ Recommend residential market values of the property in **seconds**
- ✓ **Quote** insurance **in minutes**
- ✓ **Friendly** and **intuitive** process
- ✓ **Informs, communicates & advises** in the process
- ✓ **Send documents** through digital channels such as **email, whatsapp**, etc.
- ✓ Manage **documents** and **online files** (Chapter 4.10 CUSF)\*
- ✓ Possibility to integrate **socio-economic-demographic information** related to the property
- ✓ Reduce the **“Time & Speed 2 Market”**





## Establish digital multichannel communication with your audience

Improve communication with your customers through different channels: SMS, WhatsApp, FB Messenger, Telegram, Mail, etc.

Maximize communication with your customers 24 hours a day 7 days a week.

Access is very easy, through our platform, through our API and if you prefer through BOT's.



WHATSAPP



SMS



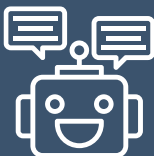
WEBPAGE



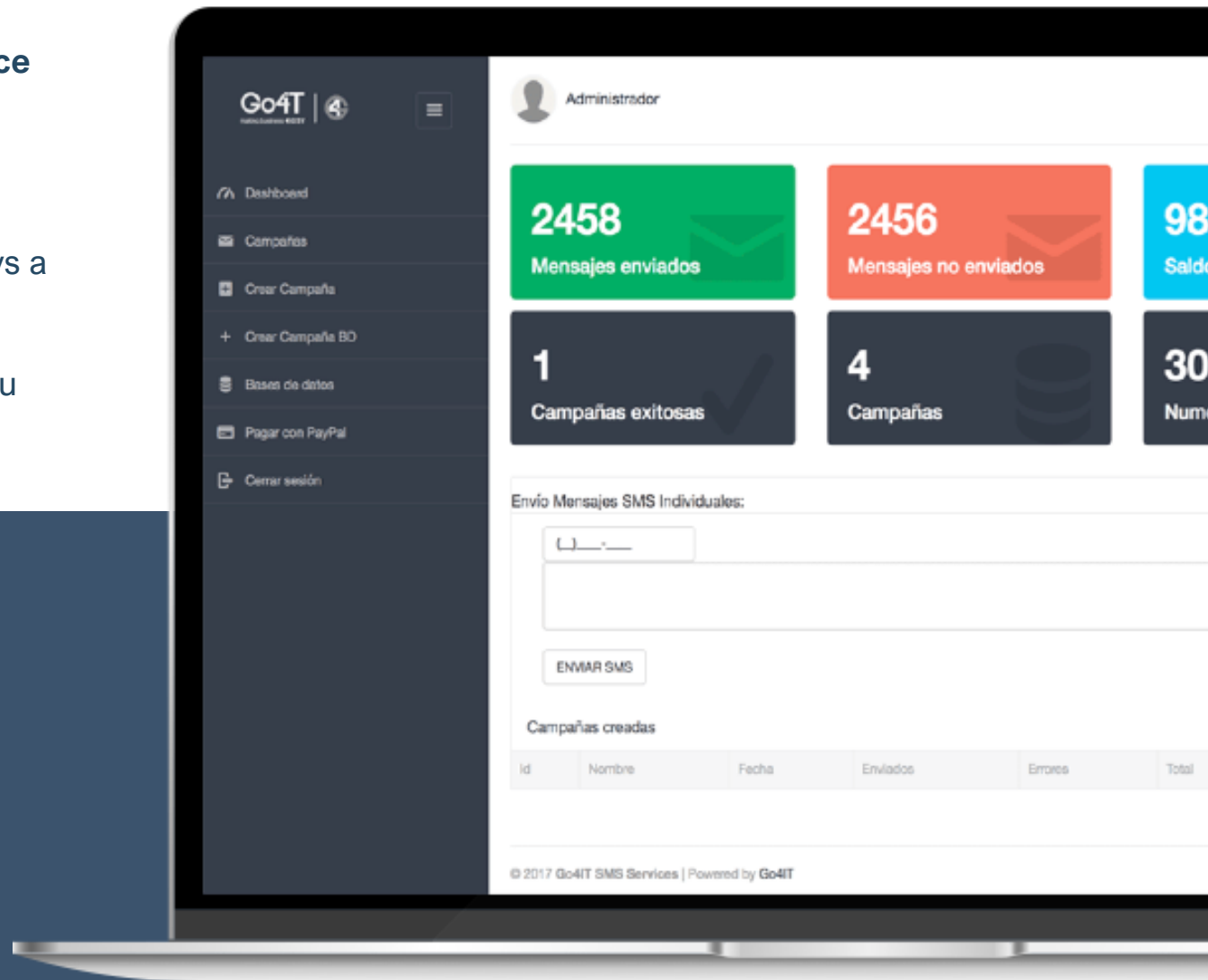
MESSENGER



TELEGRAM



CHATBOT





## MAIN FUNCTIONALITIES



### NOTICES

Send any type of notice, from new branches opening to schedule changes.



### OFFERS

Reach your audience with the best offers at any time.



### APPOINTMENTS

Provide better service to your customers by managing their appointments easily.



### REMINDERS

Improve the experience reminding people about important events.



### COUPONS

Increase your sales & promotion reach.



### CHARGES

Notifies about pending collections or payments.



SMS SMS

### 1 WAY

Direct messages.

### 2 WAYS

Direct messages with their answers.



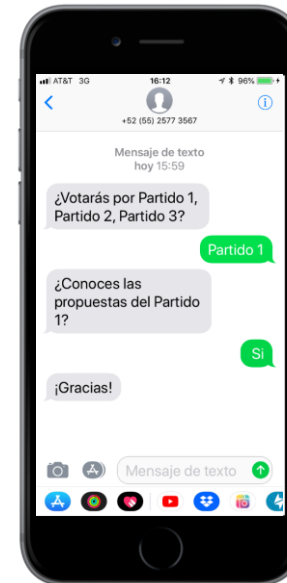
### FLASH

Direct pop-up messages.



### TRIGGER

Direct messages triggering actions with the answers.





We help our clients to innovate with the construction of software applications, platforms and the necessary microservices to digitize onboarding processes.



<https://vimeo.com/573162814>



# Go4it

#fintech #insurtech #proptech #risktech  
#plugnplayvsplugnpray

Artificial Intelligence applied to Business

Increase Margin

Manage Risk

Digitize your Business

Improve Time 2 Market

...

**Coffee with  
Go4it  
4:00 PM**

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