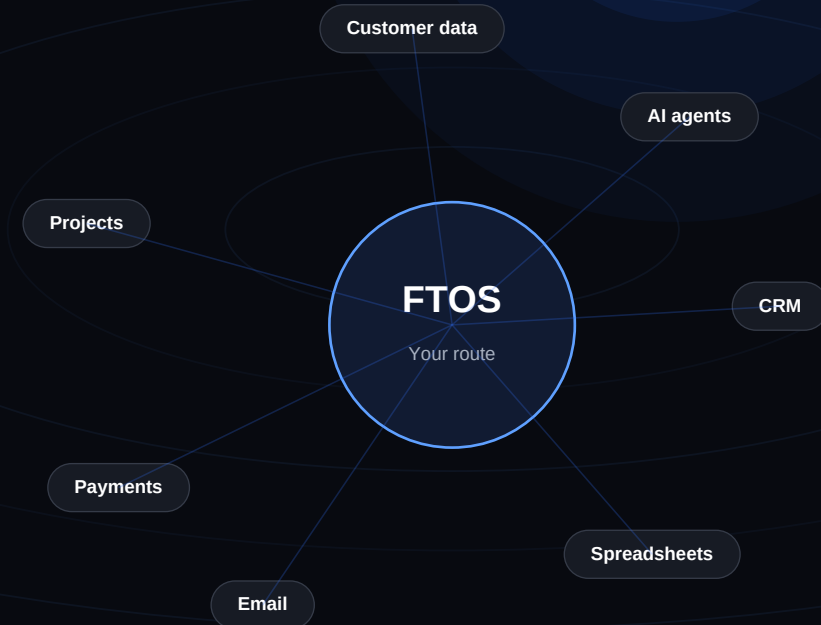


BASECAMP · FTOS STUDIO PROSPECTUS

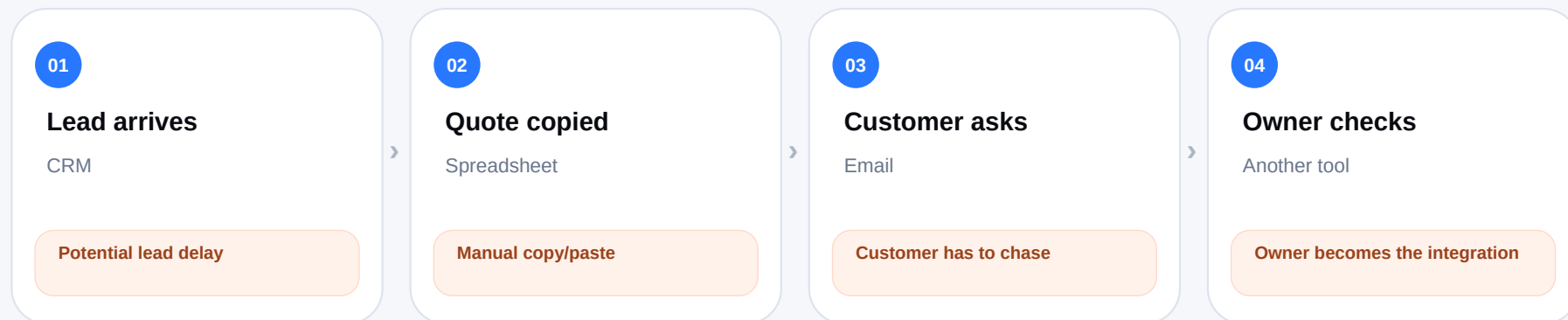
Your business has outgrown the way it works.

The destination is not more software. It is a better-running business. We map the terrain, remove the friction and build the system that gets you there.

[Explore the interactive prospectus](#)

Growth creates friction when the systems underneath it do not grow with you.

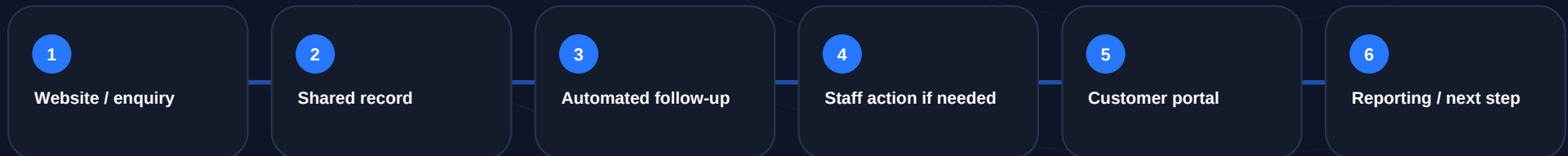
The problem is rarely one dramatic failure. It is dozens of small hand-offs, duplicate updates, unanswered questions and owner-dependent decisions.



The hidden cost is not only time. It is delayed responses, missed opportunities, inconsistent customer experience and decisions that still depend on the owner.

One connected workflow. Clear ownership. Fewer hand-offs.

We do not start with a shopping list of features. We map what has to happen, who needs to know, and which parts should move automatically.



Connected data

Clear ownership

Fewer hand-offs

Better visibility

Sometimes the right answer is a new custom platform. Sometimes it is a simpler layer over software you already use. Sometimes it is connecting the tools that are already doing a good job.

AI gives us speed. Engineering makes it dependable.

Modern tools have changed what custom software costs and how quickly it can be delivered. We use that advantage without throwing away the disciplines that make software safe to rely on.

MODERN BUILD SPEED + DISCIPLINED ENGINEERING

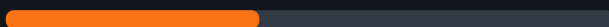
Development speed 83%



Engineering discipline 78%



Delivery risk



Architecture reviewed

Permissions considered

Testing built in

Maintainability considered

ISO 27001

SOC 2 TYPE II

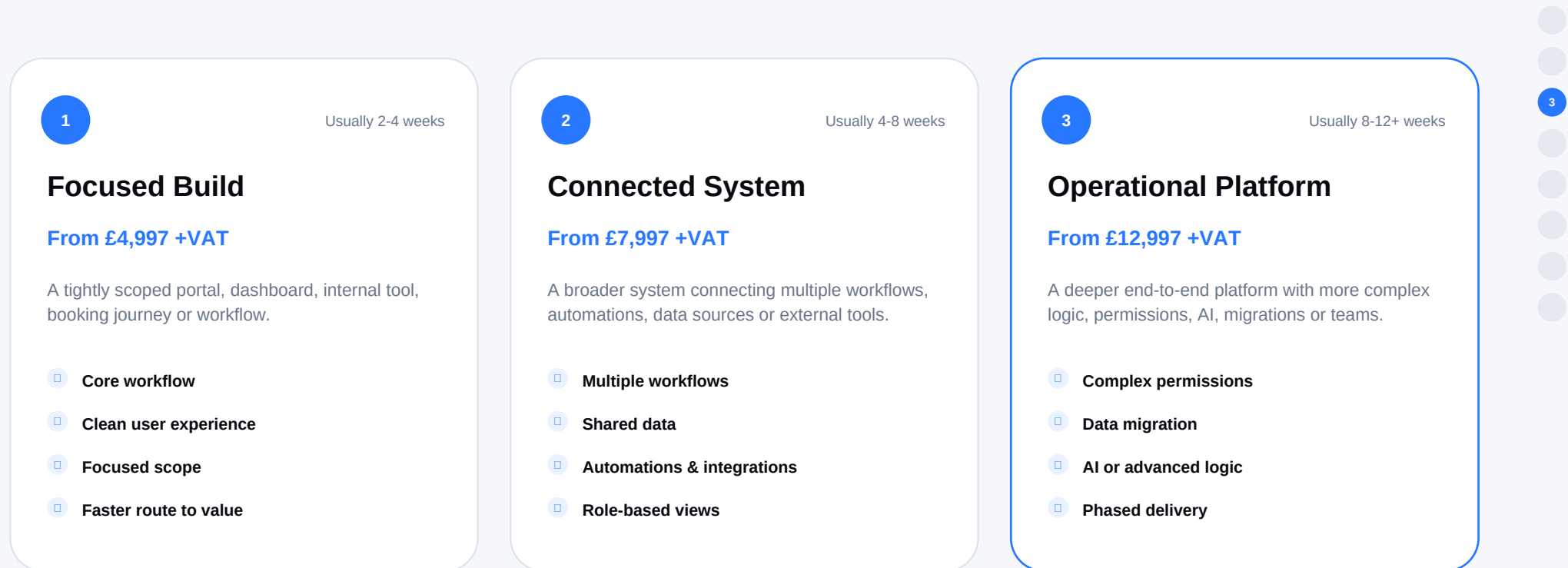
GDPR CONTROLS

Built on a strong security foundation.

Where Base44 is the right platform, the underlying environment provides certified controls, encryption, security scanning, row-level security and encrypted secrets. FTOS still designs the application-level permissions, data boundaries and workflows.

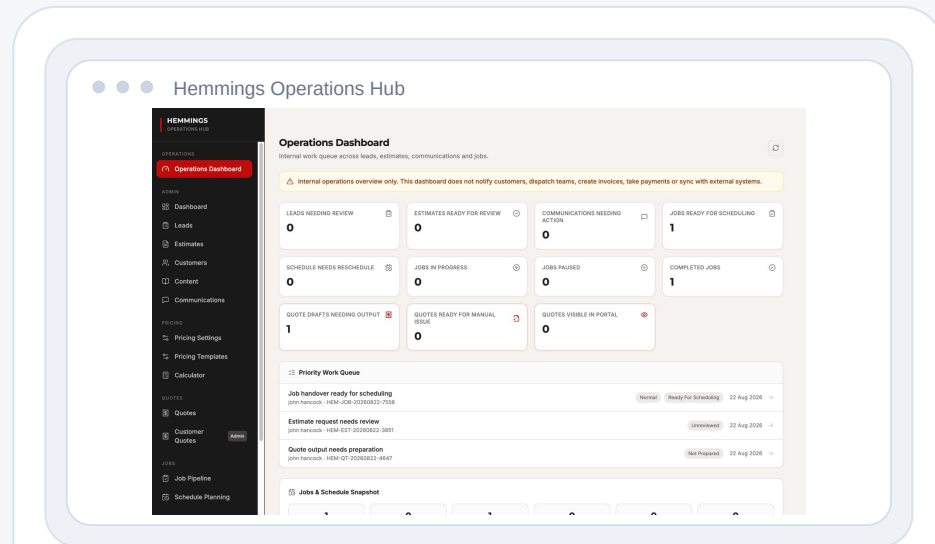
Different problems need different routes.

You do not need to know which one you need. That is part of the discovery process. These bands simply show the kind of scope we commonly work with.



Real systems. Built around real workflows.

Different industries. Different interfaces. The same principle: start with how the business needs to work.



OPERATIONS

Hemmings Operations Hub

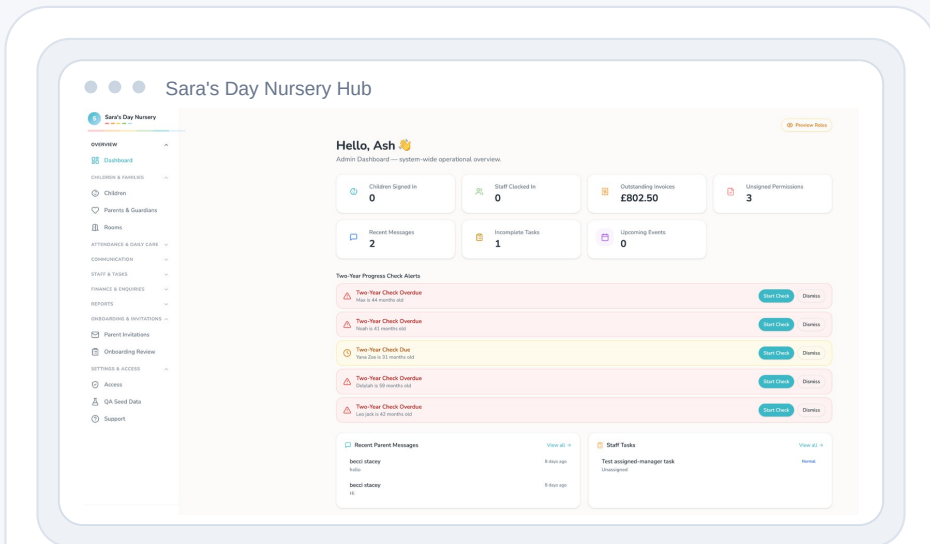
PROBLEM

Leads, estimates, communications, quotes and jobs were spread across separate operational steps.

WHAT WE BUILT

One internal operations hub covering the full flow from lead to job scheduling.

- A single priority queue and a clear view of what needs attention next.



CARE

Sara's Day Nursery Hub

PROBLEM

Children, families, attendance, staff, permissions and safeguarding actions needed to stay visible together.

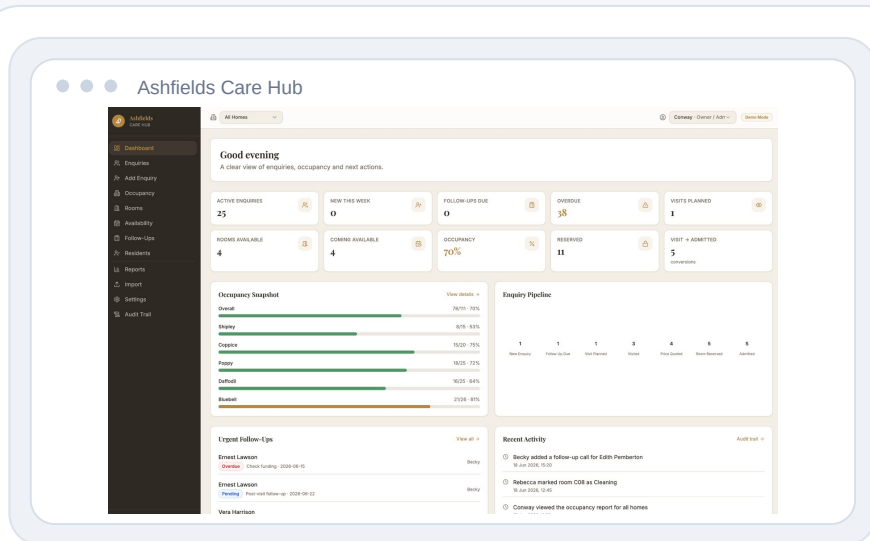
WHAT WE BUILT

A role-based nursery hub with operational alerts, staff tasks and family workflows.

- Important actions surface automatically instead of relying on memory.

Real systems. Built around real workflows.

Different industries. Different interfaces. The same principle: start with how the business needs to work.



CARE

Ashfields Care Hub

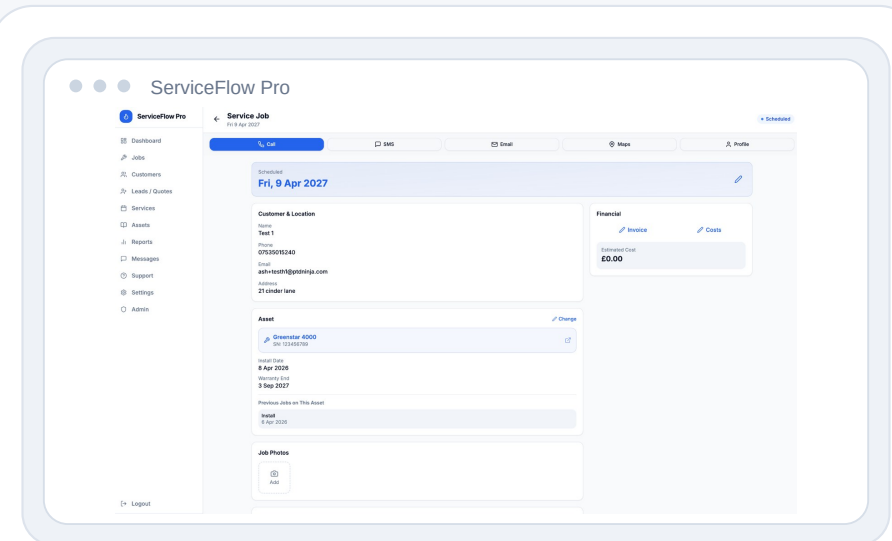
PROBLEM

A multi-home care operation needed better visibility across enquiries, occupancy and admissions.

WHAT WE BUILT

An end-to-end care management platform with multi-home visibility and audit trails.

- Management can see occupancy, opportunities and overdue actions from one place.



TRADES

ServiceFlow Pro

PROBLEM

Enquiries, jobs, assets, communication and invoicing were difficult to manage as one workflow.

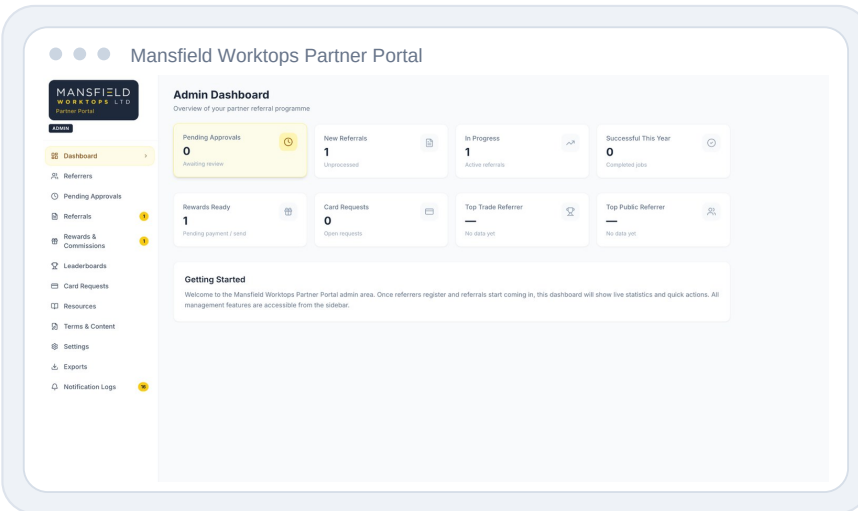
WHAT WE BUILT

A field-service CRM connecting customer, job, asset, communications and finance

- The job record becomes the operational source of truth.

Real systems. Built around real workflows.

Different industries. Different interfaces. The same principle: start with how the business needs to work.



OPERATIONS

Mansfield Worktops Partner Portal

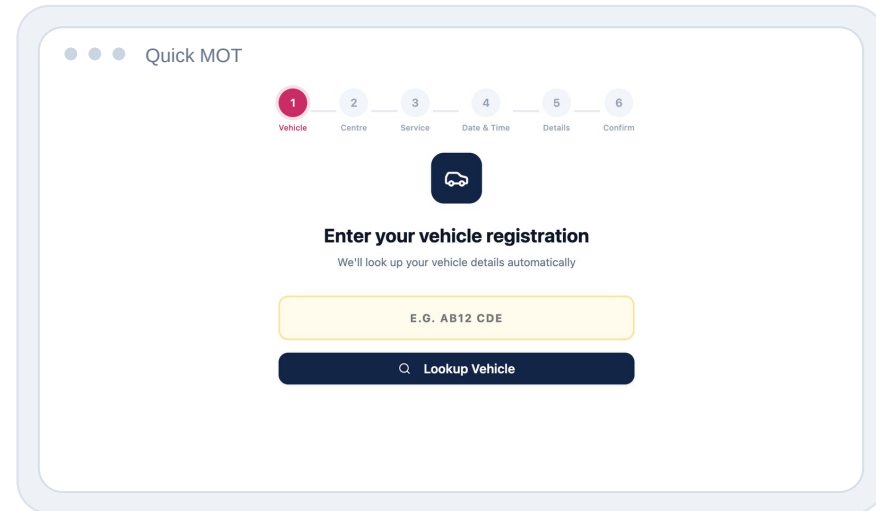
PROBLEM

Partner referrals, approvals, rewards and follow-up needed a repeatable process.

WHAT WE BUILT

A branded referral and rewards portal with approvals, commissions and reporting.

- Partners get a professional experience while the team manages everything centrally.



AUTOMOTIVE

Quick MOT

PROBLEM

Customers needed a simple way to book across multiple MOT centres.

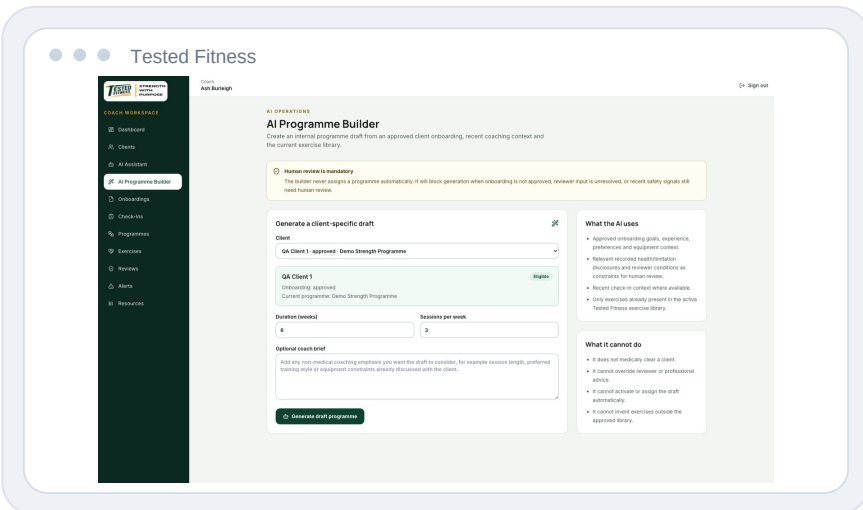
WHAT WE BUILT

A guided six-step booking flow with vehicle lookup, centre selection and central management.

- A scalable booking experience across multiple locations.

Real systems. Built around real workflows.

Different industries. Different interfaces. The same principle: start with how the business needs to work.



FITNESS

Tested Fitness

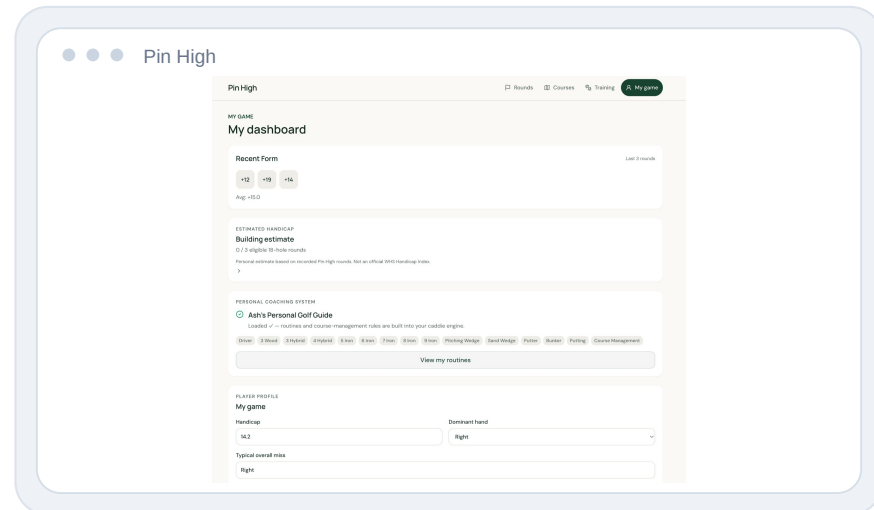
PROBLEM

AI needed to speed up programme creation without overriding professional review.

WHAT WE BUILT

A guarded AI programme builder inside a wider coaching operating system.

- AI removes drafting work while the qualified coach remains in control.



GOLF

Pin High

PROBLEM

Golfers collect advice but often lack a clear view of what deserves attention now.

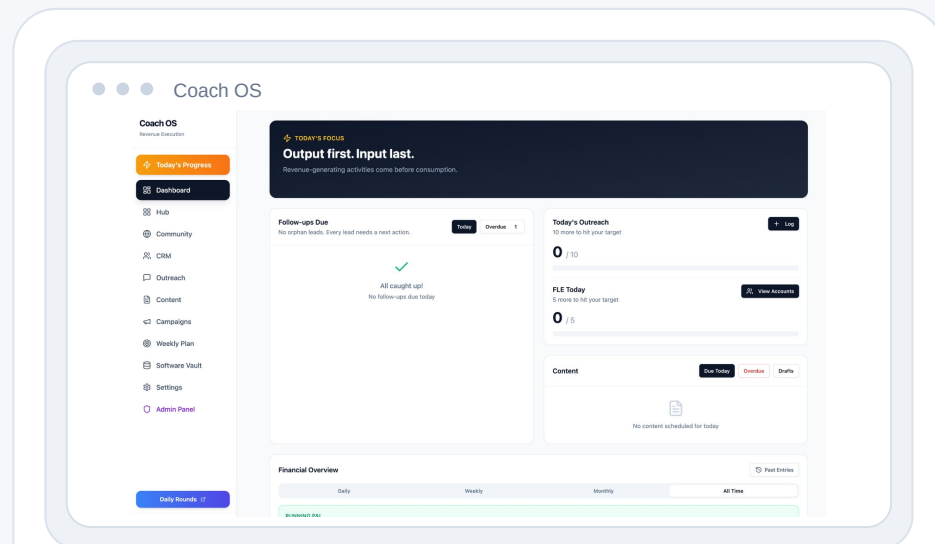
WHAT WE BUILT

A golf platform connecting rounds, player data, coaching rules and training priorities.

- Practice becomes focused around what is actually happening in the player's game.

Real systems. Built around real workflows.

Different industries. Different interfaces. The same principle: start with how the business needs to work.



COACHING

Coach OS

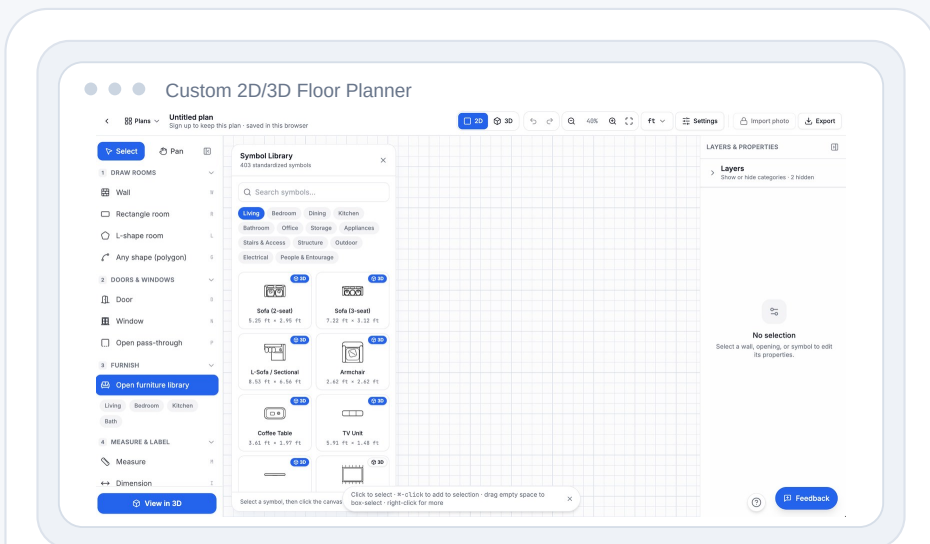
PROBLEM

Follow-ups, outreach, content and financial actions were easy to postpone when spread across tools.

WHAT WE BUILT

A daily execution system combining CRM, outreach, content, campaigns and financials.

- 1 The system tells the coach what needs doing today.



PLANNING

Custom 2D/3D Floor Planner

PROBLEM

Room planning can depend on specialist software or manual sketches.

WHAT WE BUILT

A browser-based 2D/3D planner with drawing tools, measurements, symbols, furniture and export.

- 1 A specialist workflow becomes accessible directly in the browser.

Custom does not mean starting from zero.

We can build the operating layer around the tools you already rely on, replace the parts that create friction, or create a fully custom platform where that is the better route.

CONNECT

Keep good tools. Join the gaps.

CRMs, finance tools, email, spreadsheets and specialist software can remain where they make sense.

SIMPLIFY

Put a cleaner layer over complexity.

A custom dashboard or portal can make a complicated underlying system much easier for staff and customers.

REPLACE

Build the operating system you actually need.

When generic software is the constraint, we can replace it with a platform designed around your workflows.

CRM

Spreadsheet

Email

Finance

Specialist tool

FTOS operating layer

5

Give repetitive work to the agent. Keep judgement with the team.

The useful question is not “where can we add AI?” It is “which repetitive, context-heavy work can the system handle safely, and when should it escalate to a person?”

Qualify and route new enquiries

Summarise updates and flag exceptions

Draft follow-ups from approved context

Prepare management information

Search internal knowledge and answer routine questions

Escalate work that needs a human

ASK FTOS AI

Can this connect my existing software?

Yes. A project does not have to replace everything. We can integrate existing systems or build a simpler operating layer over them.

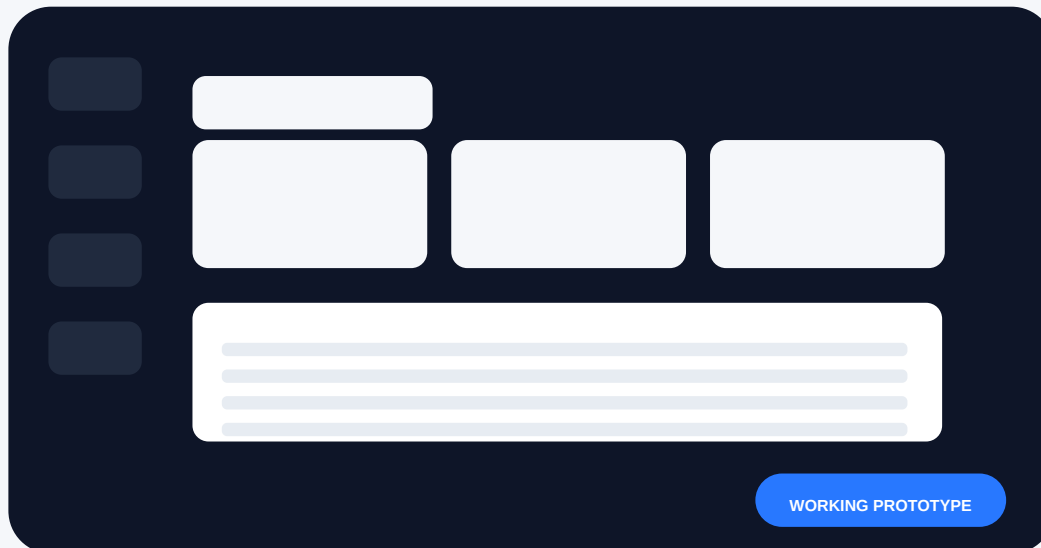
NEXT ACTION

Start the free Systems X-Ray →

Agents can take actions, search context and move work forward - but access, boundaries and escalation rules are designed deliberately.

Do not imagine what we are proposing. Click it.

Complete the free Systems X-Ray, choose the prototype route, have a focused 15-minute conversation with us, and we can turn the idea into a working concept using sample data.



- 01 Systems X-Ray
- 02 15-minute scoping call
- 03 Working concept with sample data
- 04 Walkthrough + time to explore
- 05 Decide whether to proceed

No obligation · Sample/fake data · No production integrations · Built to demonstrate workflow and user experience · If it fits, the validated concept can become the production build.

[Start the Free Systems X-Ray](#)

The destination is not more software. It is a better-running business.

Less admin. Fewer missed opportunities. A better customer experience. Clearer information for the team. And a business that relies less on you holding everything together.

Less admin

Remove repeated work and avoid unnecessary hiring.

More visibility

See what needs attention without digging through systems.

Better experience

Make the business easier for customers and teams to use.

Built to evolve

Change the system as the business changes.

[Start the Free Systems X-Ray](#)

[Book a discovery call](#)



Scan to start the free
Systems X-Ray

No obligation. The prototype route includes a focused 15-minute scoping call and a working clickable concept using sample data.