

An AI operating layer for independent automotive businesses.



Starting with customer acquisition, bilingual intake, lead management and preliminary estimating - built from real collision-repair operations.

THE FIRST PROBLEM

Technical capacity needs commercial support.

An independent repair business may have skilled technicians and painters while its owner also handles calls, estimates, marketing and follow-up. ToFIXUp is designed to keep a qualified opportunity connected from the first inquiry to a documented customer commitment.

TWO INITIAL PRODUCT PRIORITIES / PLANNED

FIXUpLeads

Organize inquiries, intake context, responsibility and follow-up through the customer's decision.

QuickFIXestimate

Prepare a photo-based preliminary estimate and repair strategy for professional review.

THE INITIAL COMMERCIAL WORKFLOW

01

Ads + EON voice

Acquire and receive

02

→ FIXUpLeads

Organize and follow up

03

→ QuickFIXestimate

Prepare and review

Follow-up > Required down payment > Repair Event

Repair Event = confirmed repair commitment; completion is a later milestone.

Built from operations. Designed for a network.

MASTERFIXS COLLISION REPAIR

Kent, Washington. Operating since December 2024.

The operating environment includes customer-pay and insurance workflows, English and Spanish intake, estimating, refinishing and shop coordination. These experiences shape the first product scope and the proposed validation process.

FOUNDER

Ferley Riveros

Automotive operator with a background in systems, design and programming. Currently studying AI at The Big School.

[LinkedIn profile](#)

VALIDATE ONE WORKFLOW BEFORE EXPANDING

Pilot planning starts with MasterFIXs and conversations with independent automotive businesses. The first evaluation should measure response time, estimating turnaround, follow-up consistency, operator effort and conversion to confirmed Repair Events.

CURRENT FOCUS

Scope and design

FIXUpLeads + QuickFIXestimate.

NEXT MILESTONE

Pilot validation

Test a connected commercial workflow.

LONG-TERM VISION

Managed network

Connect demand, talent and infrastructure.

Collision repair is the starting point. The broader vision supports independent auto care, mobile technicians, painters, detailers and shared automotive infrastructure. The wider suite remains part of the roadmap.

Build the first workflow with us.

Pilots / Technical collaborators / AI partners / Investors & programs

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Operating background: MasterFIXs. ToFIXUp product status: planning/design.