

FIELDIQ

Litepaper

Enterprise Field Intelligence Software, and the FIQ Ecosystem Token

Developed and operated by Mid East Medical FZC
United Arab Emirates
token.fieldiq.biz

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Executive Summary

FieldIQ is enterprise software that helps organisations with field-based teams operate with greater visibility, accountability, and coordination. It is built for the reality of modern field operations: teams that are distributed, mobile, and often disconnected from the systems that are supposed to track their work.

FieldIQ is developed and operated by Mid East Medical FZC, a company established in the United Arab Emirates. The platform is currently running as an active enterprise pilot deployment, with a roadmap toward broader commercial availability across multiple industries.

Alongside the software platform, Mid East Medical FZC has introduced FIQ, a fixed-supply utility token deployed on the Base network, intended to support participation and recognition within the FieldIQ ecosystem as the platform matures. This litepaper is primarily about FieldIQ: what it does, the business problems it addresses, and why it exists. It also explains the intended role of the FIQ token within the broader platform — without disclosing the underlying technical architecture, which Mid East Medical FZC treats as confidential intellectual property.

Vision

A future in which every field-based organisation — regardless of industry — has the same quality of operational visibility into distributed teams that has historically only been available to organisations with large, centralised operations. FieldIQ exists to close the gap between what happens in the field and what leadership can actually see, understand, and act on.

Mission

To provide field-based organisations with software that improves visibility, accountability, and coordination across distributed teams, and to build a sustainable ecosystem around that platform — supported by the FIQ token — that recognises genuine field activity and long-term participation.

Why FieldIQ Exists

Most organisations with field-based teams already run a CRM. The problem FieldIQ addresses isn't the absence of a system — it's that conventional CRM and ERP platforms were built around desk-based data entry, and field work doesn't happen at a desk.

Why Existing Systems Fall Short in the Field

A CRM is very good at storing structured records once someone sits down and enters them. It is much less good at capturing what actually happens during a field visit in the moment it happens — a

customer's specific concern, a commitment made verbally, a follow-up that was agreed but never formally logged. That gap between the conversation and the system of record is where visibility is lost.

Why Organisations Lose Visibility

Field-based staff are typically asked to complete detailed reports after a full day of travel and meetings, using tools designed for a different kind of work. The result is a predictable trade-off: either reporting is thorough and completed late, incomplete, or inconsistently, or it is skipped in favour of getting to the next appointment. Either way, leadership loses the ability to see, in a timely and reliable way, what is actually happening across the accounts and territories they are responsible for.

Why FieldIQ Exists

FieldIQ was built to close that specific gap — to make it as easy as possible for a field-based team member to capture what happened during a visit, and to make that information immediately useful to the people managing the wider team. It is not a replacement for a CRM; it is a field intelligence layer designed to sit alongside one, focused entirely on the part of the business that happens away from a desk.

Company Overview

About Mid East Medical FZC

Mid East Medical FZC is a United Arab Emirates free zone company. It is the organisation responsible for the development, ownership, and ongoing operation of the FieldIQ platform and the FIQ ecosystem.

Mid East Medical FZC operates with a focus on practical, field-tested enterprise software — platforms built to solve real operational problems for teams working outside a traditional office environment, rather than software built first and adapted to a market afterward.

Official Corporate Information

- Company: Mid East Medical FZC
- Jurisdiction: United Arab Emirates
- Official contact: rob@mideastmedical.com
- Website: token.fieldiq.biz
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- FieldIQ and FIQ are proprietary product names used by Mid East Medical FZC.

About FieldIQ

FieldIQ is a field intelligence platform designed for organisations whose work happens away from a desk — sales representatives, trainers, technical specialists, service engineers, consultants, project managers, territory managers, and similar field-based roles across a wide range of industries.

The platform is built around a simple premise: field-based work generates enormous amounts of valuable information — customer conversations, site visits, follow-ups, commitments made and kept — that is difficult to capture, organise, and act on using conventional systems built for desk-based work. FieldIQ is designed to make that information usable, without adding administrative burden to the people doing the field work.

FieldIQ complements, rather than replaces, an organisation's existing customer relationship management or enterprise resource planning systems. It is positioned as a field intelligence layer that sits alongside those systems, focused specifically on what happens in the field.

Platform in Practice

The following views illustrate how FieldIQ presents field activity to managers and field-based team members. They are shown here to convey the platform's practical, working nature — not to describe how the underlying system is built.

Manager Command Centre

The screenshot displays the Manager Command Centre for 'Demo Company'. On the left is a sidebar with navigation links: 'Demo Company' (with a 'BY FIELDIQ' tag), 'Manager Home' (highlighted), and sections for 'MANAGEMENT' (Dashboard, Operations, Open Actions, Manager Calendar, Team Requests, Account Directory), 'INTELLIGENCE' (AI Insights, Visit Map), and 'FIELD & HELP' (Visit History, Quick Start Guide). The main content area is titled 'Manager Command Centre' with the subtitle 'Here's what needs your attention today.' It features a red alert bar stating '3 accounts need your review today.' Below this are four summary cards: '11 TODAY', '6 REPS', '3 PRIORITY', and '2 NEW'. A 'REQUIRES ATTENTION' section lists three items: 'Demo Company A' (High Priority — awaiting review), 'Demo Company B' (Follow-up overdue: Send updated pricing), and 'Demo Company C' (Negative outcome — awaiting review). The 'Ask FieldIQ' section provides a daily briefing: '6 reps active today, 2 accounts need your review, and one high-value opportunity at Demo Company A is ready to close.' Below this are five input fields for questions: 'What is my team working on?', 'Where do my reps need my help?', 'What is blocking commercial progress?', 'Which opportunities should we push?', and 'Who needs coaching or recognition?'. On the right, there are two buttons: 'Log Visit' and 'Broadcast'. An 'Exit Manager' button is in the top right corner. The footer indicates 'FieldIQ v2.1 - Manager Home - 2026'.

Demo Company
BY FIELDIQ

Manager Home

MANAGEMENT

- Dashboard
- Operations
- Open Actions
- Manager Calendar
- Team Requests
- Account Directory

INTELLIGENCE

- AI Insights
- Visit Map

FIELD & HELP

- Visit History
- Quick Start Guide

Demo Company

Manager Command Centre
Here's what needs your attention today.

● 3 accounts need your review today.

11
TODAY

6
REPS

3
PRIORITY

2
NEW

REQUIRES ATTENTION

- Demo Company A**
High Priority — awaiting review
- Demo Company B**
Follow-up overdue: Send updated pricing
- Demo Company C**
Negative outcome — awaiting review

Ask FieldIQ
Your daily briefing, generated automatically

6 reps active today, 2 accounts need your review, and one high-value opportunity at Demo Company A is ready to close.

What is my team working on?

Where do my reps need my help?

What is blocking commercial progress?

Which opportunities should we push?

Who needs coaching or recognition?

Log Visit

Broadcast

Exit Manager

FieldIQ v2.1 - Manager Home - 2026

A manager's daily view of team activity, priorities, and accounts requiring attention.

Field Visit Logging

**Demo Company**
BY FIELDIQ
Speak naturally. AI structures the report for you.

[← Manager Home](#)

TERRITORY

Select territory first

ACCOUNT

Select a territory first

☐ ACCOUNT NOT LISTED

VISIT DATE

07/22/2026

VISIT TIME

03:44 PM

VISIT TYPE

Select type

Logging visit as **Demo Manager** (Manager)

Complete required fields to start recording: Territory, Account, Visit Type

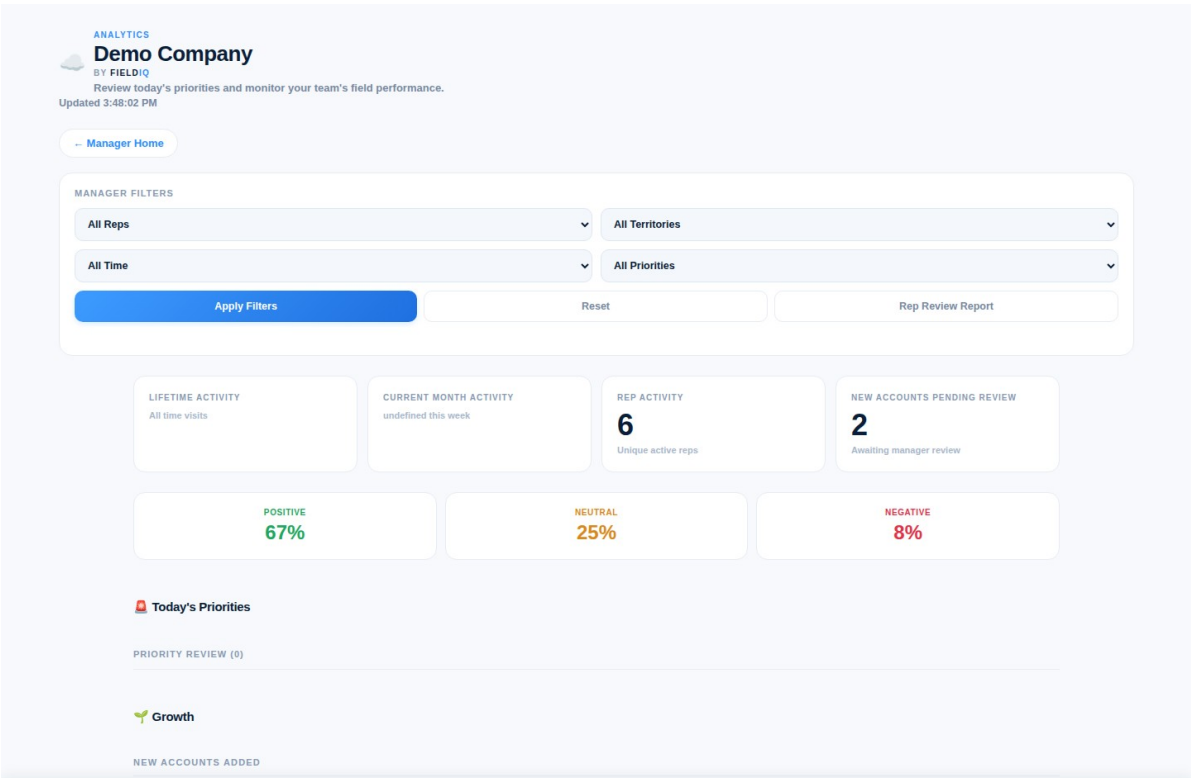
Tap mic to start recording

Your speech will appear here automatically after recording... tap to edit before processing.

Tap to edit before processing

The interface a field-based team member uses to capture the outcome of a visit.

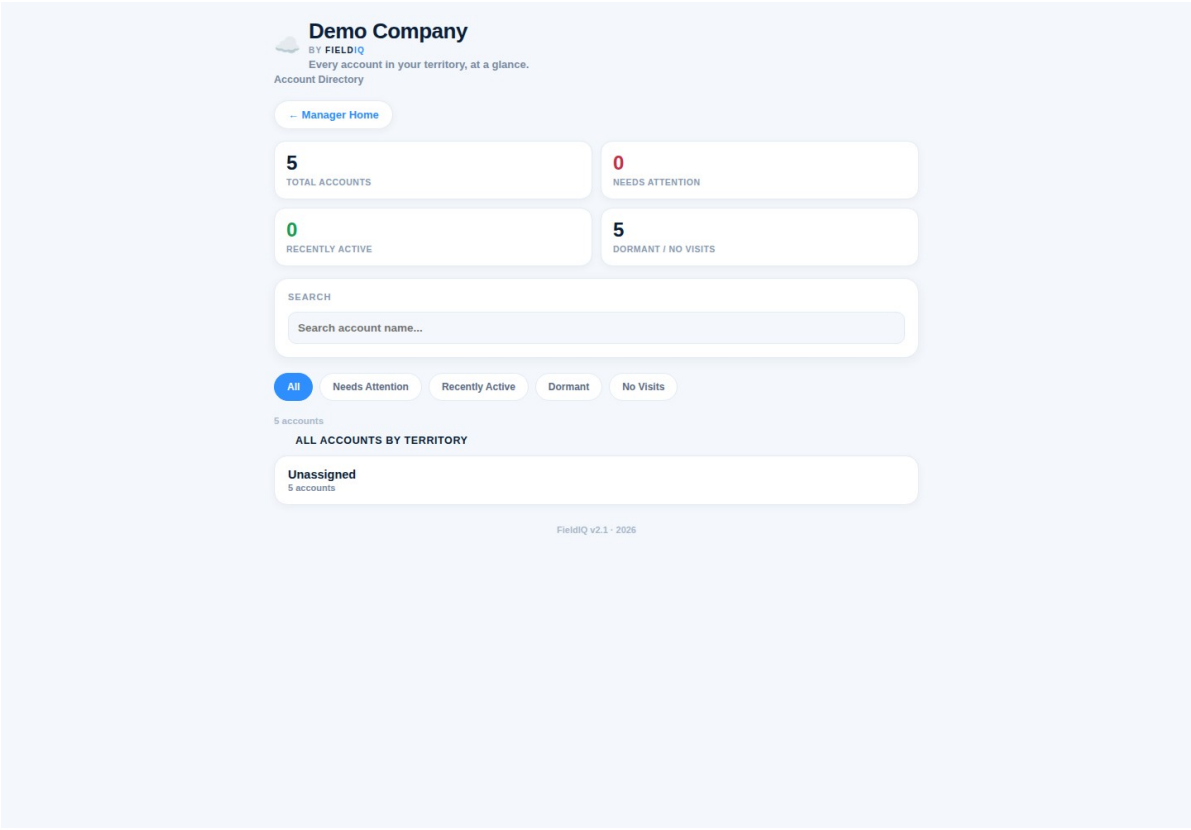
Operational Dashboard



[Visit Map](#)

A consolidated view of field activity across territories and team members.

Account Directory



Organised visibility into every account under active field coverage.



Enterprise Problems FieldIQ Solves

Organisations with field-based teams consistently face a common set of operational challenges:

Limited Visibility

Leadership often has little real-time insight into what is actually happening in the field — which accounts were visited, what was discussed, what was promised, and what requires follow-up.

Fragmented Accountability

Commitments made during field visits are easy to lose track of. Without a reliable system to capture and route follow-up actions to the right person, important commitments fall through the cracks.

Administrative Burden on Field Teams

Field-based staff are often asked to complete detailed reports after a full day of travel and meetings, using tools designed for office-based data entry. This burden reduces both compliance and data quality.

Disconnected Specialist Support

When a field representative needs support from a specialist colleague — a trainer, a technical expert, a service engineer — coordinating that handoff, tracking its outcome, and closing the loop back to the original team member is often managed informally, if at all.

Inconsistent Territory and Account Coverage

Without clear operational visibility, it is difficult for managers to identify which accounts or territories are being under-served, and to intervene before it becomes a business problem.

Platform Benefits

- Improved visibility into field activity for managers and leadership
- Stronger accountability for commitments made during field interactions
- Reduced administrative burden on field-based staff
- Structured coordination when specialist support is required in the field
- Better identification of accounts and territories that need management attention
- A single, organised record of field activity over time, supporting more informed business decisions

These benefits are designed to apply across a wide range of industries and field-based roles, rather than being specific to any single business function.

Industries Served

FieldIQ is designed to be industry-agnostic. Its initial deployment has focused on sectors with significant field-based commercial and service activity, including:

- Medical technology and healthcare-adjacent commercial teams
- Beauty, cosmetics, and consumer product distribution
- Field sales and territory management across B2B industries
- Technical service, training, and specialist support functions

The underlying platform is built to extend to any organisation with distributed, field-based teams and a need for better operational visibility.

The FIQ Token

FIQ is a fixed-supply, ERC-20 utility token deployed on Base, a widely used Ethereum Layer 2 network. FIQ was created to support a participation and recognition layer within the FieldIQ ecosystem — connecting genuine platform activity to a transparent, verifiable on-chain record.

FIQ is intended to function as a utility token within the FieldIQ ecosystem and is not offered or marketed as an investment product, and does not represent equity, profit-sharing, or ownership in Mid East Medical FZC.

Token Summary

Attribute	Detail
Token Name	FieldIQ (FIQ)
Token Standard	ERC-20
Network	Base
Total Supply	250,000,000 FIQ (fixed)
Issuer	Mid East Medical FZC
Contract Verification	Publicly verifiable on-chain

Utility and Supply Design

As the FieldIQ ecosystem develops, FIQ is intended to support recognition of genuine, sustained platform participation, and future participation in ecosystem functions made available to platform users and stakeholders. Token utility will expand in line with the platform roadmap, and Mid East Medical FZC will communicate material changes through its official channels.

FIQ has a fixed total supply of 250,000,000 tokens, with no mechanism to create additional tokens beyond this supply. This is enforced by the token's smart contract and is publicly verifiable on-chain. Mid East Medical FZC does not publish token price targets or projections; FIQ's market value, if any, is determined by open markets and is not guaranteed or controlled by Mid East Medical FZC.

Governance Vision

As the FieldIQ ecosystem matures, Mid East Medical FZC intends to explore mechanisms that give long-term FIQ holders and platform participants a structured voice in aspects of the ecosystem's future direction. Any such framework will be introduced deliberately, communicated in advance, and implemented consistently with applicable regulatory requirements. No governance rights are active as of the date of this document.

Security Philosophy

Mid East Medical FZC treats the security of the FieldIQ platform and the integrity of the FIQ token as a foundational responsibility. While Mid East Medical FZC does not publicly disclose the specific technical

safeguards it employs — consistent with standard enterprise security practice — the company is committed to the following principles:

- Protecting the confidentiality and integrity of customer and platform data
- Maintaining the FIQ smart contract as a fixed-supply, publicly verifiable on-chain asset
- Applying industry-standard security practices across the platform's operation
- Responding promptly to any identified security concern

Compliance Philosophy

Mid East Medical FZC is committed to operating FieldIQ and the FIQ token in a manner consistent with applicable laws and regulations in the jurisdictions in which it operates. This includes ongoing monitoring of the regulatory environment for digital assets and a willingness to adapt the FIQ ecosystem's design as that environment evolves.

This document, and FIQ generally, are not directed at persons in any jurisdiction where their distribution or use would be contrary to local law or regulation.

Product Roadmap

The following roadmap describes the intended business direction of FieldIQ and the FIQ ecosystem. It reflects current plans and is subject to change based on business, technical, and regulatory considerations.

Current Stage

- Active enterprise pilot deployment, in live use by field and management teams
- FIQ token deployed and verified on Base
- Continued platform refinement based on real-world field usage

Near-Term Direction

- Expansion of pilot deployment to additional enterprise customers
- Continued development of the FIQ participation and recognition layer
- Expanded documentation and transparency resources for the FIQ ecosystem

Longer-Term Direction

- Broader commercial availability of the FieldIQ platform across served industries
- Expansion of FIQ ecosystem utility, communicated in advance of implementation
- Exploration of governance mechanisms for long-term ecosystem participants

This roadmap describes business intent, not guaranteed outcomes or timelines. See Risk Factors.

Future Vision

Mid East Medical FZC's long-term vision for FieldIQ is a platform that is trusted by field-based organisations across many industries as the standard way to bring visibility, accountability, and structure to distributed field operations — with FIQ serving as a durable, transparent way to recognise genuine participation in that ecosystem over time.

Founder & Project Leadership

Rob Dehni, MBA

Founder: Rob Dehni

Founder of FieldIQ, an enterprise field intelligence platform focused on verified field operations, workforce visibility, and platform participation recognition.

Professional Profile (LinkedIn): <https://www.linkedin.com/in/rob-dehni>

Rob founded FieldIQ after more than two decades working with organisations that manage distributed field teams. That experience — spanning distributor management, capital equipment, surgical consumables, and the development of commercial infrastructure across the GCC, EMEA, and APAC regions — repeatedly surfaced the same operational challenge: organisations with field-based teams consistently struggle to maintain visibility into what their own people are doing, and why. FieldIQ was created to address that gap directly, as a platform focused on improving visibility, accountability, and operational efficiency for field-based organisations.

Rob has over 23 years of commercial experience in the medical technology sector. He holds an MBA from Ascencia Business School and is a certified Lean Six Sigma Black Belt. He founded Mid East Medical FZC and leads the development and commercial direction of the FieldIQ platform.

FieldIQ is developed and operated by Mid East Medical FZC, a United Arab Emirates free zone company. FIQ is the ecosystem utility token supporting the FieldIQ platform, intended to recognise genuine participation as the platform and its user base grow.

Frequently Asked Questions

What is FieldIQ?

FieldIQ is enterprise software that helps organisations with field-based teams operate with greater visibility, accountability, and coordination across distributed field operations.

What is FIQ?

FIQ is a fixed-supply ERC-20 utility token deployed on Base. It is designed to support a participation and recognition layer within the FieldIQ ecosystem.

Who is behind FieldIQ?

FieldIQ is developed and operated by Mid East Medical FZC, a United Arab Emirates free zone company, founded and led by Rob Dehni.

What industries use FieldIQ?

FieldIQ's initial deployment spans medical technology and healthcare-adjacent commercial teams, beauty and consumer product distribution, and B2B field sales, with a platform designed to extend to any industry with distributed field-based teams.

Why was FIQ created?

FIQ was created to give the FieldIQ ecosystem a transparent, verifiable way to recognise genuine platform participation over time, independent of any single centralised system.

How can businesses benefit from FieldIQ?

Businesses gain improved visibility into field activity, stronger accountability for commitments made in the field, reduced administrative burden on field staff, and better coordination when specialist support is required.

Is FIQ an investment product?

No. FIQ is intended to function as a utility token within the FieldIQ ecosystem. It is not offered or marketed as an investment product. See Legal Disclaimer and Risk Factors.

What is the future direction of governance?

Mid East Medical FZC intends to explore governance mechanisms that give long-term FIQ holders a structured voice in aspects of the ecosystem's future direction. No governance rights are active as of the date of this document.

How can enterprises engage with FieldIQ?

Organisations interested in FieldIQ can reach Mid East Medical FZC through the official contact details listed in this document.

Legal Disclaimer

This document is provided for general informational purposes only. It does not constitute, and should not be construed as, an offer to sell, or a solicitation of an offer to buy, any security, financial instrument, or investment product in any jurisdiction.

Nothing in this document constitutes financial, investment, legal, or tax advice. Prospective participants should consult their own professional advisors before making any decision related to FIQ or the FieldIQ platform.

FIQ is intended to function as a utility token within the FieldIQ ecosystem. It is not designed or marketed as an investment product. Mid East Medical FZC makes no representation or warranty regarding the future value, liquidity, or trading price of FIQ.

This document may contain forward-looking statements regarding FieldIQ, Mid East Medical FZC, and the FIQ ecosystem. These statements reflect current plans and expectations and are subject to change without notice. Actual outcomes may differ materially from those described.

Mid East Medical FZC reserves the right to amend, update, or withdraw this document, or any part of it, at any time without prior notice.

Risk Factors

Participation in the FIQ ecosystem, and use of the FieldIQ platform, involves risks. This section describes certain risks but is not exhaustive.

Regulatory Risk

The regulatory treatment of digital assets, including utility tokens such as FIQ, varies by jurisdiction and continues to evolve. Future regulatory changes could affect the availability, structure, or utility of FIQ.

Market Risk

The market price of FIQ, where it trades on any third-party venue, may be volatile and is not controlled by Mid East Medical FZC. Past performance, if any, is not indicative of future results.

Platform Development Risk

FieldIQ is under active development. Features, timelines, and priorities described in this document, including the roadmap, may change. There is no guarantee that any planned feature or ecosystem function will be delivered on any particular timeline, or at all.

Technology Risk

Blockchain networks and smart contracts, including the network on which FIQ is deployed, carry inherent technical risks common to the digital asset industry.

No Guarantee of Value

Mid East Medical FZC does not guarantee any future value, utility, or liquidity for FIQ. Any decision related to FIQ should be made with a full understanding of these risks.

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