



PORTFOLIO • 2026

Software, AI and digital, engineered to run in production.

Appetite Technology is a Durban software, AI and digital company. We build the systems businesses run on, and we run five of our own SaaS products on the same stack.

SPEAK TO

Wesley Sing
Group Founder & CEO
+27 83 781 7000

EMAIL

hello@appetitech.com
appetitech.com

OFFICES

Durban +27 31 012 5361
Cape Town +27 21 330 5844

Seventeen years of building, and the scar tissue to prove it.

Appetite Technology was founded in Durban in 2012 by Wesley Sing, after a career in broadcast at SABC Studios and FCI Studios. The company is self-funded and has never taken outside investment, which means we answer to the work rather than to a board.

240+

Projects delivered

17

Years building

12

Industry awards

208+

Clients served

What that buys you

We are engineers who have shipped to Coca-Cola, Toyota and the Road Accident Fund, and to owner-run businesses where the founder signs the cheque personally. The same people who scope your project build it. There is no layer of account management between you and the work.

Our South African delivery base gives you experienced engineering at competitive economics, and a working day that overlaps meaningfully with the US, Europe and Australia.

Track record

Executive Producer, SABC Studios **2009–2014**

Senior Executive, FCI Studios **2014–2019**

Founder & CEO, Appetite Technology **Since 2012**

Twelve industry awards across editing, documentary, youth programming, international format, breakthrough development and most innovative solution.

Build. Grow. Advise.

Three ways in. Most clients start with one and grow into the others.

Build SOFTWARE, APPS AND AI SYSTEMS

Web design and development	from R15,000
React · Next.js · PHP · WordPress · Python	
Mobile apps	from R80,000
iOS · Android · React Native · Flutter · Kotlin	
AI and intelligent automation	from R35,000
Agents · RAG · Copilots · MCP	
Cloud and DevOps	from R30,000
AWS · Azure · GCP · Kubernetes · Terraform	
Systems integration and APIs	from R40,000
API design · Middleware · Legacy · SAP	

Grow ATTENTION INTO REVENUE

SEO and SEM	from R8,000 / mo
Technical SEO · Google Ads · Analytics	
Digital marketing	from R10,000 / mo
Social · Paid media · Content	
Brand identity and design	from R20,000
Identity · UI/UX · Design systems	
Video and broadcast production	from R10,000
Broadcast · Documentary · Motion	

Advise SENIOR JUDGEMENT BEFORE YOU SPEND

Data and analytics	from R30,000
BI · Data engineering · Dashboards	
Fractional CTO and strategy	from R25,000 / mo
Tech strategy · Architecture	
Dedicated teams	from R650 / hour
Senior engineers · Squads · Offshore delivery	

Agents that do the work, not demos that describe it.

Most of our AI work plugs agents, retrieval and automation into the tools a business already uses – with governance and audit trails from day one.

Autonomous agents

Agents that research, draft and act inside your systems, orchestrated through AgentGateway and MCP.

RAG and enterprise search

Answers grounded in your own documents, with citations your team can check.

Copilots and assistants

Naya runs across our products by chat, voice and WhatsApp. We build the same for you.

Forecasting

Models that score deals, predict demand and warn you early enough to act.

Automation and integration

Workflows that remove the copy-paste between your tools.

Governance and safety

Compliance checks, audit trails and guardrails from day one, with ComplyAI.

THE STACK WE BUILD ON

OpenAI

Anthropic

LangChain

Hugging Face

PyTorch

TensorFlow

MCP

Supabase

PostgreSQL

AWS

Azure

Kubernetes

Walk in at 8. Your pipeline is already briefed.

Naya is an agentic sales CRM. Not a database you have to feed – an AI chief of staff that works your pipeline while you sleep.

What it actually does

Overnight, Naya researches every new lead: who they are, what the company does, what changed recently and what that implies for your deal. By morning each opportunity carries a brief and a *deal heat score* – a read on which deals are moving and which are quietly going cold.

It drafts the follow-ups in your voice, on WhatsApp or email, and flags the deals most likely to slip before they do. Your reps spend their day talking to people instead of updating fields.

Who it is for

Sales teams of 2 to 200 who are losing deals to follow-up rather than to competitors. Strongest fit where the sales cycle runs on relationships and WhatsApp, which in South Africa is most of them.

AGENTIC SALES CRM

Naya CRM

nayacrm.co.za

- › Deal heat scores that predict slippage
- › Overnight lead research on every new contact
- › WhatsApp and email follow-ups, drafted for you
- › Voice, chat and WhatsApp interfaces
- › Built on a privacy firewall – your data stays yours

Free for 2 seats, then from R349 per user a month

Naya is also the assistant inside everything else we build

The same agent layer runs across our whole product family and inside client systems: answering questions grounded in your own documents, taking actions in your tools, and reachable by chat, voice or WhatsApp. When we say we build AI, this is the thing we have already built, five times over, in production.

Five products live. We run our own medicine.

Every product below is built and operated by the same team that would build your system. They are how we prove the stack before we sell it.

AI-BUILT WEBSITES

Appetite Host

Your website, built while you chat.

Describe your business and an agent builds the site – copy, structure and design. Your own .co.za domain, hosting and daily backups are included, and you are live within one working day rather than one quarter.

- › Live within one working day
- › Domain and hosting included
- › Daily backups

From R5,000 once-off, then R249 a month

BUSINESS IN ONE LINK

Newbi

Your entire business. One link.

A digital card, micro-site, mini store, booking system and payments behind a single link. Share it by QR code, NFC tap or wallet pass – built for people who sell face to face and need the handover to be one movement.

- › 8 languages
- › NFC and wallet passes
- › Android app live

From R79 a month, 14-day trial

CHURCH MANAGEMENT AND ACCOUNTING

ChERP

Member care, ministry and books in one place.

A full church ERP behind a privacy firewall: member and donor records, giving, bulk and personal messaging over WhatsApp, online donations, and accounting that syncs straight into QuickBooks or Sage.

- › Giving and donor records
- › Bulk and personal messaging
- › Accounting sync

From R899 a month

LEARNING PLATFORM

Kwalifi

Train on site. Prove it anywhere.

Mobile-first health and safety training for workers who are on site rather than at a desk. Every certificate carries a QR code any inspector, client or site manager can scan to verify it on the spot.

- › QR-verifiable certificates
- › Built for phones on site
- › Self-paced

Courses from free to R249

Apex Business Network

LAUNCHING SOON

Early access by request

Founder introductions and shared tooling across the Appetite family.

Brands, government and owner-run businesses.

COCA-COLA (ABI) · FMCG

Digital marketing campaign

A multi-channel campaign for the ABI portfolio: strategy, creative and production across web and video.

12M+

Impressions

4.2x

Return on ad spend

TOYOTA SOUTH AFRICA · AUTOMOTIVE

Marketing strategy and media

End-to-end strategy and media production, from concept through to the national launch rollout.

38%

Engagement lift

2.5x

Lead volume

COLGATE-PALMOLIVE · FMCG

Reimagine product launch

Brand and digital launch for a reimagined product line: identity, web platform and the full campaign suite.

54%

Revenue increase

27%

Conversion rate

ENTERPRISE RETAIL GROUP · RETAIL

Multi-brand loyalty platform

A re-architected loyalty backend carrying more than 15 premium retail brands, with 24/7 coverage.

99.9%

Uptime

30%

Faster resolution

LOGISTICS PROVIDER · ON-DEMAND

Drone-integrated delivery

A delivery platform that streamlines last-mile logistics with live tracking and zero carbon emissions.

70%

Faster delivery

500+

Drone flights

LAMISE BEAUTY · BEAUTY AND RETAIL

Bomnal skincare launch

Full brand identity, packaging direction and the digital launch platform for the Bomnal range.

25%

Customer retention

3x

App performance

ALSO TRUSTED BY

SABC

Peermont

eThekweni Municipality

Gauteng Provincial Government

SALGA

Road Accident Fund

Safer South Africa Foundation

Where we have already shipped.

FinTech and banking

Real-time payments, loyalty platforms, AI in finance

Retail and e-commerce

Headless commerce, recommendations, multi-brand

Healthcare

Compliant platforms, telemedicine, patient portals

Real estate

Property platforms, AI search, virtual tours

Logistics and on-demand

Fleet, last-mile, route optimisation

Education

LMS platforms, live streaming, personalised learning

Gaming

Real-time multiplayer, streaming, generative AI

Fitness and wellness

AI physiotherapy, wearables, gamification

IN BUILD NOW

Three regulated industries, three platforms under construction.

Alongside the live products, we currently have three new platforms in active development – each aimed at an industry where the compliance burden is high and the existing software is old:

Medical software

A clinical platform for healthcare providers, built to the privacy and audit standards the sector demands.

Legal AI

AI for legal practice – grounded in the firm's own documents, with citations and audit trails a practitioner can defend.

Aviation software

Operational software for aviation, where accuracy and traceability are not optional.

Names and detail under wraps until launch. If your business sits in one of these sectors, there is a conversation worth having now.

Four stages. You see work early and often.

01

Discover and strategise

We dig into the business, the audience and the goal, and challenge the roadmap before a line of code is written. If we think you are about to build the wrong thing, we will say so.

02

Design and prototype

Brand, interface and experience, prototyped early so you can see and feel the key flows before we build them.

03

Build and integrate

Modern stacks, clean architecture and integrations that fit how the business actually runs, not how the software wishes it did.

04

Launch and grow

We ship, measure and optimise, then layer in SEO, automation and AI to keep the results compounding after launch.

What clients say

“A relationship spanning more than 10 years. He built our website, then a few years later built our app. His expertise on and off the clock has been exceptional.”

FOUNDER AND CEO · LONG-TERM CLIENT

“Quick and efficient turnaround. My organisation was very impressed with the output and the professionalism. We will be using their services for the foreseeable future.”

MARKETING LEAD · CORPORATE CLIENT

“Your expertise in helping my business has been a blessing. You have grown my business tenfold. I am eternally grateful.”

OWNER · E-COMMERCE

“We needed someone to turn our recordings into television programmes. Wesley did that and exceeded our expectations.”

BROADCAST PRODUCTION PARTNER

HOW FAST CAN WE START?

Discovery calls are usually booked within the week. Appetite Host sites go live within one working day; custom builds start after a short scoping phase.

Tell us what you are trying to solve.

Scan the right-hand code and answer a few questions about your business, the problem and what success looks like. We read every one personally and come back with a view – not a brochure.



See the work

Products, case studies and the full service list.

appetitetech.com



Start a project

Your business, your contact details, the problem you need solved and how we can help.

appetitetech.com/start-a-project

WESLEY SING · GROUP FOUNDER & CEO

+27 83 781 7000 · hello@appetitetech.com

DURBAN

+27 31 012 5361

HOURS

Mon to Fri, 08:00 to 17:00 SAST

WHATSAPP

wa.me/27837817000

CAPE TOWN

+27 21 330 5844

ONLINE

appetitetech.com · wesleysing.com