



APPETITE TECHNOLOGY · PORTFOLIO 2026

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

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

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Group Founder & CEO

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OFFICES

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

Founded in Durban in 2012 by Wesley Sing, after a career in broadcast at SABC Studios and FCI Studios. Self-funded, and we have never taken outside investment – which means we answer to the work rather than to a board.

The same people who scope your project build it. There is no layer of account management between you and the work.

Executive Producer, SABC Studios	2009–2014
Senior Executive, FCI Studios	2014–2019
Founder & CEO, Appetite Technology	Since 2012

240+

Projects delivered

17

Years building

12

Industry awards

208+

Clients served

Durban rates, with real overlap into your working day.

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.

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	R15,000
Mobile apps	R80,000
AI and automation	R35,000
Cloud and DevOps	R30,000
Integration and APIs	R40,000

Grow

ATTENTION INTO REVENUE

SEO and SEM	R8,000 / mo
Digital marketing	R10,000 / mo
Brand identity and design	R20,000
Video and broadcast	R10,000

Advise

JUDGEMENT BEFORE YOU SPEND

Data and analytics	R30,000
Fractional CTO	R25,000 / mo
Dedicated teams	R650 / hour

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, via 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.

BUILT ON

- OpenAI
- Anthropic
- LangChain
- Hugging Face
- PyTorch
- MCP
- Supabase
- 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.

Overnight it researches every new lead, scores which deals are going cold, and drafts the follow-ups in your voice on WhatsApp or email. Your reps spend the day talking to people instead of updating fields.

The same agent layer runs inside everything else we build.

When we say we build AI, this is the thing we have already built five times over, in production.

AGENTIC SALES CRM

Naya CRM

nayacrm.co.za

- › Deal heat scores that predict slippage
- › Overnight lead research on every contact
- › WhatsApp and email follow-ups, drafted
- › Voice, chat and WhatsApp interfaces
- › Built behind a privacy firewall

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

Five products live. We run our own medicine.

Every product here is built and operated by the same team that would build your system.

AGENTIC SALES CRM

Naya CRM

Walk in at 8, your pipeline is already briefed.
Overnight research, deal heat scores, drafted follow-ups.

Free for 2 seats, then R349 / user / mo

AI-BUILT WEBSITES

Appetite Host

Describe your business and an agent builds the site.
Domain, hosting and daily backups included.

R5,000 once-off, then R249 / mo

BUSINESS IN ONE LINK

Newbi

Card, micro-site, store, bookings and payments
behind one link. Shared by QR, NFC or wallet pass.

From R79 / mo, 14-day trial

CHURCH MANAGEMENT

ChERP

Members, giving, WhatsApp messaging and books
in one place, syncing to QuickBooks or Sage.

From R899 / mo

LEARNING PLATFORM

Kwalifi

Mobile-first health and safety training, with
certificates any inspector can verify by QR.

Courses from free to R249

BUSINESS NETWORK · SOON

Apex Business Network

Founder introductions and shared tooling across the
Appetite family. Launching soon.

Early access by request

Brands, government and owner-run businesses.

COCA-COLA (ABI) · FMCG

Digital marketing campaign

12M+

Impressions

4.2x

Return on ad spend

TOYOTA SOUTH AFRICA · AUTOMOTIVE

Marketing strategy and media

38%

Engagement lift

2.5x

Lead volume

COLGATE-PALMOLIVE · FMCG

Reimagine product launch

54%

Revenue increase

27%

Conversion rate

ENTERPRISE RETAIL GROUP · RETAIL

Multi-brand loyalty platform

99.9%

Uptime

30%

Faster resolution

LOGISTICS PROVIDER · ON-DEMAND

Drone-integrated delivery

70%

Faster delivery

500+

Drone flights

LAMISE BEAUTY · BEAUTY AND RETAIL

Bomnal skincare launch

25%

Retention

3x

App performance

ALSO TRUSTED BY

- SABC
- Peermont
- eThekweni Municipality
- Gauteng Provincial Government
- SALGA
- Road Accident Fund
- Safer South Africa Foundation

Three regulated industries, three platforms under construction.

Alongside the live products, we 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.

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.

04

Launch and grow

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

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.

“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

NEXT STEP

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.

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See the work

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Start a project

Your business, your details, the problem and how we help.

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