

COMPANY PROFILE

Software, data and automation that move the business forward.

Founder-led engineering for growing businesses. From the first workflow to the team that runs it.

Systems that keep work moving.

Qelv brings software engineering, AI, data and delivery teams together around the way a business operates.

Qelv LLC is a US company. Founded and owned by Faizan Naghman.

Work across the US, UK, Gulf, South Africa, and Pakistan.

Faizan Naghman / Founder

QELV

One team across the operating system

Faizan scopes the work, leads the delivery and stays accountable for the result.

Build / Software shaped around your operation.

Operational platforms, ERPs, CRMs, portals, ecommerce and working product prototypes.

Automate / AI and workflows that do the repeat work.

Voice agents, document intake, knowledge assistants, reporting and system-to-system actions.

Data / Reliable collection and clearer decisions.

Scraping, market monitoring, catalog pipelines, dashboards and predictive analytics.

Growth / A connected path from demand to enquiry.

Websites, local search, paid campaigns, outbound infrastructure and lifecycle follow-up.

Talent / Experienced engineers inside your team.

White-label delivery, dedicated developers, QA and data specialists with founder oversight.

HOW WE WORK

A clear scope from the first move

01 / Map the problem

Send the workflow, job posting or system you want to improve. We will map the best first move on one page, free.

02 / Agree the build

A clear scope, a fixed project price and a delivery plan agreed before the build starts.

03 / Put it to work

We implement in your accounts and repository, test the workflow and hand over the operating details.

04 / Run and expand

Choose ongoing support where continuity matters. Add the next workflow or delivery capacity as the business needs it.

Ownership is part of delivery

Your code, your accounts, your systems. We deliver source code, configuration and handover documentation so your team can keep building.

ENTRY POINTS

Choose the work that needs to move

Operational Platform Build

Operational platforms, ERPs, CRMs, customer portals and working product versions, delivered into your accounts.

\$2K to \$6K fixed / 2 to 4 weeks; often starts from a spreadsheet handover

Hire-Deflection Automation Sprint

Voice agents, document intake, knowledge assistants and connected workflows that act inside your business systems.

\$1.5K to \$3.5K fixed / 2 to 3 weeks

Scraper / Data-Feed Rescue

Collection infrastructure, catalog pipelines, BI and machine-learning workflows built for the decisions your team makes.

\$1.5K to \$3K fixed / then optional monthly run

Outbound Engine Build

Websites, search, campaigns, outbound and follow-up built around a clear customer journey.

\$2K to \$4K fixed / 2 to 3 weeks, then optional run

Overflow Dev Bench

Dedicated developers, QA and data specialists for product teams and agencies, with a practical screening process and founder oversight.

\$25 to \$40 per hour / weekly invoicing, cancel anytime

These are existing offer ranges. The project scope, price and start date are agreed together.

SELECTED WORK

Platforms, data and automation

A US hotel-intelligence company

Hospitality market intelligence / 2024 to 2026

Production data-collection infrastructure with anti-blocking, retry and proxy strategy, supported by embedded Python engineering capacity. 8M+ requests per month at reported operating scale. Marketing-site rebuild and technical discovery of inherited systems, with handover runbooks.

AdultEd Pro

Adult-education technology / 2023 to 2024

Provided paid UI/UX design and React Native / QA delivery capacity for an adult-education mobile product that went live in January 2024.

Transcend

Wholesale distribution / 2026 / prototype

Built an order-to-purchase operations prototype (orders, price lists across portals, purchasing, supplier baskets, allocations, inventory, shipping, payments, returns, audit, role-based admin) that a UK wholesaler's seven-person team reviewed against a 59-item requirement tracker, then revised through two gap-closure waves. Demo-first discovery: working prototype before proposal.

A retail catalog pipeline (our own engineering)

Retail ecommerce / 2022 to 2025 / internal product

A scheduled retail catalog pipeline that scrapes, normalizes, stores, and syncs price and stock data to Shopify.

Email verification and deliverability practice

n/a / 2026 / internal product

Built a self-hosted email verification engine with multi-stage DNS and SMTP checks, provider profiles, 34 reason codes and 25 output columns. Deliverability services apply that engineering experience to list quality, sending setup and reputation.

SELECTED WORK

Growth and engineering capacity

Fish Frenzy

Restaurants (multi-location) / 2023 to 2026

Built the site and zip-based online-ordering path for a three-location restaurant; ordering went live December 2023 and was still live in January 2026. Search Console recorded 6.37K clicks and 174K impressions over the 16-month window from 20 June 2024; GA4 showed organic-search sessions up 154.9% and order-page views up 311.2% in the visible year-over-year comparison. Turning local search demand into a usable ordering path.

Kevin Champeny

Fine art / artist studio / 2025

From keyword cluster to production-ready editorial brief and article; branded search clicks rose 397% in the July-October 2025 window (766 clicks, 9.3% CTR).

CAFClean

Commercial cleaning services / 2025 to 2026

Built and ran search and paid-social campaigns, published SEO service content, and managed the Business Profile for a New Jersey commercial-cleaning company for over a year.

AI Mark Labs

Marketing agency / 2023 to 2024

Ran an embedded technical and creative delivery team for a US marketing agency through 2024 with daily huddles and weekly ROAS/dashboard reporting. Search Console clicks on the agency's own site rose from 15 to 70 per 28-day window between February and July 2024.

Flex Pro Grip

Consumer fitness products / 2024

Delivered a working scraping prototype within 24 hours, returning 50 of 53 records on the first pass. Placed a developer the client accepted, then referred us on to another engineering firm in writing.

ENGINEERING BREADTH

Built across the stack

Business platforms

Logix logistics ERP, Dar Realty CRM, residential compound management, HR and payroll, offline-first restaurant POS and B2B SaaS design.

AI and workflow automation

Voice agents across eight industries, private-document question answering, Azure retrieval systems, meeting assistance, caption generation and workflow agents.

Analytics and modelling

Treasury visibility, financial dashboards, customer segmentation, vendor performance, semantic text analysis, research models and operational KPI reporting.

Delivery and integration

Websites and ecommerce, catalog synchronisation, email-verification infrastructure, public-record extraction and developers integrated into client teams.

The complete portfolio companion includes individual engineering entries and engagement snapshots.

THE FIRST MOVE

Tell us what is slowing the business down

We focus the work where it will make the biggest operational difference.

8M+ requests/month

High-volume hotel market-data collection

Reported operating scale

6.37K clicks / 174K impressions

Fish Frenzy search visibility

16-month window from June 2024

+397% branded search clicks

Kevin Champeny branded search clicks

July to October 2025

Send us the bottleneck

Send the workflow, job posting or system you want to improve. We will map the best first move on one page, free.

Faizan Naghman / Founder

hello@qelv.io | qelv.io/contact

We reply within two business days. No sales call required.