We build software, data pipelines, and automations, and we put engineers on your team when you need hands.

Senior delivery, founder-direct, priced for owner-led companies. Work across the US, UK, Gulf, South Africa, and Pakistan. 22 engagements with delivery evidence on file, 2023 to 2026, across 22 sectors.

FIVE WAYS IN

01	**Build**	We build the software. The spreadsheet a department depends on, turned into real software. A working product version in two weeks, not a specification document.
02	**Automate**	We make the repeat work run by itself. The repeatable part of an open ops, admin, or support role, automated before the seat is filled. A weekly report that assembles itself.
03	**Data**	We get you the data, clean, on a schedule. The scraper that keeps breaking, taken over and kept healthy. Competitor prices and market data on your schedule.
04	**Growth**	We build the system that finds you customers. Websites, local search, outbound and follow-up machinery, built so you own it.
05	**Talent**	We put engineers on your team. Senior, white-label, weekly or monthly, cancel anytime.

NUMBERS ON RECORD

6.37K clicks / 174K impressions

Search Console for a three-location restaurant client (Fish Frenzy)

Google Search Console export, property visible, 16 months from 20 June 2024

+397% branded search clicks

An artist's site after keyword research and an editorial package (Kevin Champeny); 766 clicks at 9.3% CTR in the window

Search Console Insights, July to October 2025

247 marketing-qualified leads

Our own outbound program, about 3.6M emails sent; this is where the playbook comes from

Internal results report; our own program, not a client result, July to October 2025

EIGHT WAYS TO ENGAGE US

Free first move: the Map	Free
Care plan / monthly run	$300 to $2K per month
Try-a-Dev week	One fixed week block
Fractional engineer	$1.5K to $3K per month
Fixed-price sprint	$1K to $6K
Overflow dev bench	$25 to $40 per hour
Dedicated engineer	About $2.4K part-time or $4.8K full-time, per engineer, per month
Deliverability ladder	Free read, then $300 to $700, then $500 to $1,000 per month

Every quote is arithmetic: engineering hours, tools and infrastructure, and a share of company cost. Agreed before work starts, and it does not move. A standing willingness to say 'this is not worth building' and lose the sale.

Send us the bottleneck.

The first move is free: a one-page Map built from something public about you (your job posting, your site, your market), delivered before any call. We reply within two business days. No sales call required.

faizan@qelv.io qelv.io · linkedin.com/in/faizan-naghman

We build the software.

Most owner-led companies run on tools that grew by accident: a spreadsheet that became the operating system, an inbox that became the workflow, a website a past vendor left behind. Every new hire learns the workarounds, every error hides in a cell, and every change waits on the one person who understands the file. We take the way you already work and turn it into software you own, in weeks.

You do not need a digital overhaul. You need the one system that removes your worst week.

THE WEEK THIS FIXES

"Only one person understands that spreadsheet."	One file the whole operation depends on, and one person who can touch it.
"Budget approved, roadmap committed, engineers not hired yet."	A quarter spent on specs and slide decks that describe the product instead of running it.
"The website no longer matches what the business actually sells."	Every update waits on a developer who is not there.

WHERE ENGAGEMENTS START

Internal System Build	$2K to $6K fixed	2 to 4 weeks; often starts from a spreadsheet handover
Two-Week Prototype	$2.5K to $5K fixed	2 weeks
Website & Store Build or Rescue	$1.5K to $5K fixed	1 to 5 weeks

NUMBERS ON RECORD

Live since 31 March 2026

93brewcoffee.com, a cafe we own; central menu model, per-drink pages, local search routes

Live site; own venture, never counted as client work, verified August 2026

App live 22 January 2024

UI/UX design plus React Native and QA capacity for an education product team (AdultEd Pro)

Client go-live email on file, engagement Feb to Apr 2024

59-item requirement tracker

An order-to-purchase operations prototype a UK wholesaler's seven-person team reviewed line by line, then two revision waves

Review records; prototype, not delivered, February to April 2026

22 engagements with delivery evidence on file, 2023 to 2026, across 22 sectors. A standing willingness to say 'this is not worth building' and lose the sale.

The free first step: Build Map.

Built from your site or the tool you run today: what to replace first, what to leave alone, and in what order. One page, free, before any call. We reply within two business days. No sales call required.

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We make the repeat work run by itself.

In most operations roles, a large share of the week is rules: copy this there, assemble that report, chase this update, route that request. People are hired for judgment and spent on repetition. We automate the repeatable share of the work your team already does, one workflow at a time, and wire it with monitoring so it keeps running after we leave.

Hire for judgment. Automate the rules.

THE WEEK THIS FIXES

"We are about to hire someone to do all of this."	A salary spent on work that is mostly rules, not judgment.
"Someone has to copy that into the other system."	A person with two tabs open, retyping one system into the other.
"The Monday report takes someone the whole morning."	Numbers pulled from three systems every week and pasted into the same sheet.

WHERE ENGAGEMENTS START

Hire-Deflection Automation Sprint	$1.5K to $3.5K fixed	2 to 3 weeks
The Monday Report	$1K to $2.5K fixed	1 to 2 weeks
System-to-System Sync	$1.5K to $3K fixed	1 to 2 weeks
Intake & Inbox Agent	$1.5K to $3K fixed	2 to 3 weeks

NUMBERS ON RECORD

135 orders synced

Shopify order base synced into the mailing list for a retailer, so campaigns stopped starting from a stale list

Sync records, February 2026

247 marketing-qualified leads

Our own outbound program, about 3.6M emails sent; this is where the playbook comes from

Internal results report; our own program, not a client result, July to October 2025

22 engagements with delivery evidence on file, 2023 to 2026, across 22 sectors. A standing willingness to say 'this is not worth building' and lose the sale.

The free first step: Automation Map.

Send the job posting you are about to publish. Every task in it comes back sorted into three columns: software can do this, a person has to, not worth touching either way. About twenty minutes of our time, no call attached. We reply within two business days. No sales call required.

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We get you the data, clean, on a schedule.

Prices move, competitors change, catalogs drift, and the businesses that see it first act first. Most teams either fly blind or burn their sharpest people on plumbing: collecting, fixing and reshaping data instead of using it. We build and operate the feeds, so the data arrives clean, on schedule, already shaped for the decision it serves.

Every day of stale data is money decided on last week's market.

THE WEEK THIS FIXES

"The scraper broke again and nobody noticed for a week."	Decisions made on stale data, and a silent failure found three days later in the numbers.
"Their price changed Tuesday and nobody noticed until next week."	Ad spend already out the door against the wrong price.
"The analyst starts in March. The data is a mess now."	The first four to six months of that seat is plumbing, not analysis.

WHERE ENGAGEMENTS START

Scraper / Data-Feed Rescue	$1.5K to $3K fixed	then optional monthly run
Reporting Layer	$2K to $5K fixed	2 to 4 weeks
Competitor & Market Monitor	$1.5K to $3K setup	then $500 to $2K per month
Data Cleanup & Enrichment	$1K to $3K one-off	free 1,000-row sample first

NUMBERS ON RECORD

8M+ requests/day

Peak collection volume on the biggest data source of a hotel market-intelligence pipeline we operate

Founder-reported; client anonymized by agreement, production system

Working prototype in under 24 hours

A data-scraping prototype for a US consumer-products company: 50 of 53 records on the first pass

Delivery email on file; client anonymized, June 2024

8,869 contacts verified, 0 flags

A verified outbound dataset built for a client pilot from an 82M-record source set filtered to about 60,000 US prospects

Verification run records; client anonymized, February to March 2026

22 engagements with delivery evidence on file, 2023 to 2026, across 22 sectors. A standing willingness to say 'this is not worth building' and lose the sale.

The free first step: Data Map.

Name your market and one competitor. The Map comes back with sources, collection frequency, what breaks first, and the monthly price. One page, free. We reply within two business days. No sales call required.

faizan@qelv.io qelv.io · linkedin.com/in/faizan-naghman

We build the system that finds you customers.

Your buyers already search, compare and read email. The question is whether anything of yours is standing where they look: a site that ranks and converts, follow-up that goes out the same hour, outbound that lands in the inbox instead of the spam folder. We build that machinery to run without you, and you own every piece of it when we are done.

The demand exists. Own the system that captures it.

THE WEEK THIS FIXES

"People search for what we sell and find someone else."	Demand that already exists, converting for a competitor.
"Our SDR spends two days a week on research."	Someone paid to sell, spent on list building.
"Our sends started bouncing and we re-verified the list. Still bouncing."	It is one of three causes, and re-verifying only fixes the first.

WHERE ENGAGEMENTS START

Outbound Engine Build	$2K to $4K fixed	2 to 3 weeks, then optional run
Lifecycle Email Build	$1.5K to $3K fixed	2 weeks
Deliverability Diagnostic	$300 to $700 fixed	after a free bounce read
Website & Growth System	Project-specific, fixed	scoped from the Map

NUMBERS ON RECORD

6.37K clicks / 174K impressions

Search Console for a three-location restaurant client (Fish Frenzy)

Google Search Console export, property visible, 16 months from 20 June 2024

+154.9% organic-search sessions

Same client, year over year

GA4 export, GA4 comparison window

+397% branded search clicks

An artist's site after keyword research and an editorial package (Kevin Champeny); 766 clicks at 9.3% CTR in the window

Search Console Insights, July to October 2025

22 engagements with delivery evidence on file, 2023 to 2026, across 22 sectors. A standing willingness to say 'this is not worth building' and lose the sale.

The free first step: Pipeline Map.

Built from your site and who you sell to: where demand leaks today and the order to fix it in. One page, free, before any call. We reply within two business days. No sales call required.

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We put engineers on your team.

The most expensive thing on a roadmap is an empty seat: work sold, dates committed, and a hiring cycle standing between you and delivery. We put senior engineers on your team in days, white-label where you need it, screened in the open so you see the bar before anyone touches your code.

Capacity should be a dial, not a bet.

THE WEEK THIS FIXES

"We just signed work we do not have the hands for."	A delivery date that depends on a hiring cycle.
"Two engineering roles open, one recruiter."	Six to ten weeks per seat, in sequence, while the team covers both gaps.
"Budget approved, roadmap committed, engineers not hired yet."	The roadmap you sold in the raise does not wait.

WHERE ENGAGEMENTS START

Overflow Dev Bench	$25 to $40 per hour	weekly invoicing, cancel anytime
Try-a-Dev Week	One fixed week block	one week, one task
Dedicated Engineer	About $2.4K part-time / $4.8K full-time per month	month to month
Fractional Ops / Data Engineer	$1.5K to $3K per month	a few days a month

NUMBERS ON RECORD

App live 22 January 2024

UI/UX design plus React Native and QA capacity for an education product team (AdultEd Pro)

Client go-live email on file, engagement Feb to Apr 2024

Working prototype in under 24 hours

A data-scraping prototype for a US consumer-products company: 50 of 53 records on the first pass

Delivery email on file; client anonymized, June 2024

22 engagements with delivery evidence on file, 2023 to 2026, across 22 sectors. A standing willingness to say 'this is not worth building' and lose the sale.

The free first step: Capacity Note.

Built from your open roles and your stack: who would sit in the seat, how the first week runs, and how to end it if the fit is wrong. One page, free. We reply within two business days. No sales call required.

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