



LavaLoon

Seamless Integration, Limitless Possibilities.

Connecting systems • Automating processes • Driving growth



THE BRAND IN THREE WORDS

Integrate.
Comply.
Grow.

A three-word promise.

Every product we build, every service we deliver, and every conversation we have with a customer earns at least one of these three.



WHO WE ARE

The Missing Link.

Founded in 2017

Egypt-born, Saudi-anchored, globally registered. A team of technology entrepreneurs who saw the same pattern in every enterprise — dozens of systems, none of them talking.

Frappe Silver Partner — PMM L4

Certified expertise in ERPNext and the wider Frappe ecosystem. Default ERPNext ZATCA integration in Saudi Arabia's Frappe market.

Integrate. Comply. Grow.

We bridge the gap between business systems with easy-to-implement, cloud-based integrations — built on the open Frappe / ERPNext foundation our customers actually own.



BY THE NUMBERS

Earned, not claimed.

3M+

INVOICES CLEARED

Cleared through ZATCA's Fatoorah platform via the KSA Compliance app — the default ERPNext ZATCA integration in Saudi Arabia's Frappe market.

7,300+

FRAPPE CLOUD INSTALLS

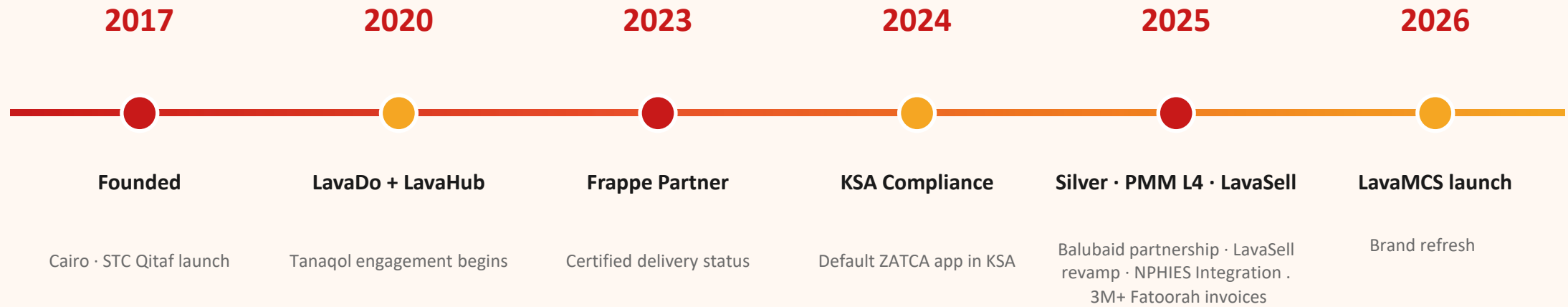
Of the KSA Compliance app. Active, growing, open-source, and the foundation of our SLA-backed Premium edition.

10M+

TRANSACTIONS AT TANAQOL

1M users · 10M+ vehicle transactions · 400 sign-ups per minute at Hajj-scale peak. Vision 2030 transportation on the LavaLoon stack.

From Cairo, to Jeddah, to the Kingdom.



One promise. Three pillars. One stack.

Integrate.

We connect what others can't.

- LavaHub · Middleware
- LavaDo · Employee mobile
- NPHIES Integration
- Custom Development

Comply.

We keep you ahead of the regulator.

- KSA Compliance Community
- KSA Compliance Premium
- KSA SAMA-aligned collections · LavaMCS
- NPHIES (CCHI healthcare exchange)
- PDPL-aware delivery

Grow.

We grow with you.

- LavaSell · POS + ERP
- LavaCard · Business cards
- LavaMCS · Collections
- ERPNext customization
- Managed services



THE PRODUCT FAMILY

Eight ways we deliver.

Seven products and one flagship implementation service — one Frappe-native stack.

LavaSell

PRODUCT

POS + ERPNext

Sell Faster · Stock Smarter · Stay Compliant

LavaMCS

PRODUCT

Debt collection management

Recover Faster · Stay Compliant · Scale

KSA Compliance

PRODUCT

ZATCA e-invoicing compliance

*Always Compliant · Always Supported ·
Always Ready*

LavaCard

PRODUCT

Digital business cards · CRM

Share · Sync · Scale

LavaHub

PRODUCT

Middleware integration

Connect · Orchestrate · Synchronize

LavaDo

PRODUCT

Employee self-service mobile

Access · Act · Done

NPHIES Integration

PRODUCT

Healthcare integration

Integrate Fast · Stay Compliant · Get Paid

ERPNext Implementation

SERVICE

Frappe Silver Partner

Certified · Proven · Local



LavaLoon

PRODUCT SPOTLIGHT

LavaSell

Sell Faster. Stock Smarter. Stay Compliant.

The Frappe-native retail platform for multi-location retailers, spare-parts distributors, optical retail, and hybrid product+service businesses.

PROOF

Trusted by Balubaid Spare Parts · Alfa Trading · Luxury Carts · Tanaqol (scale-proof reference)

HIGHLIGHTS

- Native Windows + Android — the only POS with both
- Offline-first with auto-sync once connectivity returns
- Sub-30-second sales cycle through optimized UX
- Dual operation modes — cashier security + direct-sales speed
- Native ZATCA Authority compliance
- Full ERPNext module access — Accounting, HR, CRM, Inventory

PRICING

Essential POS · \$250/mo for up to 6 terminals · \$50/mo per additional · Enterprise POS (20+) custom quote · Frappe Cloud hosting billed separately



LavaLoon

PRODUCT SPOTLIGHT

LavaMCS

Recover Faster. Stay Compliant. Scale With Confidence.

Money Collection Solution. The Frappe-native debt-collection platform for banks, financial institutions, collection agencies, and corporate AR across MENA.

PROOF

AbouShady Collection Firm (Egypt / UAE) · SFH (Balubaid subsidiary, KSA) — Digitized end-to-end collection workflows, reduced manual work, audit-ready operations.

HIGHLIGHTS

- Intelligent multi-dimensional case assignment
- Weighted scoring across product, location, industry, delay bucket
- Full audit trail — every decision logged for regulators
- 10 user roles · Administrator to Collector
- Approval workflows for assignment changes
- Aligned with SAMA's 2025 modernized collections framework

PRICING

Enterprise pricing on engagement basis. Per-seat licensing for collectors, supervisors, and admin roles. Deployed on Frappe Cloud or on-premise. Dramatically lower TCO than FICO, Exus, and Temenos.



LavaLoon

PRODUCT SPOTLIGHT

KSA Compliance

Always Compliant. Always Supported. Always Ready for the Next Wave.

The default ERPNext ZATCA integration in Saudi Arabia. Community edition is free and open-source. Premium edition adds SLA-backed certainty for businesses where compliance is a board-level concern.

PROOF

3,000,000+ invoices cleared through Fatoorah · 7,300+ Frappe Cloud installs · Trusted by Tanaqol, FutureNas, UBC.

HIGHLIGHTS

- Complete ZATCA Phase 1 + Phase 2 integration · Wave 24 ready
- Direct Fatoorah connectivity
- Automated compliance checks + XML validation
- Real-time compliance dashboard
- Premium: 99.9% uptime SLA · 4-hour P1 response
- Premium: Regulatory updates within 10 working days

PRICING

Community: free + open source · Standard / Premium: SLA-backed paid editions



LavaLoon

PRODUCT SPOTLIGHT

LavaCard

Share. Sync. Scale.

Digital business card platform. Business edition — HR-managed, brand-controlled across the workforce, with native CRM contact-capture. Personal edition — individual professional cards.

PROOF

Cross-sell into the existing ERPNext customer base — every workforce is a natural rollout candidate.

HIGHLIGHTS

- QR sharing · OCR contact capture
- Multi-language EN / AR
- Native Frappe CRM(e.g.lead,deal,customer) integration — captured cards become attributed leads
- Brand-consistent across the entire workforce
- Personal edition for individual professionals

PRICING

Business: per-employee monthly · Personal: free or low-cost individual edition

Six phases. Delivered in weeks, not months.

01 • Discovery

Business process workshops, gap analysis, and scoping.
Delivered within 1–2 weeks.

02 • Configuration

ERPNext module setup, chart of accounts, workflows, and
role configuration aligned to your processes.

03 • Data Migration

Legacy data cleansed, mapped, and validated into ERPNext.
Opening balances and master data verified.

04 • Training

Role-based end-user and admin training. Train-the-trainer
sessions for long-term team independence.

05 • Go-Live

Parallel-run support, cutover execution, and day-one
hypercare with the full LavaLoon team on call.

06 • Support & Scale

SLA-backed managed services, system health reviews, and
continuous improvements as you grow.

Not just certified. Built different.

DIMENSION	TYPICAL ERP PARTNER	LAVALOON
Implementation Speed	6–18 months	Weeks, not months
ZATCA / ETA Compliance	Add-on / third-party	Native — default KSA app
Frappe / ERPNext Depth	General ERP skills	Silver Partner — PMM L4
Total Cost of Ownership	High license + consultant fees	Open-source — enterprise value
Post Go-Live Support	Ticketed / time-based billing	SLA managed services
Integrated Product Stack	ERP only	ERP + POS + MCS + Compliance

Built for integration. Built for scale.

LavaHub

Connect. Orchestrate. Synchronize.

Frappe-native middleware. The orchestration spine for ERPNext + payment gateways + SMS + GPS + IoT. Deployed at Tanaqol scale.

LavaDo

Access. Act. Done.

Employee self-service mobile app. HR, payroll, leave Proof: Tanaqol, Luxury Carts.

NPHIES Integration

Integrate Fast. Stay Compliant. Get Paid.

Frappe-anchored healthcare middleware. Connects HIS / insurer cores to NPHIES with FHIR R4 conformance — provider side and payer side.

ERPNext Implementation

Certified. Proven. Local.

Flagship professional service. Frappe Silver Partner at PMM L4. Tanaqol-scale rollouts. Delivered in KSA via Balubaid Group, Jeddah.

Five focused. One expanding.

Multi-location Retail

LavaSell · LavaCard · KSA Compliance · LavaDo

Banking & Financial Services

LavaMCS · LavaCard · KSA Compliance · ERPNext

Construction & Real Estate Dev

ERPNext · LavaDo · LavaCard · KSA Compliance

Manufacturing & Industrial

ERPNext · LavaHub · LavaDo · KSA Compliance

Trading & Distribution

ERPNext · LavaSell · LavaCard · LavaMCS · KSA Compliance

Healthcare

EXPANDING

NPHIES Integration · ERPNext

Customers across the GCC, Egypt, and beyond.





SUCCESS STORY

Tanaqol.

Vision 2030 transportation at Hajj scale.

LavaLoon integrated Tanaqol's electric-cart service with ZATCA via the KSA Compliance app on ERPNext, orchestrated through LavaHub middleware, with LavaDo for the mobile workforce. The result: efficient pilgrim-assistance services managed and scaled across the holy sites.

1M+

USERS

10M

TRANSACTIONS

400 / min

SIGN-UPS · PEAK



SUCCESS STORY

AbouShady Collection Firm.

Money collection, digitized end-to-end.

LavaLoon's LavaMCS platform digitized AbouShady's end-to-end collection workflows across Egypt and the UAE — bank integrations, Daily Collection Report management, intelligent multi-dimensional case assignment, and a full audit trail across 10 user roles. Manual work and paper dependency dropped dramatically while operational efficiency rose.

10

USER ROLES

EG + UAE

MULTI-COUNTRY

Audit-Ready

FULL TRAIL



SUCCESS STORY

KSA Compliance.

The default ZATCA solution in the Kingdom.

Built on the Frappe framework with seamless Fatoorah integration, LavaLoon's KSA Compliance app simplifies ZATCA Phase 1 and Phase 2 e-invoicing for businesses of all sizes — automated compliance checks, real-time dashboards, XML validation, and proven clearance at scale. Today it is the default ERPNext ZATCA app on Frappe Cloud in Saudi Arabia, trusted by Tanaqol, UBC, FutureNas and many more.

3M+

INVOICES CLEARED

7,300+

FRAPPE CLOUD INSTALLS

Default

ERPNext ZATCA · KSA



SUCCESS STORY

Balubaid Group.

Multi-BU ERPNext rollout across KSA's leading diversified conglomerate.

LavaLoon delivered a multi-business-unit ERPNext implementation across five Balubaid subsidiaries — Spare Parts, Lines (Construction), Core3 (Consulting), APLG (Manufacturing), and Roots (Automotive) — unifying financials, inventory, Oracle EPM integration, Oracle Payroll integration, and operations on a single Frappe-native stack. LavaLoon also serves as LavaSell POS partner for the Spare Parts retail network in Jeddah.

5

BUSINESS UNITS

ERP + POS

FULL STACK DELIVERED

KSA Partner

STRATEGIC · JEDDAH

Silver Partner. Maturity Level 4.

LavaLoon is a Frappe Silver Partner at PMM Level 4 — one of only two Frappe Silver Partners with a verified Saudi Arabia listing on frappe.io. We're the default ERPNext ZATCA integration in the Kingdom's Frappe market, an active open-source contributor to the wider ecosystem, and the implementation partner for the full Frappe application family.

Frappe Silver

Silver Partner with verified Saudi listing on frappe.io.

PMM Level 4

Partner Maturity Model Level 4 in Frappe's operational framework.

Default ZATCA App

Default ERPNext ZATCA integration in Saudi Arabia's Frappe market.

Open Source

KSA Compliance Community edition fully open source on GitHub. Active contributor to the wider Frappe ecosystem.

Three locations. One mission.

PRIMARY MARKET

KSA

Jeddah

Delivered through our strategic partnership with the Balubaid Group — one of Saudi Arabia's leading diversified conglomerates and our most established multi-BU customer.

HOME MARKET

Egypt

Cairo

18 Hafez Ramadan Street, Nasr City. The founding home, core engineering hub, and Egyptian Tax Authority compliance authority.

BACK-OFFICE & CORPORATE

USA

Middletown, DE

1651 North Broad Street, Suite 206, Middletown, DE 19709. Delaware-incorporated entity for international customers and corporate operations.

The team behind the missing link.

SHAREHOLDERS



Khaled Yusuf
CEO & Founder



Muhammed Haggag
Solution Architect & Co-founder



Ahmed Shalaby
Success Manager & Co-founder



Mohamed Benmessaoud
Partner



Mohamed Hamdy
Partner & Business Developer

BOARD



Khaled Yusuf
Chairman



Ahmed Shalaby
Board Member



Mohamed Hamdy
Board Member

LEADING TEAM



Khaled Yusuf
CEO



Muhammed Haggag
Solution Architect

Three reasons our customers choose us.

01

Deep Frappe expertise.

Frappe Silver Partner at PMM L4. Default ERPNext ZATCA integration in the Kingdom. 5,300+ Frappe Cloud installs of our KSA Compliance app. Active open-source contributors.

02

An integrated stack, not a single product.

LavaSell, LavaMCS, KSA Compliance, LavaCard, LavaHub, LavaDo, NPHIES Integration, ERPNext Implementation — built where the off-the-shelf ERPNext story leaves room for more. One coherent stack that no competitor can match end-to-end.

03

Built for the Kingdom and the region.

ZATCA, ETA, SAMA, NPHIES, PDPL — our home territory. Strategic partnership with Balubaid Group in Jeddah. Egypt office, USA corporate. Built to scale globally on a foundation of regional depth.



LET'S BUILD *the missing link.*

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KSA · via Balubaid Group, Jeddah • Egypt · Cairo • USA · Middletown DE

Madness innovates the world.



Scan to talk to us