



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.

12,100+

FRAPPE CLOUD INSTALLS

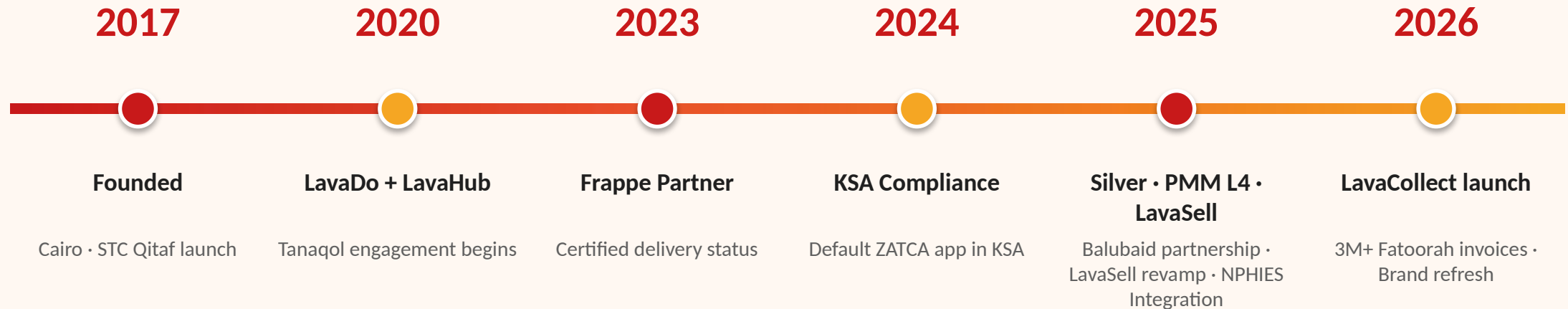
Of the KSA Compliance app. Active, growing, open-source, and the foundation of our SLA-backed Premium edition.

10M+

TRANSACTIONS AT TANAQOL —
SINCE GO-LIVE

1M users · 10M+ vehicle transactions since go-live, of which 3M+ cleared through ZATCA since activation · 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
- ERPNext Implementation
- Custom Development

Comply.

We keep you ahead of the regulator.

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

Grow.

We grow with you.

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



THE PRODUCT FAMILY

6+ products plus 2 services.

Products at every maturity level, plus ERPNext implementation and custom development — one Frappe-native stack.

LavaSell

PRODUCT

Retail POS + ERPNext

Sell Faster · Stock Smarter · Stay Compliant

LavaCollect

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 · HR + 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

Implementation + custom development

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 · Naqaa Alain · 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 + Egyptian Tax Authority compliance
- Full ERPNext module access — Accounting, HR, CRM, Inventory

PRICING

\$25/mo per terminal (minimum package: 8 terminals) ·
Support SLA from \$250/mo (5 pooled credit hours) · \$1,000
one-time configuration · Hosting contracted directly by the
customer



LavaLoon

PRODUCT SPOTLIGHT

LavaCollect

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) · a Saudi finance company (name withheld at its own request) — 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

Standard · \$1,000/mo + \$500/mo support + \$5,000 configuration. Enterprise for banks and large finance · \$5,000/mo + \$1,500/mo support + \$25,000 configuration. Frappe Cloud or on-premise. An order of magnitude below FICO, Exus and C&R Software.



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 · 12,100+ Frappe Cloud installs · Trusted by Tanaqol, FutureNas, UBC.

HIGHLIGHTS

- Complete ZATCA Phase 1 + Phase 2 integration · Wave 25 ready (deadline 1 Feb 2027)
- Direct Fatoorah connectivity
- Automated compliance checks + XML validation
- Real-time compliance dashboard
- Premium: SLA-backed support · SAR 938/mo for 5 pooled credit hours
- Premium: Regulatory updates tracked across every ZATCA wave

PRICING

Community: free + open source · Premium Monthly: SAR 120/mo · Premium Lifetime: SAR 7,000 · Support SLA SAR 938/mo for 5 credit hours (optional)



LavaLoon

PRODUCT SPOTLIGHT

LavaCard

Share. Sync. Scale.

Digital business card platform. HR-managed and brand-controlled across the entire workforce, with native CRM contact-capture. One flat rate, unlimited users.

PROOF

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

HIGHLIGHTS

- NFC tap-to-share · QR sharing · OCR contact capture
- Multi-language EN / AR
- Native Frappe HR integration — provision on join, revoke on leave
- Native Frappe CRM integration — captured cards become attributed leads
- Brand-consistent across the entire workforce
- Unlimited users on one flat rate — no per-seat cost

PRICING

Business: \$100/mo for unlimited users · Personal account free · \$300/mo support SLA for 6 pooled hours · \$500 one-time configuration

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, tasks across ERPNext environments — for store staff, drivers, plant workers, field teams. \$300/mo for unlimited users. 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.

Professional service — and our most reliable route into the product stack. 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

LavaCollect • 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 • LavaCollect • KSA Compliance

Healthcare

EXPANDING

NPHIES Integration • ERPNext

Customers across the GCC, Egypt, and beyond.

 بالبيد
Balubaid بالبيد
Spare Parts
قطع الغيار Roots APLG
شركة المصنع العربي لصناعة الزيوت والشحومات
Arabian Plant For Lubricants & Grease SFH Softland
سوفت لاند معين
aeen
معيّن للاستشارات الهندسية
Maeen Engineering Consultancy ناس المستقبل
Future Nas WIND
Integrated Solutions EGYPTIAN COTTON العربّة الفاخرة
LUXURYCARTS ALFA FOR IMPORT
& DISTRIBUTION
ألفا للاستيراد والتوزيع
عبد الحميد حسين وأولاده الحضي



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 LavaCollect 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

12,100+

FRAPPE CLOUD INSTALLS

Default

ERPNext ZATCA • KSA

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. 12,100+ Frappe Cloud installs of our KSA Compliance app. Active open-source contributors.

02

An integrated stack, not a single product.

6+ products and 2 services — LavaSell, LavaCollect, KSA Compliance, LavaCard, LavaDo, LavaHub, NPHIES Integration, plus ERPNext Implementation and Custom Development — 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.

Abbreviations and expressions.

Term	Meaning
AR	Accounts Receivable
BU	Business Unit
CCHI	Council of Health Insurance (KSA)
CRM	Customer Relationship Management
ERP	Enterprise Resource Planning
ETA	Egyptian Tax Authority
Fatoorah	ZATCA's e-invoicing platform
FHIR R4	Fast Healthcare Interoperability Resources, Release 4
GCC	Gulf Cooperation Council
GPS	Global Positioning System
HIS	Hospital Information System
HR	Human Resources
IoT	Internet of Things
KSA	Kingdom of Saudi Arabia

Term	Meaning
MENA	Middle East and North Africa
NFC	Near Field Communication
NPHIES	National Platform for Health Insurance Exchange Services
OCR	Optical Character Recognition
PDPL	Personal Data Protection Law (KSA)
PMM	Partner Maturity Model (Frappe)
POS	Point of Sale
QR	Quick Response (code)
SAMA	Saudi Central Bank
SLA	Service Level Agreement
SMS	Short Message Service
UX	User Experience
XML	Extensible Markup Language
ZATCA	Zakat, Tax and Customs Authority (KSA)

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