WHAT WE BUILD, AND WHO WE BUILD IT FOR

# Shaka Labs builds the software you wish you had.

Custom apps, websites, client portals, business systems and AI tools for businesses in South Africa and across Africa. We start with the job your team does by hand every day and build the thing that does it properly. Then we look after it.

FROM
**Shane Kalichurn**
Founder, Shaka Labs

BASED IN
**Ballito, KZN**
Working across SA and Africa

TALK TO US
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shakalabs.ai

01 · WHO WE ARE

# A small studio on the KZN coast that sweats the finish.

Shaka Labs designs and builds software for businesses that have outgrown spreadsheets, shared inboxes and WhatsApp groups, but don't want an enterprise system they'll never fully use. We work from Ballito with clients across South Africa and in a growing number of African cities.

Most of what we build is the layer between a business and its customers: the login a client uses to see their documents, the WhatsApp reply at 21:00 that books the viewing, the dashboard an owner checks before the first coffee. That layer is where people judge you, so we care a lot about how it looks and how it feels to use.

## 02 Working with us

**1**

### You talk to the people building it

No account managers passing notes along. The person on the call is the person who answers for the work.

**2**

### A fixed quote before we start

We map the job first, then quote a fixed scope. If something new comes up, we talk about it before it costs you anything.

**3**

### We build around what you already use

Your accounting package, your stock system, your WhatsApp number, even the spreadsheet everyone is scared to touch. We connect to it rather than make you start over.

**4**

### We stay after launch

Hosting, updates, fixes and the next round of changes. Software that nobody looks after goes stale quickly.

## 03 In this document


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**Our favourite projects start small. One portal, one assistant, one workflow that stops eating someone's afternoon. The good ones grow from there.**

02 · WHAT WE BUILD · SOFTWARE PEOPLE LOG IN TO

# Apps, portals and systems with your name on them

This is the work most clients come to us for first. Each one is designed around how your business already runs, under your own brand and domain, and built to be used on a phone as much as a desk.

IOS AND ANDROID

01

## Custom web and mobile apps

A branded app your customers or staff download from the App Store and Google Play, published under your name. We handle the build, the store listings and the updates.

FOR EXAMPLE A members' app for a club, a booking app for a salon group, a field app for a team that's always on site.

ONE LOGIN

02

## Client and resident portals

A private login where clients, tenants, residents or parents find their own documents, statements, bookings and messages, instead of asking you for them again.

FOR EXAMPLE An estate resident app with visitor codes and notices, or a document portal for an accounting practice.

RUN THE BUSINESS

03

## Business management systems

One system for the work that currently lives across three tools and one person's memory: quotes, jobs, bookings, invoices, staff roles and reports.

FOR EXAMPLE Job cards and quoting for a trade business, or snag lists and handover tracking for a developer.

ACCOUNTING, STOCK, SAGE

04

## Dashboards on the data you already have

Sage, Xero, QuickBooks, Zoho and your stock system already hold the numbers. We put them on one screen that updates itself: cash, debtors, stock to reorder, sales by branch.

FOR EXAMPLE A morning view for a wholesaler's owner, or a client-facing dashboard an accounting firm offers under its own brand.

## The accounting system stays the source of truth

We build alongside your books and stock records, never instead of them. Your accountant keeps working the way they do now, and you get a version of the same numbers you can actually use during the day.

## Membership platforms: Elevated and Elevated Community

For organisations that run on members rather than customers, we start from our own platform instead of a blank page. Elevated is the church edition. Elevated Community is for clubs, associations, networks and other member organisations with fees: a public website, a member web app and an admin workspace for memberships, renewals and dues, events, notices and communication. Shaka Labs sells, sets up and supports Elevated.

## 02 Things we regularly connect to

Sage · Xero · QuickBooks · Zoho · WhatsApp Business · Google Workspace · Microsoft 365 · WooCommerce · WordPress · Paystack · PayPal · Google Business Profile · The spreadsheet that runs everything

02 · WHAT WE BUILD · AI AND AUTOMATION

# AI that answers, and automation that takes the repeat work away

We use AI where it saves someone real time, and plain automation where that's the better tool. Either way, a person stays in charge of anything that matters.

WHATSAPP AND WEB

05

## WhatsApp and website assistants

An assistant on your own WhatsApp number or website that answers the questions you get twenty times a day, books the appointment or viewing, and hands anything tricky to your team with the details already filled in.

ONE WORKFLOW AT A TIME

06

## Automation sprints

We pick one process that's slowing you down, such as quote follow-ups, document chasing, reminders or onboarding, and automate it in a short, fixed sprint. Then the next one, if it's worth it.

NEW · ASK YOUR BUSINESS

07

## Custom AI bots that know your business

A private bot connected to your own systems, so you can ask it things like "which customers haven't ordered since September?" or "how did the Umhlanga branch do this week?" and get an answer from your real sales, customer and operations data. It's built for owners and managers who want to understand the business without waiting for a report.

**Every bot comes with an access review.** Before a bot touches anything, we check exactly what it can do. We also offer this on its own, for a fixed fee, to businesses that have already connected AI tools to their systems:

### What it can see

Which systems, which records, and whose personal information.

### What it can change

Read only, or able to edit, delete and send.

### Can it move money?

Payments, refunds, banking and payroll, checked one by one.

### POPIA exposure

Where personal data goes, and what you'd need to fix.

YOU GET A one-page set of rules for each bot that you and your team can actually follow.

MID-SIZED TEAMS

08

## AI operations consulting and audits

For firms of roughly 50 to 500 people. We sit with the operations lead, look at where time goes in quoting, claims, onboarding, reporting or customer service, and come back with a short, plain list of what's worth automating first and what isn't. The first conversation is a free 30 minute review of one problem you can already see.

## 02 House rules for every AI build

### No moving money

Payments, refunds and banking changes stay with a person.

### People sign off

Messages to many customers at once are drafted, then approved.

### Least access

A bot that only needs to read can't edit, delete or export.

### Everything logged

You can see what was asked, what it answered and what it did.

02 · WHAT WE BUILD · WEBSITES, SHOPS AND BEING FOUND

# Getting found, getting booked, and fixing what's broken

Not every job needs custom software. Sometimes the website is the problem, or the shop is slow, or nobody can find you on Google Maps. These are quick, fixed pieces of work, and they're often how we meet a business for the first time.

SITES THAT BRING ENQUIRIES IN

09

## Websites, launch sites and booking flows

A site that says clearly what you do, where, and what to do next, with a booking or enquiry path that works on a phone. Launch pages for a new development, product or model, written for the people searching in your town.

ONE WEEK, FIXED SCOPE

10

## WooCommerce store refresh

A one-week refresh of an existing WooCommerce shop: a current look using your own brand and photos, faster pages, a checkout that works on a phone, broken bits fixed and a basic SEO pass. Your products, orders and customers stay where they are.

RESCUE

11

## Broken-site rescue

Expired SSL warnings, contact forms that go nowhere, pages printing error code, a layout that falls apart on a phone. We find what's wrong, fix it, and send you a short note of what we changed.

GOOGLE MAPS AND SEARCH

12

## Google Business Profile and local search

A proper tune-up of your Google Business Profile, with the right categories, hours, photos, services and booking link, plus local pages and setup so people searching nearby find you, and AI search tools have accurate details to work from.

FOR PODCASTS

13

## Podcast content repurposing

A monthly retainer for shows that record regularly. For each episode we deliver edited, captioned vertical clips for Shorts, Reels and TikTok, a newsletter issue, X threads and LinkedIn posts, all in the show's own voice and artwork. First drafts are prepared with AI and then polished by a production team that has produced and clipped prominent US news and commentary podcasts.

## 02 Also on request

- Google Ads search campaigns
- SEO and AI search
- Social posts and short video
- Branding touch-ups
- Email and newsletters
- Discovery workshops
- Monthly care plans
- White-label builds for agencies

### Every quick job ends with a short note

What we found, what we changed and what we'd look at next. No made-up scores, just a plain record you can keep or pass to whoever looks after your site.

03 · WHO WE HELP

# The businesses we know well

We've spent a lot of time looking at how these businesses run day to day, down to which questions arrive after hours and where the paperwork gets stuck. This is usually where we'd start with each.

PROPERTY

## Property developers and estates

Buyers during the sale, residents after handover.

- **Launch and sales pages** for each release, with viewing bookings
- **A buyer portal** for reservations, progress updates and documents
- **Snag lists and handover tracking** with photos, shared with the buyer

PROPERTY

## Managing agents and HOAs

Many schemes, many residents, one office inbox.

- **A branded resident app** for notices, visitors and facility bookings
- **Maintenance requests** logged with photos and tracked to done
- **A weekly summary** of open items across every scheme you run

Resident apps can run on Elevated Community, our membership platform.

HEALTH

## Health practices

Physios, chiros, dentists, orthodontists, spas and clinics.

- **Online booking and reminders** under the practice's own name
- **A patient portal** for forms, appointments and follow-ups
- **An after-hours assistant** that hands real bookings to the front desk

MOTOR

## Car dealerships

Independent, multi-brand and franchise dealers.

- **Every lead in one pipeline**, from WhatsApp, the classifieds sites and walk-ins
- **Instant replies and test-drive reminders**, including after hours
- **Model and launch pages** where the brand allows them

COMMUNITY

## Churches and NPOs

Members, donors, volunteers and boards.

- **Elevated for churches**: a church website, member app and giving, with groups, events and pastoral care
- **Elevated Community for NPOs**: supporters, volunteers, events and notices in one place
- **Reports for funders and boards** without a weekend of spreadsheets

EDUCATION AND SPORT

## Schools, clubs and associations

Sports and social clubs, gyms, alumni groups, parents and committees.

- **Elevated Community**: member records, memberships and renewals, with dues reports your committee can trust
- **A members' or parents' web app** for events, notices and resources
- **Communication** that reaches the right group, not the whole list

03 · WHO WE HELP

# And the ones that sell, advise and host

TRADE

## Retail, wholesale and ecommerce

Shops, distributors, suppliers and online stores.

- **Stock checks and repeat orders on WhatsApp**, priced from each customer's list
- **Statements and invoice copies** sent in the chat on request
- **A WooCommerce refresh** when the shop is slow or tired
- **An owner's dashboard** for sales, stock and debtors

ADVISERS

## Professional services and accountants

Accountants, bookkeepers, attorneys and consultants.

- **A client document portal** with a checklist for each month end
- **Engagement and onboarding forms** completed online
- **Client dashboards** on the books you already keep, under your brand
- **Payslip and leave assistants** for payroll clients

SOFTWARE

## Small SaaS companies

Local software firms selling to businesses.

- **A clearer website** that leads with one product and real screens
- **A demo or trial booking flow** that doesn't drop requests
- **Pricing and launch pages**, plus calculators clearly labelled as estimates

HOSPITALITY

## Wedding venues and suppliers

Venues, coordinators, florists and planners.

- **A couple portal** for the timeline, guest numbers, menus and documents
- **An interactive lookbook** of rooms and packages, with "check a date"
- **After-hours replies** on date and viewing questions

NOT ON THE LIST?

## Trades, logistics, hospitality, business networks and more

If your team retypes the same information twice, answers the same five questions every day, or keeps the real picture of the business in one person's head, we can probably help. Send us a short note about the job that bothers you most and we'll tell you honestly whether it's worth building.

**You don't need to fit neatly into one of these boxes. Most of our best ideas come from watching how a team actually works.**

04 · CONCEPT MOCKUP · BUSINESS DASHBOARD

# The morning view of a whole business

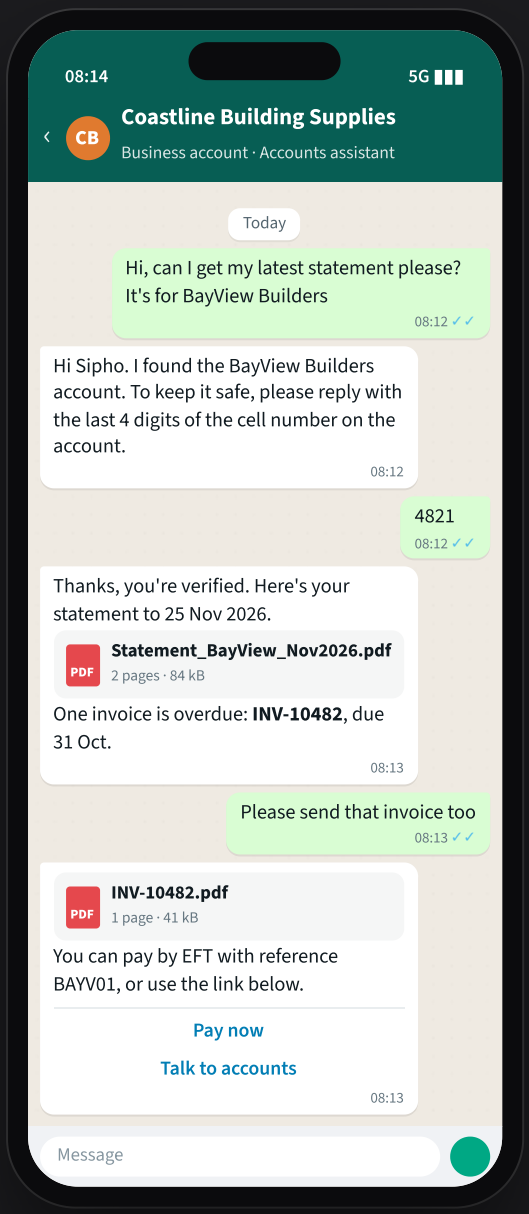
What the owner of a building supplier could open each morning: orders, overdue accounts, stock to reorder and branch performance, pulled from the accounting and stock systems overnight. The panel on the left is the business's own AI bot, answering questions in plain language.




CONCEPT MOCKUP. EXAMPLE DATA.

04 · CONCEPT MOCKUPS · WHATSAPP ASSISTANTS

# The answer arrives in the chat, not three days later

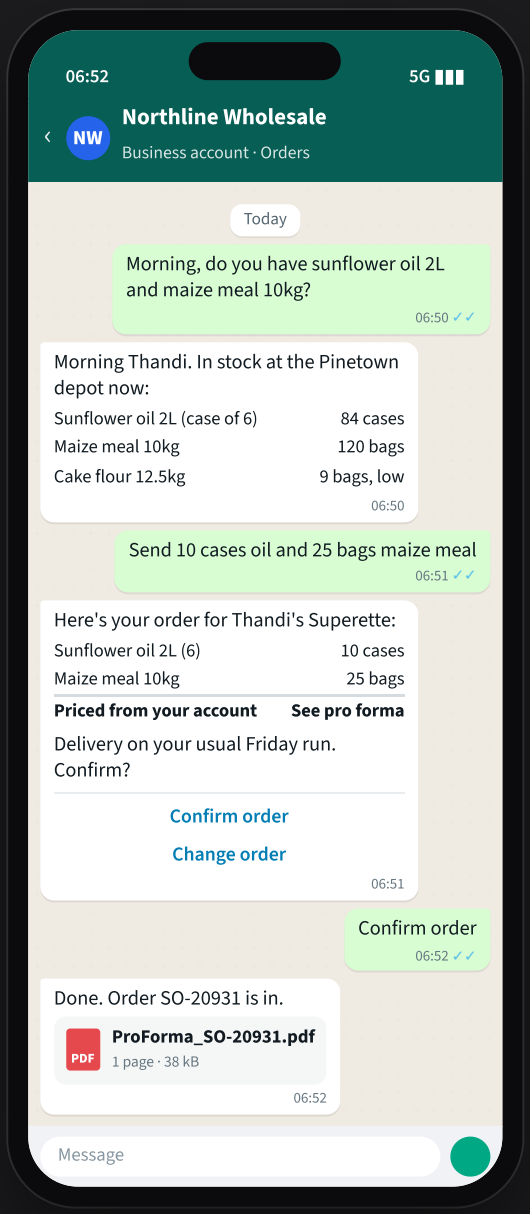



CONCEPT MOCKUP. EXAMPLE DATA.

## Statement and invoice assistant

A customer asks for a statement at 08:12 and has it a minute later, with the overdue invoice attached. The accounts team only sees the chats that actually need a person.

USES Customer accounts, invoices and statements




CONCEPT MOCKUP. EXAMPLE DATA.

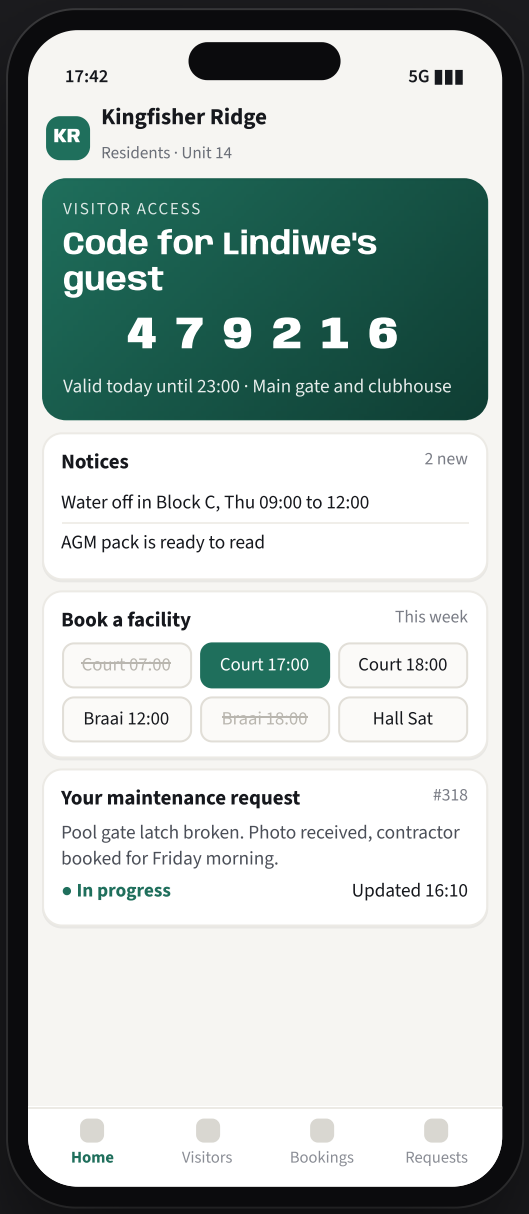
## Stock check and repeat orders

Spaza owners and reps check stock and place their usual order before the office opens. The order lands priced from the customer's own list, so nobody has to retype it.

USES Items, stock levels, price lists, customer accounts

04 · CONCEPT MOCKUPS · BRANDED APPS

# Your own app, for residents and for patients

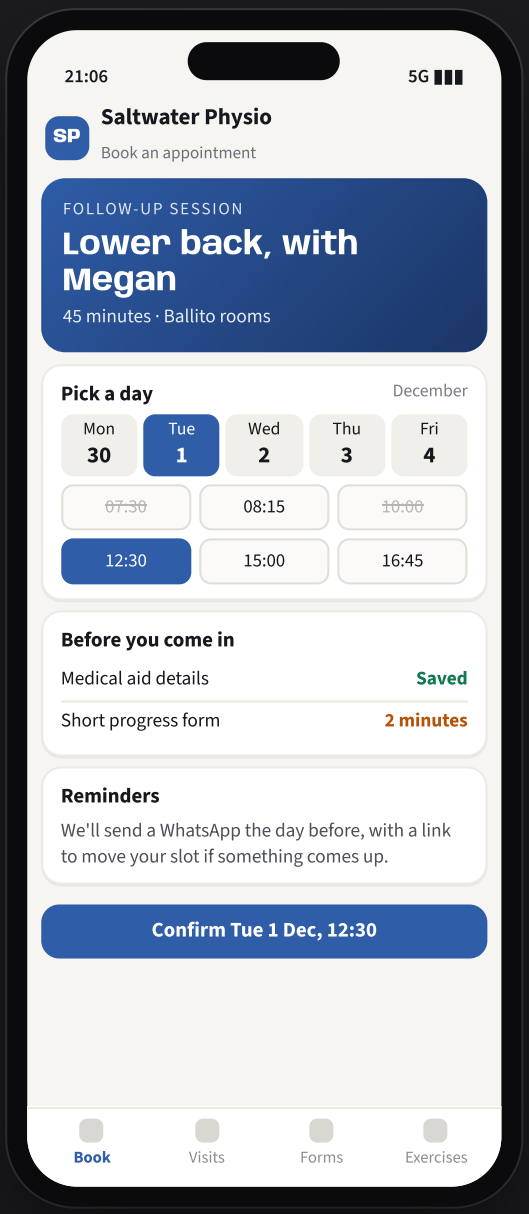



CONCEPT MOCKUP. EXAMPLE DATA.

## Resident app for estates and HOAs

Visitor codes, notices, facility bookings and maintenance requests with photos, all under the estate's name. The office stops being the only place residents can go for answers.

WORKS WITH The levy and admin system you already use




CONCEPT MOCKUP. EXAMPLE DATA.

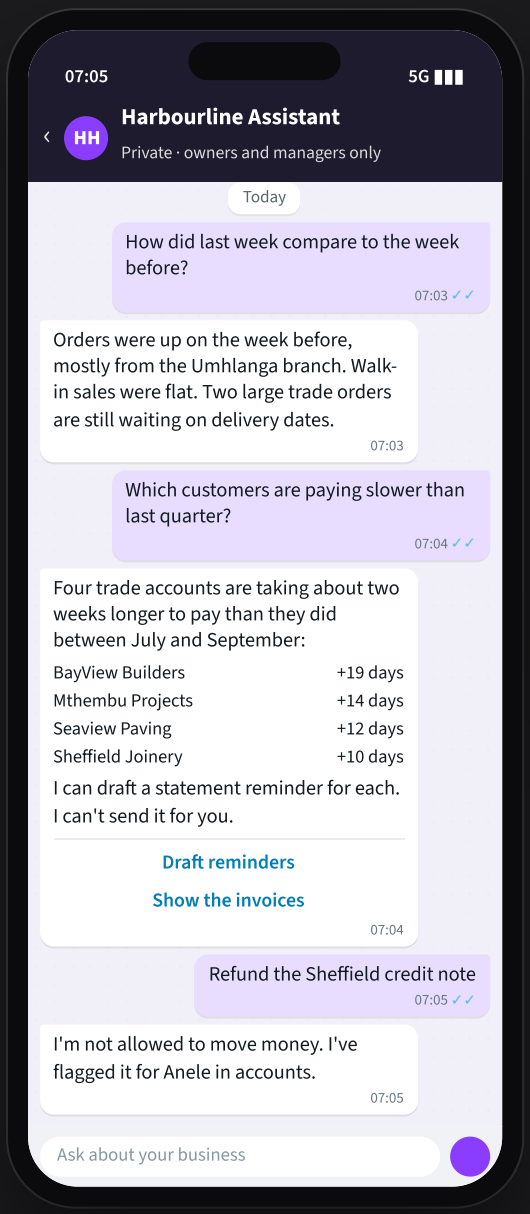
## Booking app for a health practice

Patients book a follow-up at 21:00 without phoning, fill in their forms before they arrive and get a reminder the day before. The front desk starts the morning with a full diary.

WORKS WITH The practice diary and patient records

04 · CONCEPT MOCKUPS · AI BUSINESS BOT AND ACCESS REVIEW

# Ask the business a question. Know exactly what the bot can touch.




CONCEPT MOCKUP. EXAMPLE DATA.

## AI bot access review

ONE-PAGE RULES

Harbourline Hardware · Example business · Reviewed 24 Nov

| BOT | CAN SEE | CAN CHANGE | MOVES MONEY? | POPIA |
|---|---|---|---|---|
| **Owner assistant** | Sales, stock, debtors | **Read only** | **No** | Customer names only |
| **WhatsApp orders** | Items, price lists, own account | **Creates orders** | **No** | Verified customers |
| **Accounts helper** | Invoices, statements | **Drafts emails** | **No** | Account holders |
| **Old marketing tool** | **Full customer list** | **Edit and export** | **Unclear** | **Fix first** |

### The rules we agreed

1. No bot can pay, refund or change banking details. A person does that.
2. Bots draft, people send, for anything going to more than one customer.
3. The old marketing tool loses export rights this week.
4. Staff personal details and payroll stay out of every bot.
5. Anele reviews this sheet every quarter, or when a new tool is connected.

CONCEPT MOCKUP. EXAMPLE DATA.

## Why the review matters

It's easy to connect an AI tool to your accounting, CRM or bank with far more access than it needs. Most owners don't know which of their tools can edit records or export the customer list. The review finds out, fixes what's risky, and leaves you with rules your team can follow.

## How the business bot behaves

- It answers from your own sales, customer and stock records, and says where the numbers came from.
- When it doesn't know, it says so, instead of guessing.
- It can draft a reminder or flag a job for someone. It can't send money or change your books.
- Only the people you choose can use it, and every question is logged.

USES Read-only access to the systems you pick

05 · OUR OWN PRODUCTS

# Two live products we run and support every day

The mockups in this document are concepts. These products are not. They have real sign-ins, payments and reminders, and we look after them continuously, which is the same care we offer on your project. Screens are at shakalabs.ai/work, with sample data only.

imBooked

LIVE · IMBOOKED.CO.ZA

BOOKINGS AND PAYMENTS

## A booking platform for appointment-based businesses

Clients book from one link, pay a deposit that goes straight to the business, and get a reminder by WhatsApp, SMS or email. Services, diary, quotes, invoices and reports sit in one dashboard, in the browser and in the iPhone and Android apps. We rebuilt imBooked and run it as a live product.

Online booking · Deposits · WhatsApp reminders · Mobile apps

Elevated

CHURCHES AND COMMUNITIES

MEMBERS, FEES AND GIVING

## A membership platform in two editions

**Elevated for churches** gives a church its own app, website and online giving. Members watch, give, join groups and events, and share prayer, and giving settles through the church's own payment gateway.

**Elevated Community** is for clubs, associations, business networks, alumni and volunteer groups, estates, schools and gyms: any organisation that runs on members and fees. It joins a public website, a member web app and an admin workspace for memberships, renewals and dues, events, notices and communication. It's open to founding partners now.

Shaka Labs sells, sets up and supports Elevated, so an organisation has one team to call.

Member app · Memberships and renewals · Dues and giving · Events and notices

## 06 What that means for your project

### We ship working software

Sign-in, payments, reminders and app store releases are things we deal with every week, not for the first time on your job.

### We think about the whole journey

From the first click to the reminder the night before, every step is designed on purpose.

### We know what support takes

Running our own products means we know what happens after launch, and we plan for it from the start.

**You may have used one already. When you book a call with us, the booking page and the reminder come from imBooked.**

06 · HOW WE WORK

# Map it, quote it, build it, then keep it running

Every project follows the same path, whether it's a one-week shop refresh or a full client portal. The difference is how long each step takes.

**01**
### Map
We sit with you and the people who do the work, and write down how it runs today and where the information lives.

ONE OR TWO SESSIONS

**02**
### Fixed quote
A written scope, timeline and fixed price. You know what you're getting before we start.

WITHIN DAYS

**03**
### Build
Screens you can react to early, then working software in short rounds, tested by your own team.

WEEKLY CHECK-INS

**04**
### Launch
We go live with you, train the team in plain language and leave short guides behind.

WITH YOUR TEAM

**05**
### Look after
Hosting, updates, fixes and the next round of improvements, on a simple monthly plan.

FOR AS LONG AS YOU NEED

## 07 What you can hold us to

### Fixed fees wherever we can
Most work is quoted as a fixed fee after mapping. If the scope changes, we agree the change in writing first. You won't get a surprise invoice.

### Your data, handled with care
We agree up front what data a build uses and who can see it, give tools only the access they need, and work in line with POPIA.

### Your brand, your accounts
Apps are published under your name, sites sit on your domain, and you own your content and data. If we ever part ways, you take it with you.

### Straight answers
If something isn't worth building, or a cheaper off-the-shelf tool would do the job, we'll tell you.

## 08 What a fixed quote includes

### Scope
Every screen, flow and connection, written down in plain language.

### Timeline
When you'll see the first screens, and when it goes live.

### Price
One fixed number for the build, plus the monthly care plan if you want one.

### What's not included
Spelled out, so nobody is surprised later.

**A good first project is small enough to finish in weeks, and useful enough that your team notices on day one.**

07 · PARTNER WITH US

# Your clients ask for things you don't build. We do. You keep the client.

If you advise, support or sell to businesses, you hear the requests first: "can we get a portal?", "can this send a WhatsApp?", "can I see this on my phone?". Instead of saying no, or sending your client somewhere you can't vouch for, bring us in.

- Accountants and bookkeepers
- Sage, Xero and other software resellers
- IT support and MSPs
- Payroll bureaus
- Marketing and design agencies
- Business coaches
- Chambers and associations

OPTION A · REFERRAL

## You introduce, we deliver

- You spot the need and make a warm introduction.
- The client contracts with Shaka Labs for the build.
- You earn **a referral fee** on the first project from each introduction.
- You stay in the loop and remain their main adviser.

Good when you want to say yes to a request without taking on the project.

OPTION B · WHITE-LABEL

## Built under your name

- You quote and bill the client as your own product or service.
- We build, host and support in the background.
- Your **margin is agreed per job**.
- Works well for a branded portal or add-on you offer across many clients.

Good when you want to own the whole client experience and the monthly income.

## 08 What we promise partners

### We never go around you

Your clients stay your clients. We don't approach them directly, and we don't sell what you sell.

### A free first look

Send us a client's problem and we'll look at it at no cost, with a short note you can pass on.

### Workshops with both names on

A short session for your clients on portals, WhatsApp or getting found on Google, co-branded.

## 09 From introduction to support

**01 Spot it**
A client asks for something you don't offer.
YOU

**02 Introduce**
A short call to see if it's worth mapping.
TOGETHER

**03 Map and quote**
We map the job and agree a fixed quote.
SHAKA LABS

**04 Build**
Built and tested with the client's team.
SHAKA LABS

**05 Support**
Hosting, fixes and changes, with you kept informed.
SHAKA LABS

### Easy first step

Think of one client who keeps asking for something their software or package can't do. Send us a line about it. We'll set up a short call with you first, and only speak to the client when you're ready.

08 · GOOD PLACES TO START

# Small, fixed pieces of work to start with

You don't have to commit to a big build to see how we work. Each of these has a clear scope and a fixed fee. Ask us for a fixed quote and we'll send one after a short call.

MOST PROJECTS START HERE

### Mapping session

One or two sessions that end with a process map, a list of what's worth fixing first, and a fixed quote for the build.

GOOD FOR Portals, systems, apps and anything custom

ONE WEEK

### WooCommerce store refresh

A current look, faster pages, a checkout that works on a phone and a basic SEO pass, live within five working days of getting access.

GOOD FOR Shops that feel slow or dated

FAST FIX

### Broken-site rescue

We fix the SSL warning, the dead contact form or the phone layout, and send a short note of what we found and changed.

GOOD FOR Sites that are quietly losing enquiries

LOCAL SEARCH

### Google Business tune-up

Categories, hours, services, photos and a booking link sorted, so people nearby find the right details first time.

GOOD FOR Practices, dealers, trades and shops

PILOT

### One WhatsApp assistant

A single assistant on your own number for the question you get most, such as statements, stock, bookings or viewings, with a hand-off to your team.

GOOD FOR Teams answering the same chats all day

FIXED FEE

### AI bot access review

We check what each connected AI tool can see and change, whether it can move money, and where personal data goes. You get one page of rules per bot.

GOOD FOR Anyone who has connected AI to their systems

ONE WORKFLOW

### Automation sprint

One repeat process, such as quote follow-ups, document chasing or reminders, automated in a short sprint and handed over working.

GOOD FOR The job that eats someone's afternoon

FREE

### 30 minute operations review

For larger teams. We look at one problem you can already see and tell you plainly whether it's worth automating.

GOOD FOR Firms of about 50 to 500 people

## Not sure which one fits?

Tell us the problem in a sentence or two. We'll suggest the smallest piece of work that would make a real difference, and send a fixed quote for it.

09 · LET'S TALK

# Got a job your team does by hand? Let's look at it together.

Send a few lines about what's slowing you down, or book a call straight into my diary. I'll come back with an honest view of whether it's worth building, and a fixed quote if it is.

CONTACT

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| BASED IN | Ballito, KwaZulu-Natal |

BOOK A CALL

## Pick a time that suits you

Our booking page runs on imBooked, our own booking platform. Choose a slot and you'll get a reminder before we talk.

app.imbooked.co.za/book/shaka

Partners: mention who you're thinking of and we'll set up a short call with you first.