

COMPANY PROFILE

Building digital products that drive real growth

Software development, AI solutions, and product design — engineered from idea to launch and beyond, bilingual and built in Cairo.

DOCUMENT	DATE	HEADQUARTERS	WEB
Company Profile	July 2026	Cairo, Egypt	inorva.co

+30
PROJECTS DELIVERED

+25
HAPPY CLIENTS

+3
YEARS EXPERIENCE

98%
ON-TIME DELIVERY

What's inside this profile

A clear picture of who we are, what we build, and how we work.

DOCUMENT	Company Profile
PREPARED FOR	RFP & partnership review
STATUS	SYS · V.2.0 · LIVE

01	 About Inorva Story, mission, vision, approach	P. 03
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Who we are

A digital solutions studio helping businesses turn ideas into reliable, high-performing products.

Inorva was founded in Cairo in 2023 by three builders — an operator, an engineer, and a designer — who kept seeing the same problem: businesses paying for products that looked fine but didn't perform. We pair modern design with solid engineering so every product moves the needle for the business behind it.

Our Mission

A product that is fast, secure, and built around your real workflow — never a one-size-fits-all template.

Our Vision

To be a long-term technology partner pairing creative thinking with dependable delivery — in step with Vision 2030.

OUR APPROACH

A small senior team with direct access to the founders and weekly demos from the first sprint. We scope carefully, commit to dates, and treat every launch as the start of the relationship — not the end of it.

MILESTONES

- | | |
|------|---|
| 2023 | Founded in Cairo by three co-founders. |
| 2024 | First multi-language platforms shipped across MENA. |
| 2026 | 30+ projects delivered · AI practice launched. |

ONE STUDIO, EVERY DISCIPLINE

- Web Development
- Mobile Applications
- AI & Automation
- Conversational Commerce
- UI/UX & Product Design
- Digital Marketing & SEO

FOUNDED
2023

CO-FOUNDERS
3

HQ
Cairo, EG

ON-TIME
98%

Full-cycle digital delivery

Six service lines, one accountable team — from first workshop to post-launch support.



01

Web Development

High-performance websites, platforms, and e-commerce engineered to load fast, rank well, and convert.

REACT · NEXT.JS · NODE.JS



02

Mobile App Development

Cross-platform iOS & Android apps with offline mode, push engagement, and full store deployment.

FLUTTER · REACT NATIVE



03

AI Solutions & Automation

Chatbots, machine learning, and workflow automation that cut manual work, response times, and cost.

PYTHON · ML · ANALYTICS



04

Conversational Commerce

WhatsApp storefronts where customers browse, cart, check out, and reorder — without leaving the chat.

WHATSAPP API · CRM



05

UI/UX & Product Design

Research, wireframing, prototyping, and design systems that turn traffic into paying customers.

FIGMA · DESIGN SYSTEMS



06

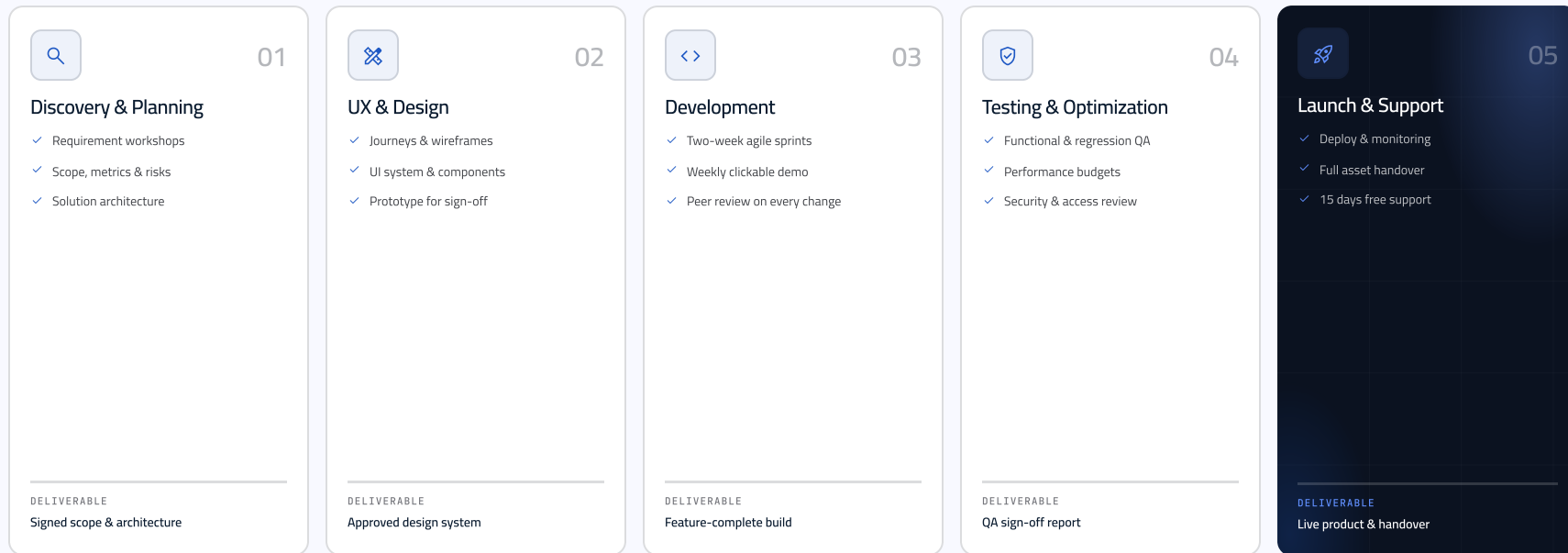
Digital Marketing & SEO

Search, content, and paid campaigns that compound the growth of everything we build for you.

SEO · CONTENT · PAID

From kickoff to launch in five phases

Every phase closes on a named deliverable you sign off before the next begins.



EVERY ENGAGEMENT
INCLUDES



Transparent, itemized pricing

No change fees inside agreed scope.



Weekly progress demos

A clickable build every week.



15 days free support

Fixes & handover after go-live.

Build on values you can measure

The differentiators behind a 98% on-time delivery record.



Innovation & Ownership

Forward-thinking solutions — we own outcomes, not just tasks.



Engineering Quality

Clean code, tested releases, and performance budgets on every build.



Long-Term Partnership

Relationships built on transparency and shared success.

+30

PROJECTS

+25

CLIENTS

+3

YEARS

98%

ON-TIME

CERTIFICATIONS ON THE TEAM



PMP

Disciplined delivery leadership.



AWS Certified

Secure, scalable cloud from day one.



Google UX

Research-led design on every interface.

TECHNOLOGY STACK

REACT

NEXT.JS

NODE.JS

FLUTTER

REACT NATIVE

PYTHON

POSTGRESQL

FIREBASE

AWS

WHATSAPP API

FIGMA

The team behind your project

Direct points of contact — hands-on throughout delivery, no handoff gaps.



inorva
Founder & CEO

FOUNDER & CEO

Youssef Fattouh

Sets strategic direction and has personally overseen dozens of projects from planning through final handover.

STRATEGYBUSINESS DEVPM



inorva
Co-Founder & CTO

CO-FOUNDER & CTO

Youssef Hegazy

Leads technology vision and architecture, ensuring every product is scalable, secure, and built on modern tech.

ARCHITECTUREAI ENGAWS



inorva
Co-Founder & CDO

CO-FOUNDER & CDO

Youssef Elzok

Drives the creative vision behind every experience, turning complex ideas into intuitive, high-impact products.

PRODUCT DESIGNDESIGN SYSTEMSGOOGLE UX



The founders are not the whole team

A senior delivery network of engineers, designers, QA specialists, and marketers scales up around each project — briefed by the founders, never handed off to them.



Five projects, five different problems

Platforms, marketplaces, storefronts, and marketing sites — each walked through on the pages that follow.

SECTORS SERVED

E-COMMERCE

EDTECH

TRAVEL

MEDIA

FOOD & BEV

PROF. SERVICES

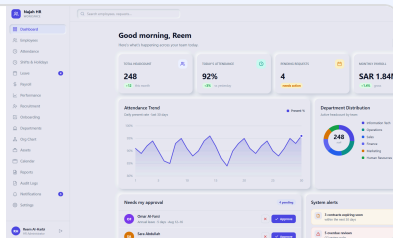
HR & SAAS

HR & SAAS

Najah HR

Bilingual HR platform — attendance, payroll, performance, and org data in one workspace.

P. 09

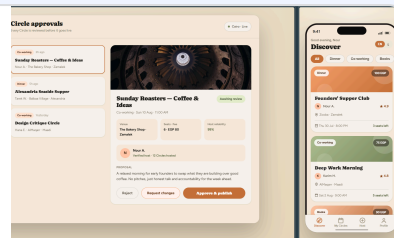


SOCIAL MARKETPLACE

Curated Circles

Vetted small gatherings in Cairo — booking, payments, and a moderation back office.

P. 10

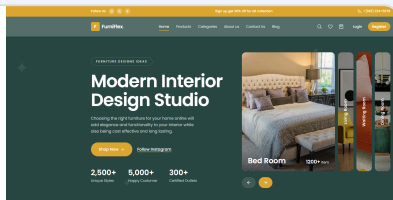


E-COMMERCE & RETAIL

FurniFlex

Furniture storefront — room-led browsing, faceted search, and a full checkout path.

P. 11

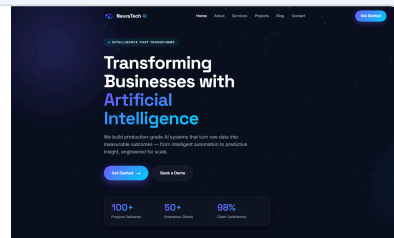


PROFESSIONAL SERVICES

NeuraTech AI

Marketing site for an AI consultancy — services, project proof, journal, and lead routing.

P. 12



CONVERSATIONAL COMMERCE

WhatsApp Storefront

Browse, cart, checkout, and one-tap reorder — an entire storefront inside the chat your customers already use.

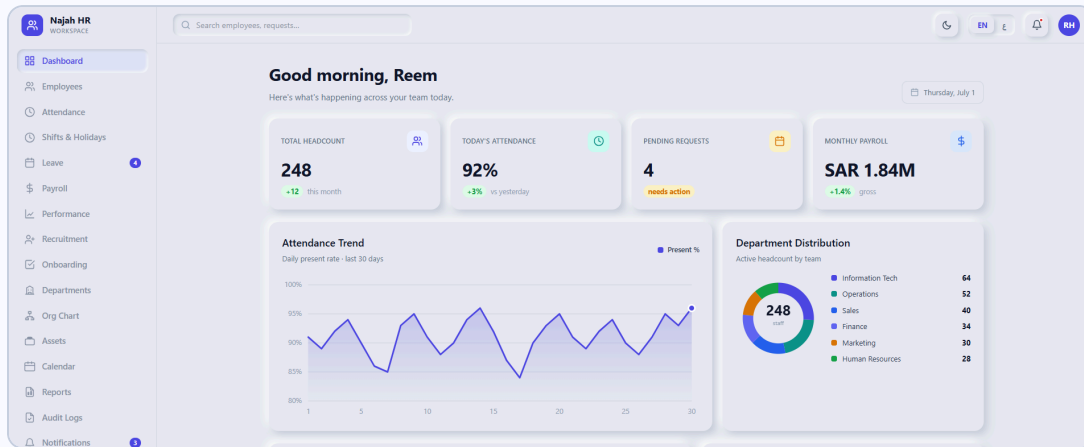
P. 13

Najah HR

One workspace for an entire HR department — bilingual, themeable, and analytics-first.

WHAT WE BUILT

- ✓ Sixteen modules from attendance and payroll to org chart, assets, and audit logs.
- ✓ Manager dashboard with attendance trends, department distribution, and an approvals queue.
- ✓ Full English / Arabic support with a mirrored RTL layout and localized numerals.
- ✓ Light and dark themes across every screen, plus a public marketing site.



TECHNOLOGY STACK



REACT



NEXT.JS



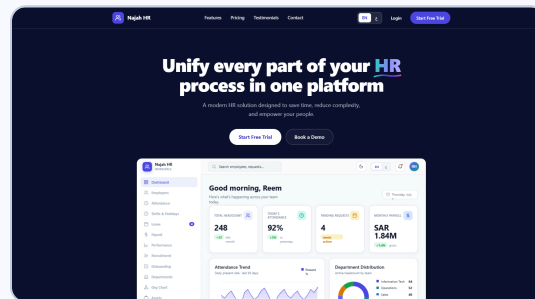
NODE.JS



POSTGRESQL



I18N / RTL

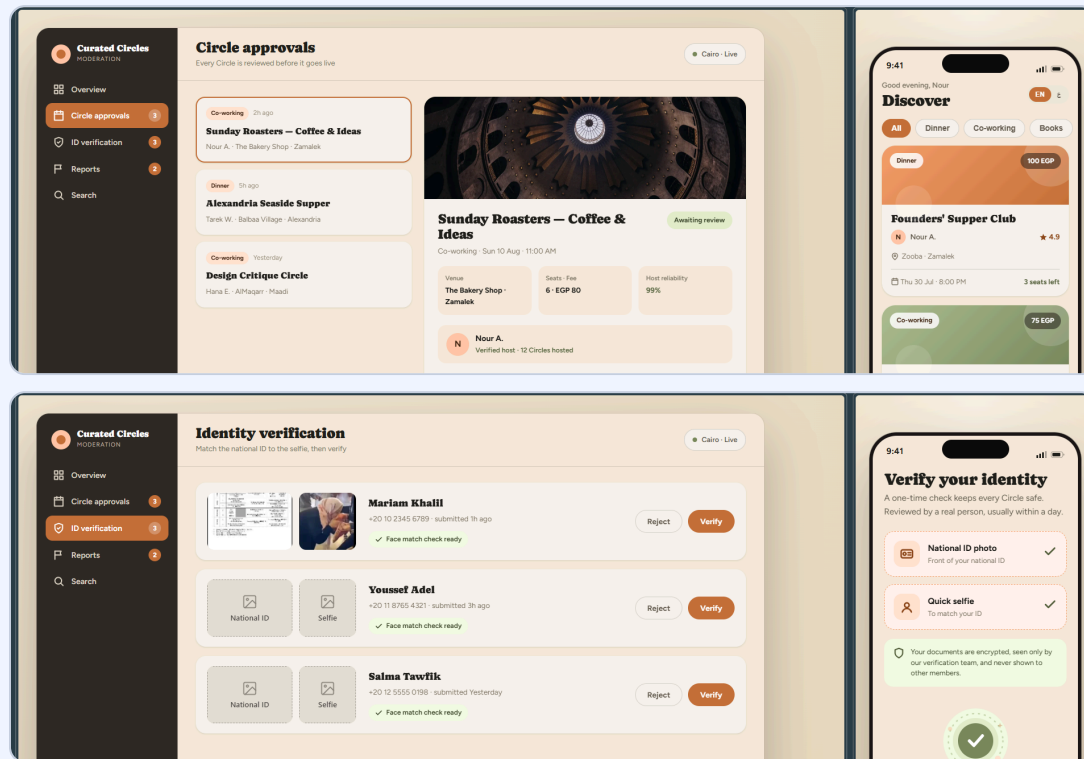


Curated Circles

Small, vetted gatherings in Cairo — with the trust and payment machinery behind them.

WHAT WE BUILT

- ✓ Member app: discover and filter Circles, request a seat, and join the host's WhatsApp group.
- ✓ Refundable accountability fee via Paymob — card, Meeza, and Fawry cash.
- ✓ Moderation console for approvals, reports, and national-ID verification with face match.
- ✓ Host reliability scoring and a bilingual EN / AR interface throughout.



TECHNOLOGY STACK



REACT NATIVE



NODE.JS



PAYMOB



WHATSAPP API

FurniFlex

A furniture storefront that sells the room, not just the product.

WHAT WE BUILT

- ✓ Room-led discovery — a shoppable hero carousel and seven browsable categories.
- ✓ Faceted catalog with category, price, and material filters plus sorting.
- ✓ Product pages with galleries, stock and review signals, wishlist, and cart.
- ✓ Promotional layer — coupon codes, discount badges, and newsletter capture.

TECHNOLOGY STACK



NEXT.JS



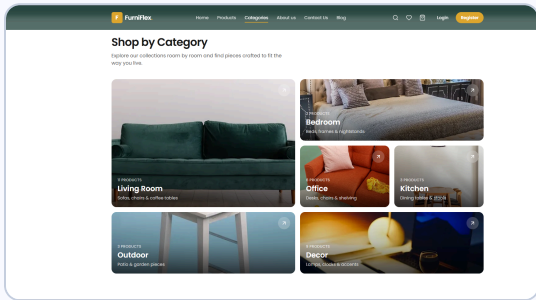
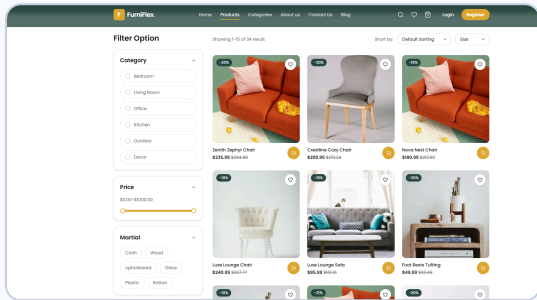
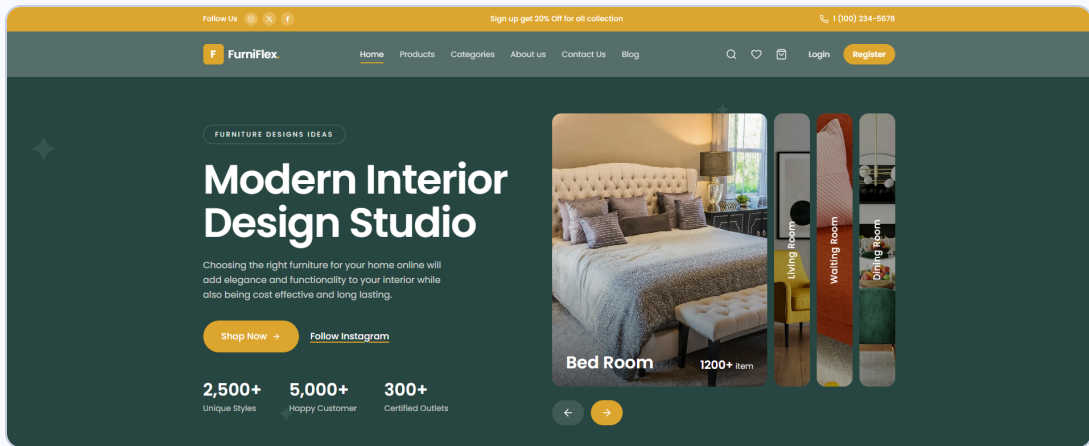
NODE.JS



POSTGRESQL



SEO



NeuraTech AI

A brand site for an AI consultancy — built to establish authority and route real leads.

WHAT WE BUILT

- ✓ Positioning-led homepage with service breakdown, proof points, and dual calls to action.
- ✓ A journal with featured articles, topic filters, search, and author bylines.
- ✓ Contact flow that captures company and service interest to route enquiries.
- ✓ Custom dark visual system with animated network motifs and gradient accents.

TECHNOLOGY STACK



NEXT.JS



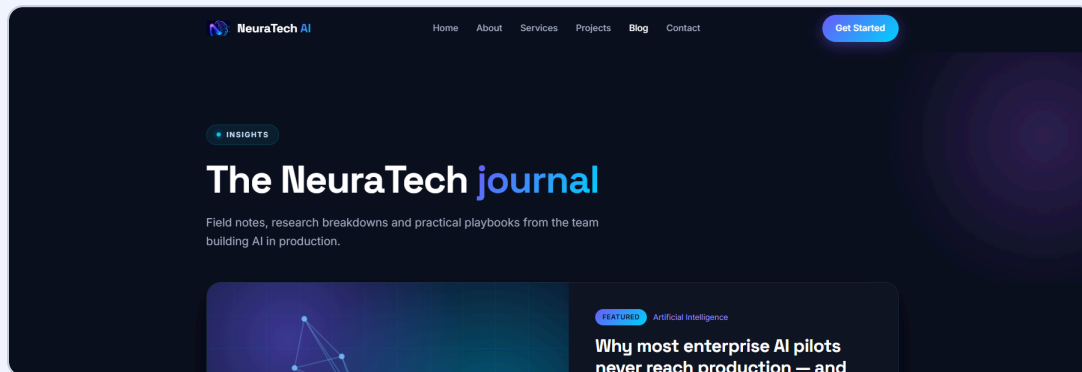
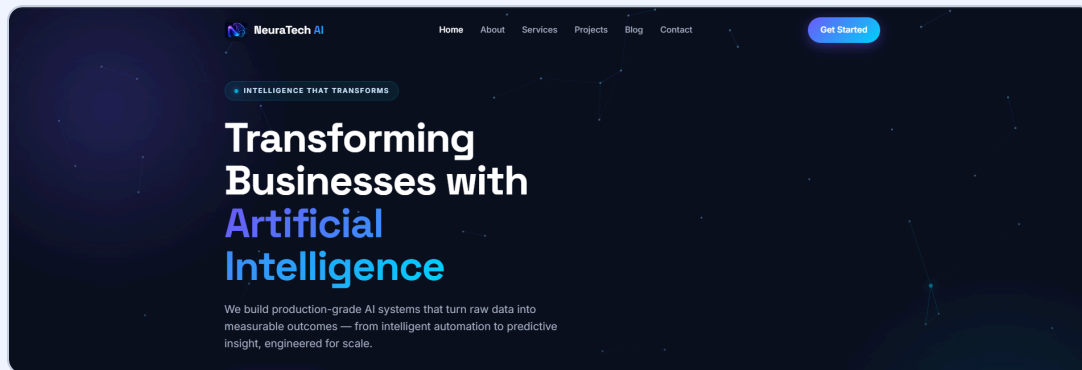
HEADLESS CMS



SEO



MOTION



WhatsApp Storefront

WHAT WE BUILT

- ✓ Interactive product categories and dynamic shopping menus.
- ✓ In-chat cart with product selection and order review.
- ✓ Checkout with delivery-address collection and instant confirmation.
- ✓ One-tap reorder for returning customers, plus a human support handoff.

TECHNOLOGY STACK



WHATSAPP API



PYTHON

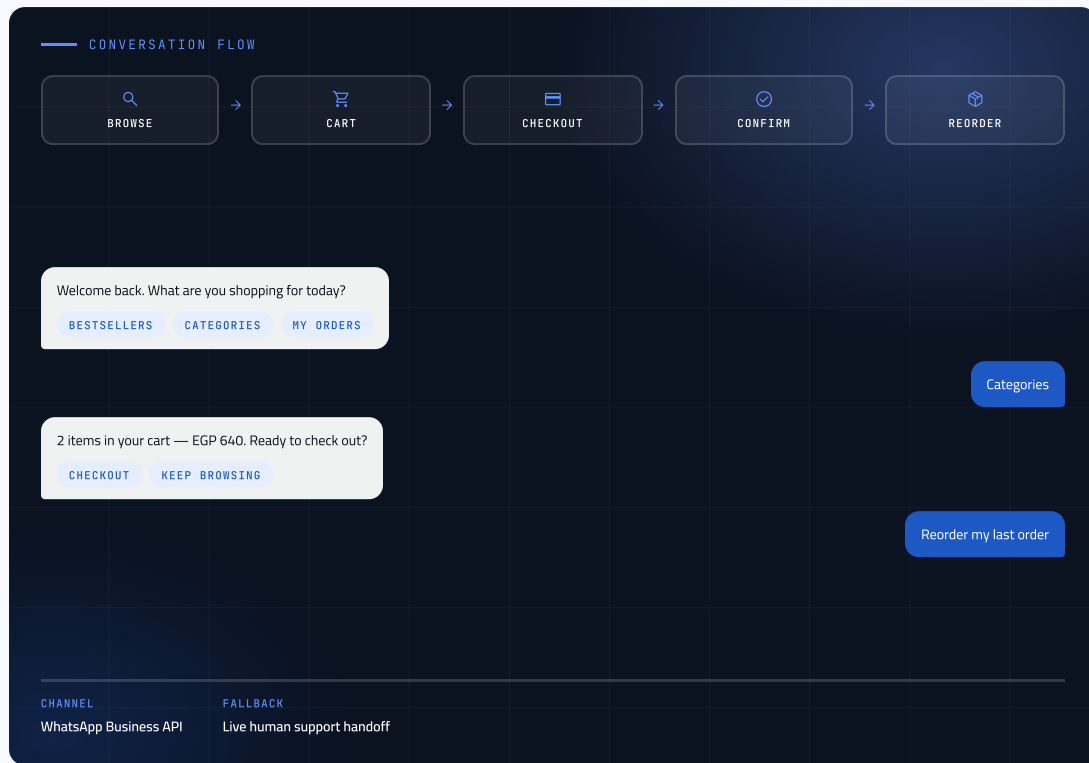


NODE.JS



POSTGRESQL

An entire shopping journey inside the messaging app your customers already open every day.



Key facts at a glance

For procurement, RFP, and partnership documentation.

Legal / Trade Name	Inorva
Business Focus	Software Development & AI
Founded	2023
Jurisdiction	Cairo, Egypt
Commercial Registration	Available on request
Team Certifications	PMP · AWS · Google UX
Languages of Business	Arabic · English
Website	inorva.co

COMPLIANCE & WORKING STANDARDS

- ✓ NDAs and IP-transfer agreements signed as standard on client work.
- <> Source code, credentials, and assets handed over in full at delivery.
- 🔒 Data handled under client-approved infrastructure and access policies.
- 📁 Registration documents and bank details shared with procurement on request.

DIRECT CONTACT

✉ EMAIL
contact@inorva.co

📞 PHONE / WHATSAPP
+20 150 052 8520

Let's build something that **pays for itself**

Book a free discovery call — we reply within one business day and come to the first meeting with questions, not a sales pitch.

NEXT STEP

Book a discovery call

RESPONSE

Within one business day

ENGAGEMENT

Fixed scope, itemized

NDA

Signed as standard