

One system. Three specialist agencies.

We build brands that command attention — strategy, people, and technology under one roof.

UPSkill Management

Brand Growth Agency

UPSkill Talent

Specialist HR Partner

ATEN Studio

AI & Automation Studio

One system. Three specialist agencies.

From Cairo, we started with one question: why do good brands stay invisible? The answer became three specialist agencies working as one.

An agency that grows the brand, an agency that builds the right team, and a studio that automates the work with AI. Each stands on its own — together they close the full loop for a business owner.

OUR PRINCIPLE **Strategy before spend.**

UPSkill Management

Brand Growth Agency

A Cairo-based brand growth agency built on one principle: strategy before spend.

UPSkill Talent

Specialist HR Partner

A specialist HR partner for agriculture, food, and industry in Egypt.

ATEN Studio

AI & Automation Studio

An AI and automation studio from Cairo — we turn repetitive manual work into systems that run themselves.

02 · Brand Growth Agency

UPSkill Management

We turn invisible brands into unforgettable ones.

A Cairo-based brand growth agency built on one principle: strategy before spend.

We understand the business first, decide what deserves spend and what doesn't, then execute — smart advertising, sharp PR, and disciplined business development. We don't sell impressions; we build momentum.

50+

Brands grown

3×

Average return on spend

98%

Client retention

Our Services

Brand Strategy

Positioning, identity, and tone of voice that make you impossible to ignore.

Advertising

Data-driven campaigns across social, digital, and traditional media.

Promotion

Targeted campaigns online and on the ground.

Public Relations

Press, influencer partnerships, and coverage that builds reputation.

Business Development

Market expansion and partnerships that open new revenue.

03 · Specialist HR Partner

UPSkill Talent

Not a generic recruiter — an HR partner who knows your sector from the inside.

A specialist HR partner for agriculture, food, and industry in Egypt.

We've worked inside the sector — we get the pain of the factory, the farm, and the small company: a bad hire costs you months, and ad-hoc HR drains your time. We give you professional HR as a monthly service, at a fraction of the cost of an in-house team.

3

Specialist sectors: Agri · Food
· Industry

MBA

Human-capital expertise

100%

Candidates backed by
replacement policy

Our Services

Recruitment

We find the right candidate — not just any candidate — with a replacement guarantee.

HR Outsourcing

Payroll, policies, contracts, and employee management on a monthly retainer.

Compliance

Contracts, labor law, and insurance done right from day one.

Consulting & Restructuring

Org structure, job descriptions, and performance systems.

Training & Development

Training programs and career coaching for your team.

04 · AI & Automation Studio

ATEN Studio

Automate everything. Scale without limits.

An AI and automation studio from Cairo — we turn repetitive manual work into systems that run themselves.

AI agents, WhatsApp bots, apps, and dashboards — all built on real businesses with real results, with delivery starting from 72 hours.

72

Hours — delivery speed

6

Integrated tech service lines

24/7

Systems that never stop

Our Services

Workflow Automation

We connect your tools and remove repetitive manual work.

AI Agents & Bots

WhatsApp bots and AI assistants that reply and sell.

App Development

Apps and web systems tailored to your business.

Data & Reporting

Live dashboards and reports so you decide with numbers.

CRM & Integrations

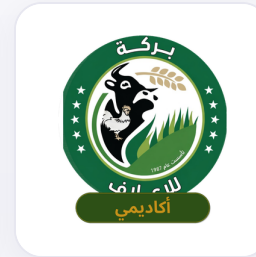
Customer systems integrated with your existing tools.

Website Design & Dev

Fast, responsive websites with a professional identity.

Our Partners

Brands we've worked with from day one.



Ready to scale what you've built?

Strategy, people, and technology — under one roof. Talk to us, and we'll start from where you are today.

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