

# 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

01

Brand Growth Agency

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

## UPSkill Talent

02

Specialist HR Partner

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

## ATEN Studio

03

AI & Automation Studio

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

# 02 UPSkill Management

Brand Growth Agency

We turn invisible brands into unforgettable ones.

## Who We Are

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.

## 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.

50+

Brands grown

3x

Average return on spend

98%

Client retention

## Our Partners



# 03

# UPSkill Talent

Specialist HR Partner

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

## Who We Are

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.

## 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.

3

Specialist sectors: Agri · Food · Industry

MBA

Human-capital expertise

100%

Candidates backed by replacement policy

## Our Partners



# 04 ATEN Studio

AI & Automation Studio

Automate everything. Scale without limits.

## Who We Are

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.

## 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.

72

Hours — delivery speed

6

Integrated tech service lines

24/7

Systems that never stop

## Our Partners



# 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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