



I FIND OUT WHAT THE
WORLD NEEDS. THEN I
GO AHEAD AND TRY TO
INVENT IT.

THOMAS EDISON



BE WHERE THE WORLD IS GOING.



BUSINESS CIRCLES
technology & innovation

“
Why do
anything
unless it is
going to
be great?
”

— Peter Block



Welcome



Business



Circles



Organizational Transformation



Pre-IPO Preparation



Venture Studio



BP Outsourcing



Team



Partners & Clients



Careers & Contacts

Agenda

at Business Circles, We do more than talk
about innovation...

WE MAKE IDEAS HAPPEN !

Business Circles

Specialized Transformation Expertise

Business Circles is a specialized management consulting firm focused on driving transformational change. For over 9 years, we have been trusted advisors to leading organizations undertaking strategic transitions.

Our expertise spans organizational transformation, pre-IPO preparation, Project and Program Management, Real Estate Development Consulting and venture incubation. We take an integrated approach to assess, redesign, and optimize all aspects of a business to unlock its full potential. Our systematic frameworks accelerate performance, catalyze innovation, and position clients for new growth phases.



BUSINESS CIRCLES
technology & innovation

TOGETHER WE MAKE ORDINARY EXTRAORDINARY

Business Circles facilitates, enhanced competitiveness through multi-faceted interventions leading to Business Improvement through consulting, people, process and technology, benchmarking, and resource provisioning.

Whether a successful company needs fresh perspective to stay competitive, a family-owned business is professionalizing for the public markets, or an enterprise leader seeks to incubate new ideas, Business Circles has the specialized capabilities and experience required.

Our diverse team of experts combines deep strategy, operations, technology, and organizational consulting skills. We collaborate closely with client leadership teams through hands-on, pragmatic programs that deliver measurable results by upgrading capabilities, mindsets and cultures.



VISION STATEMENT

To be the leading advisor partnering with organizations to unlock their full potential through transformational change.





Always On Top

Global Market

Innovation

Satisfaction



Our Mission

We empower companies to accelerate performance, catalyze innovation, and maximize value through our expertise in organizational transformation, pre-IPO preparation, and venture incubation. Our passionate teams collaborate with clients through hands-on, pragmatic programs that deliver measurable results by upgrading capabilities, mindsets and cultures. We combine deep strategic perspective with flawless execution to make clients' ambitions a reality.

Value Proposition

At Business Circles, we are large enough to assemble customized teams with diverse expertise, yet agile enough to be exceptionally responsive. Our continued research into leading practices across industries equips us to balance proven methods with innovative solutions.

We deliver intelligent strategic and operational programs tailored to each client's unique objectives and constraints through our organizational transformation, pre-IPO preparation, and venture incubation services.

Business Circles leverages broad experience and specialized expertise to become an integrated part of our clients' teams. Together we turn strategic ambitions into tangible results by upgrading organizations for sustainable success.

VALUE PROPOSITION



Gain access to world-class capabilities



Faster turn-around & guaranteed on-time delivery



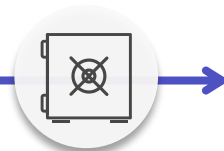
Affordable Alternatives



Efficient international network



Broad services portfolio



No cross selling, no ulterior motive

Creative Circles

The Help You Need In Critical Areas

At Business Circles, we go beyond advisory services to drive execution and deliver tangible results. Since our founding, we have cultivated teams of professionals with diverse expertise to facilitate complex change.

Our consultants combine deep experience in strategic planning with flawless program management across organizational transformation, pre-IPO preparation, and venture incubation. We work hand-in-hand with clients through pragmatic, results-oriented frameworks tailored to their needs.

Our hands-on approach enables us to upgrade capabilities, instill high-performance cultures, and position organizations for their next stage of growth. Business Circles prides itself on not just envisioning the future, but diligently turning our clients' ambitions into reality by creating measurable impact.



Creative Circles

Our methodology ensures you get what you really want.



Organizational Transformation

We assess and redesign organizations to accelerate performance through upgraded structures, capabilities, and culture. Our change management programs combine strategy, technology, and human capital to optimize operations.



Pre-ipo Preparation

We ready companies for public listing through the implementation of financial controls, formalized governance, investor relations, transaction structuring, and regulatory preparation.



Project and Program Management

While span industries we focus on high-value efforts in real estate, construction, IT implementation, and business transformation. Our consultants don't just advise - they directly manage key activities to drive progress.



Venture Studio

We help corporates and investors translate ideas into new ventures through our proven studio model encompassing ideation, incubation, validation, and scaling.



Business Process Outsourcing

We provide flexible, cost-effective outsourcing services for critical business processes including finance and accounting, procurement, HR administration, and supply chain management.



Real Estate Development Consulting

We offer end-to-end advisory services partnering with real estate developers, investors, and contractors to successfully execute projects across all asset classes. Our experts can guide clients through the entire development lifecycle.

ORGANIZATIONAL TRANSFORMATION

Transforming organizations from the
inside out




Organizational Transformation

Where strategy meets flawless execution

Many successful family companies reach an inflection point where they must reinvent parts of their business to stay competitive and set up for future growth. Unfortunately, typical consulting engagements often fail to implement lasting change.

Our approach is different. We embed our team within your company to lead transformation from the inside. Our consultants don't just advise - they take on operational roles to drive change firsthand, creating an internal Center of Excellence tailored to your needs.

The background of the right side of the slide features a vertical gradient from light green to yellow. Two yellow paper airplanes are depicted in flight, moving upwards. Each airplane has a dashed yellow line trailing behind it, indicating its path. The text is overlaid on this background.

“Nothing had
changed.
Everything had
changed.”

Holistic Approach

We elevate organization-wide performance through a systematic approach to upgrading structures, processes, capabilities, and culture. Our hands-on programs enable enterprises to accelerate growth and innovation. Our proven transformation methodology contains four phases:



Assess - We conduct an objective assessment of strategy, operating model, processes, technology, and human capital to deeply understand current state needs and opportunities.



Redesign - We re-engineer organizational structures, roles, policies, processes, and systems to optimize the operating model for improved performance.



Enable - We implement new technologies, upskill talent, and instill metrics-driven management to sustain improvements.

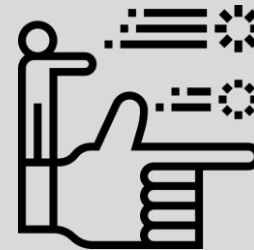


Lead Change - We employ tailored change management strategies to drive adoption and instill a high-performance culture centered around the client's purpose and vision.

Our Differentiator - Embedded Execution

The core differentiator of our approach is that we embed experts within client teams to work side-by-side driving change from the inside. We don't just advise on a future state - we activate solutions directly enabling transformation through:

- Becoming an integrated part of your team while bringing outside perspective
- Hands-on program management executing transformations rapidly
- Directly implementing new processes, technologies, and capabilities
- Transferring knowledge and upskilling your personnel for sustainability
- Addressing resistance through collaborative change management
- Maintaining urgency and momentum beyond the initial engagement



Hands-On

Our consultants get into the trenches to operationalize recommendations in partnership with your personnel. We combine deep strategic expertise with flawless on-the-ground execution to produce real impact. This inside-out approach results in more effective, sticky transformations.

Pre-IPO Preparation Services

Priming organizations for listing



Pre-IPO Preparation

Positioning for the public markets

The path to a successful IPO is demanding, with little room for missteps. We make this arduous process systematic through our end-to-end guidance. Companies that undertake the preparation journey with us reap benefits far beyond accessing growth capital.

The disciplines required to operate as a listed entity spur broader enterprise maturation. Our clients undergo meaningful improvements across finance, governance, operations, technology, and investor relations.

The organizational enhancements made unlock value long after the IPO transaction. With our support, leadership teams keep their focus on driving the business forward confidently, knowing a trusted advisor is managing the public markets preparation intricacies.

Our experience de-risking and smoothing the journey results in a successful IPO foundationally stronger companies.



FINANCIAL PREPARATION

- Implement accounting standards like IFRS or GAAP
- Establish automated reporting, planning and analysis
- Formalize internal controls and risk management
- Obtain audited financial statements



OPERATIONAL ENHANCEMENTS

- Enhance IT systems, cybersecurity safeguards
- Institute formal procurement processes
- Develop IR content/collateral and messaging



GOVERNANCE OPTIMIZATION

- Define board structure, committees and charters
- Create governance policies like conflict of interest
- Develop robust investor relations function
- Oversee executive compensation design



TRANSACTION SUPPORT

- Assist with exchanges, investment bank selection
- Manage listing process and regulatory filings
- Draft IPO prospectus and lead investor roadshows

Project and Program Management

Navigating Progress, Delivering Growth



Project and Program Management

Driven by Metrics, Focused on Growth



Our project management services span industries but often focus on high-value efforts in real estate, construction, IT implementation, and business transformation. We assemble cross-functional teams to flawlessly lead all stages of project lifecycles. Our consultants don't just advise - they directly manage key activities to drive progress.

Our offerings include



Project planning and work breakdown structures



Governance design - committees, team structure, decision rights



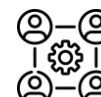
Budgeting, risk management, and controls



Technology and tools deployment



Agile development methodologies



Resource management and capacity planning



Progress monitoring, KPI dashboards, and reporting

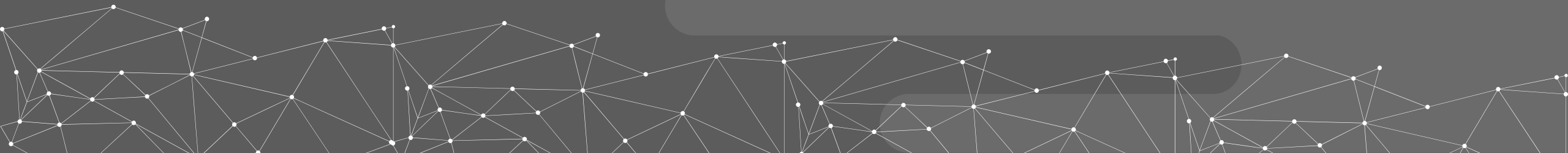
Project and Program Management

Whether launching a new business, integrating an acquisition, expanding to a new market, setting up a new production facility, launching a digital transformation, executing a post-merger integration, or managing complex organizational initiatives and development programs, our experienced program managers provide oversight spanning planning, coordination, troubleshooting, and reporting. We partner with leadership to turn strategic priorities into reality.



VENTURE STUDIO

Enabling corporate innovation





Venture Studio

Where Investors Find Capital Efficiency

As a Venture studio Business Circles is structured to repeatedly build and launch products and/or companies. Aided by shared infrastructure and resources which increase a startup's chance of success and optimize its creation and growth. Led with design thinking and rapid prototyping, Business Circles also co-build products with their portfolio startup companies as an extension of the core studio team. We employ a long-established strategy of sector-focused investing across all our markets. We seek to invest in well-positioned ventures/Startups across diverse sectors with a solid Business Model, tangible growth prospects and strong management teams.

What we do & our approach

We are a Venture ecosystem builders. One venture at a time! As venture builders, we will have end-to-end in-house expertise to ideate, plan, develop, test & validate our own ideas & scale them up on the success of the studio model, we will also welcome cohorts of early-stage startups to our studio so that we can co-build their products with our core studio team.

From inception to proof-of-concept, validation, initial customer acquisition & scale, we take every step using rapid solution prototyping & design thinking, an effective approach to new product development that keeps a human-centered design process at its core.

We will closely work with some of the brightest & promising early-stage startups & entrepreneurs who join our studio as cohorts. We will co-create & co-build together to grow & scale new ventures by offering access to our resources.



Co-build



Scale



Grow Together

What we offer

Besides creating, developing and scaling our own ideas within the studio, we will provide a variety of offerings and play a key leading role of developing a startup ecosystem in the process:



Co-build

Explore & engage promising early-stage startups through our vast network & via our portal to be our cohort entrepreneurs.



Mentor

We provide 3-4 months of mentorship, connecting each team with established mentors in their field. We will also launch state-of-the-art fellowship.



Fund

We will support founders with early-stage funding to get startups off the ground and work tirelessly for access to follow-on capital to scale.



Space

Establish a studio co-creating space to cultivate synergy & boost collaborative creativity.



Support

Provide our in-house expertise to assist with end-to-end support including business plan, legal, accounting & marketing.



Convene

Host impact driven events like demo days at our studio while leveraging our founder's nationwide recognition in the tech space.

The Investor's Perspective

BETTER ECONOMICS

Founder Economics

Business Circles gets higher equity than typical VCs due "founder economics"

Less Dilution

Business Circles builds ventures cheaper reducing the need for funding and dilution

Deal Flow Access

Business Circles investors have access to studio deal flow

Recycling Investment

Business Circles reuse learnings from successes and failures

BETTER CHANCE OF SUCCESS

Better Ideation

Business Circles creates purpose-built ventures; they do not have wait for quality deal flow

Access to Talent

Business Circles attracts top talent that standalone ventures cannot

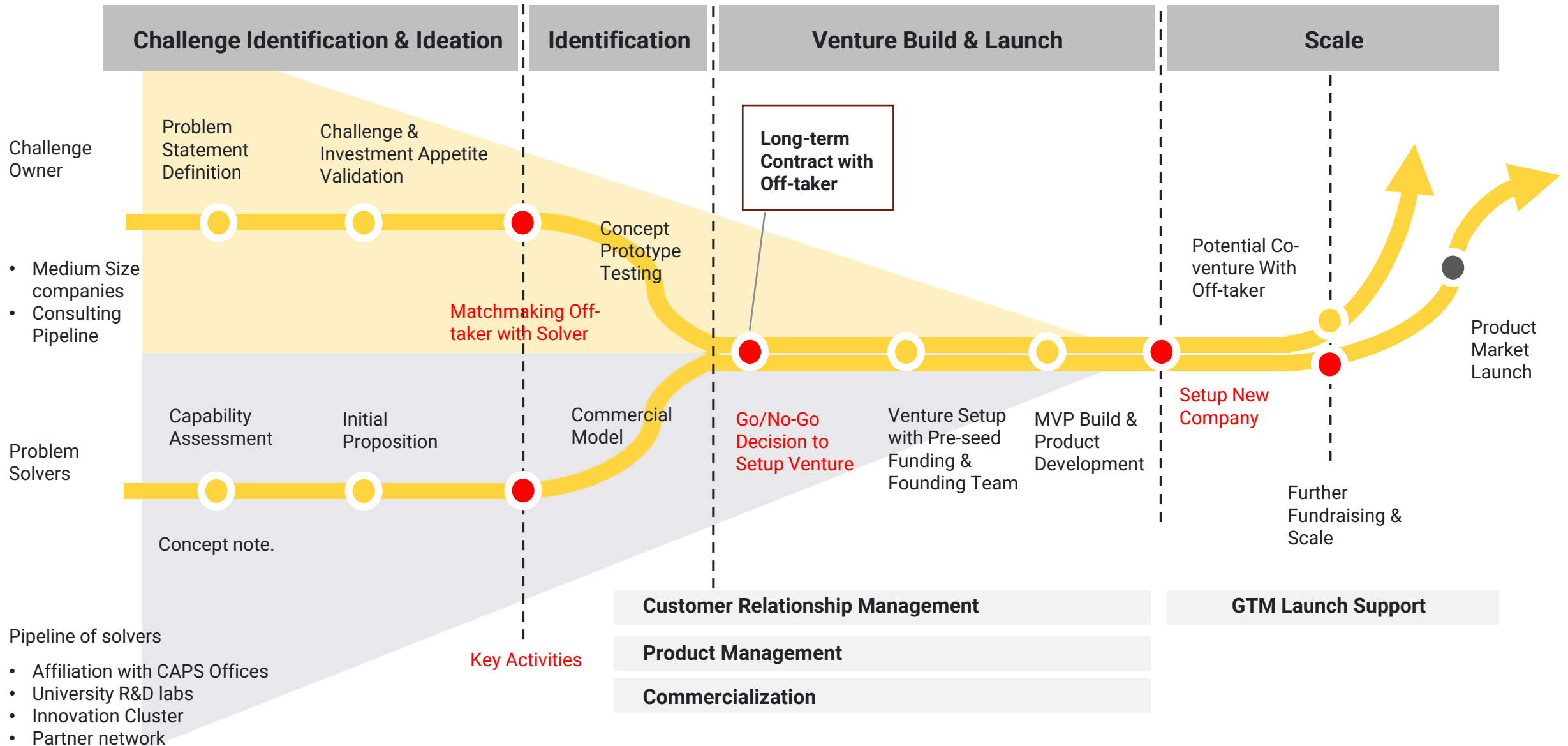
Shared Resources

Business Circles shares talent, customers, tech, and infrastructure to succeed better

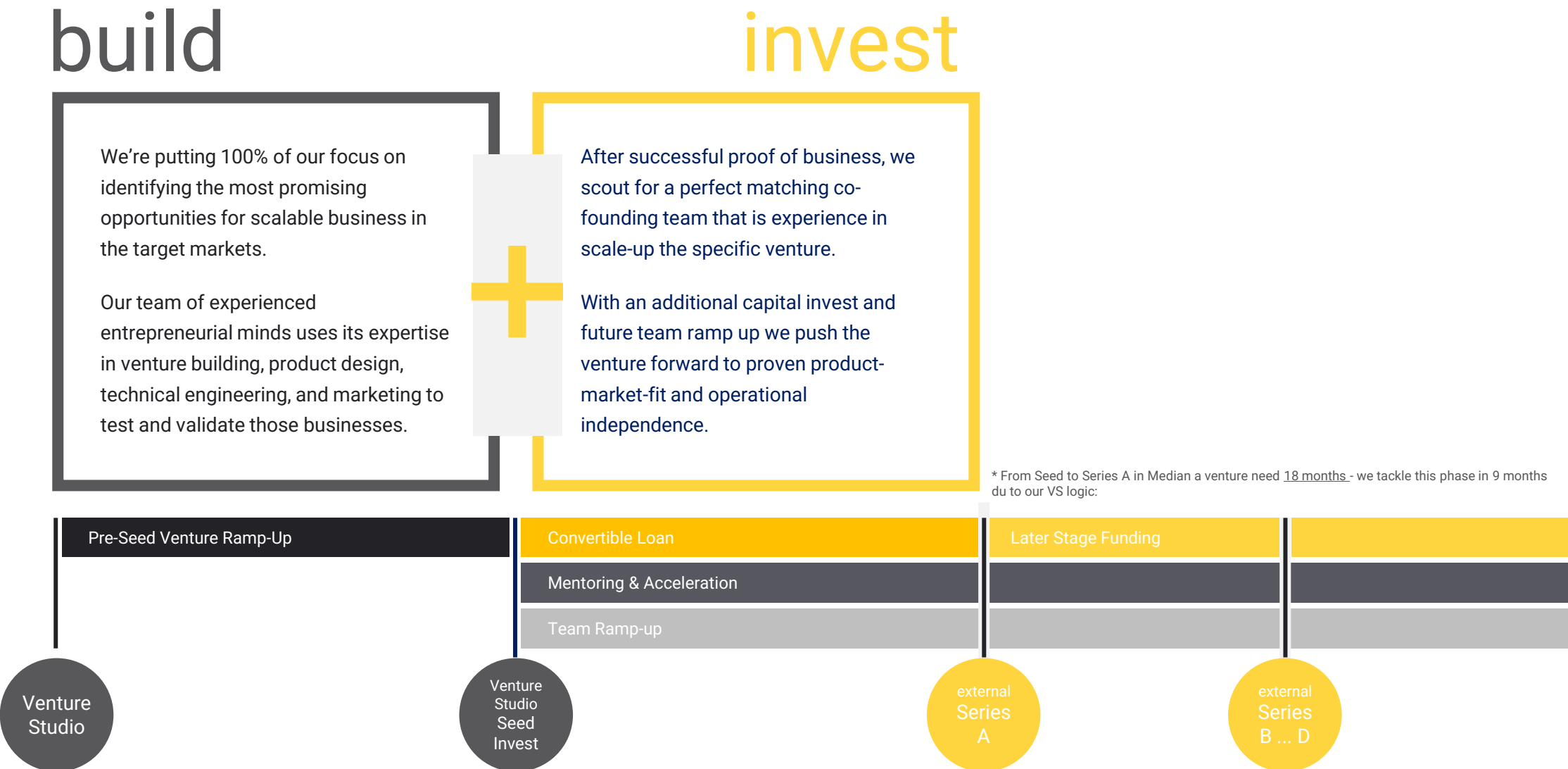
Brand Effect

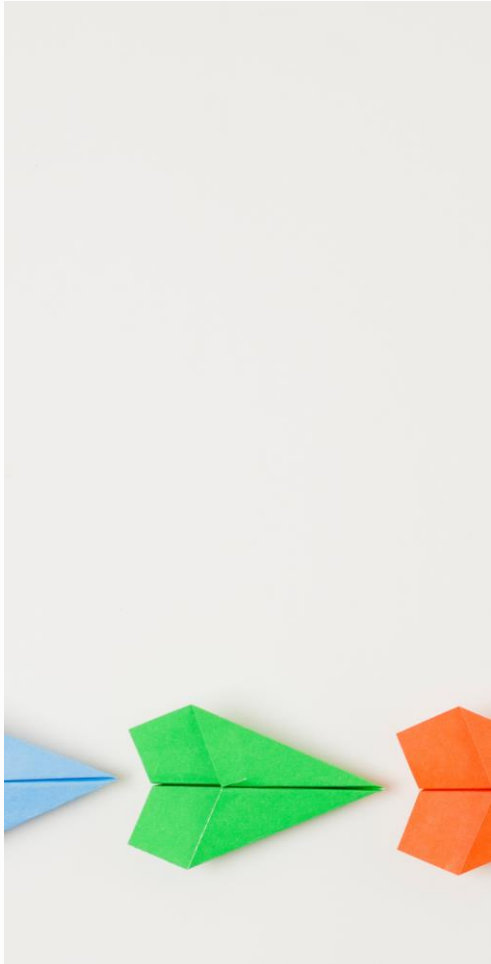
As Business Circles succeeds, their brands help in biz dev, hiring, fundraising

Studio Ventures Roadmap



Business Circles Structure





Your Rewards

- ☀️ Shorter Time-to-market Of Your Innovation
- ☀️ Access To Experienced Business And Technical Teams
- ☀️ Professional Analysis And Consultancy Of Your Business Model Innovation
- ☀️ Single Technological Partner, Covering All Your IT Product Life-cycle Needs
- ☀️ Cutting Edge Technology Stack, Ready At Your Fingertips
- ☀️ Agile Customer Development Process
- ☀️ Fast New Product Development Pace

The Team

- + Talent
- + Technology
- + Processes

Through our network of vendors, consultants and expert help we're able to organize, stand up and scale teams that help support our studio ventures. These 'augmented teams' bring a wide range of experience and expertise including innovation management credentials, trainings, and domain specific knowledge.

Teams can quickly deploy, scale and contract based on specific deliverables. Recent projects include product design sprints, workshop-based trainings and strategy and roadmap development.

COMPANY BUILDERS

The architects of the enterprise. They build the concepts into the real companies.
Coordinate and tap into the eco-system if needed.

BUSINESS CIRCLES ECO--SYSTEM

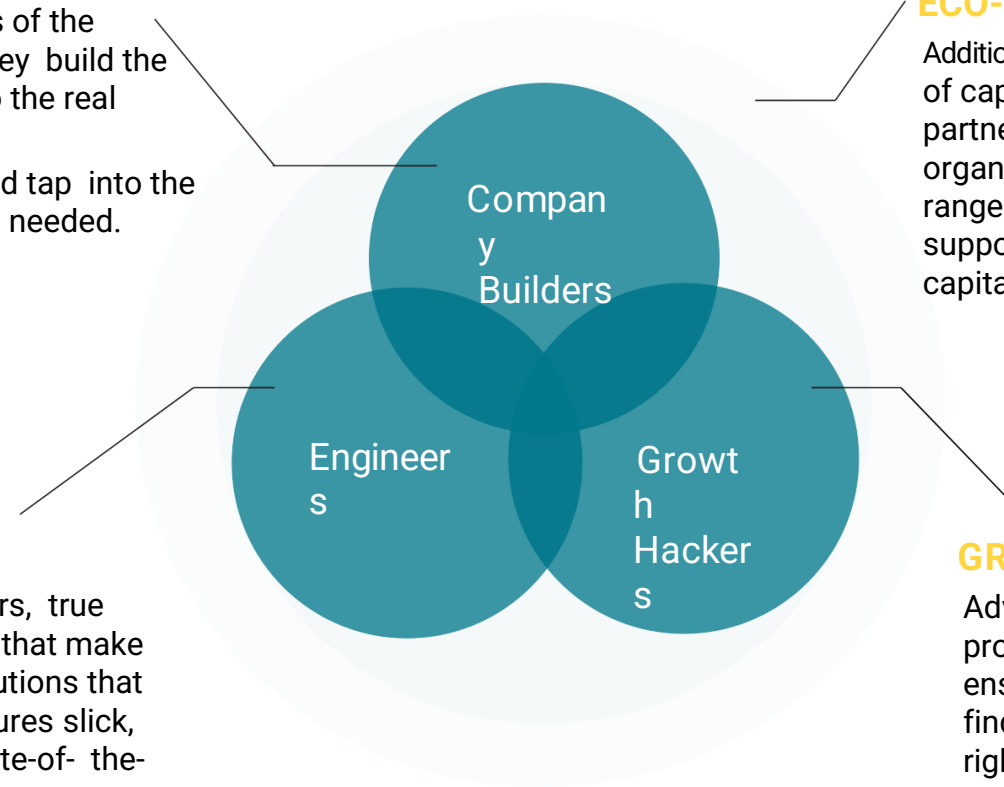
Additional support in terms of capital and partnering organisations. This can range from legal support to venture capital.

ENGINEERS

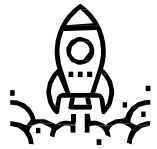
Our real builders, true technologists that make the digital solutions that back our ventures slick, usable and state-of-the-art.

GROWTH HACKERS

Adventurers of the product-market fit. They ensure that the market finds us and we find the right market.



Be a part of the Studio



New Startups

We roll up our sleeves and work alongside you as we take your concept to launch in months.



Investors

Investments in early-stage ventures with higher success rate (>40%)

Investment in network effects driven businesses with the capability for exponential growth



Corporate Innovators

Co-creation of new digital ventures in strategic relevant areas

Access to senior entrepreneurs

Faster time to market / scale



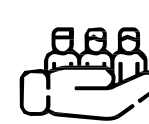
Community Partners

Early access to new ventures

Build new ventures with your tech stack

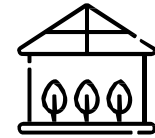
Rights to invest into proven early-stage ventures

Test area of new features



Service Providers

We work through local, diverse, entrepreneurial partners, which helps them build their business, too.



Venture Capitalist

We partner with awesome organizations to create new venture studios in specific industries.

BUSINESS PROCESS OUTSOURCING

“Master your strengths, outsource your weaknesses.” *- Ryan Khan*

“If you deprive yourself of outsourcing and your competitors do not, you’re putting yourself out of business” – Lee Kuan Yew

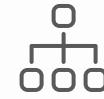
Scale up



Solutions for Growing Business

Business Circles provides world-class Business Process Outsourcing (BPO), IT solutions, and contact center services, with a great focus on Customer- Customer-centric solutions in Egypt, KSA, the greater Arab Region, and the globe.

Business Circles is also partnered with a KSA-based Business incubator geared towards business process outsourcing for incubated Startups.



Business Circles offers comprehensive HR outsourcing services to support your business throughout the entire employee life cycle. Business Circles brings your organization closest to the only real source of information; your customers, through actual and effectively managed dialogue.



At Business Circles, we are committed to constantly outperforming ourselves by using best-in-industry practices and platforms. We offer a differentiation strategy to customers from various sectors and industries.



As an outsourcing provider, we pride ourselves in ensuring that quality, uniqueness, and excellence go hand-in-hand in building relationships with our business and clientele.

INTEGRATED INTO YOUR BUSINESS PROCESSES

Business Circles technology and systems are based on open standards, so where additional business customization is required, Business Circles easily integrates with other applications to increase the overall value of information and to deliver the optimum business value.

HIGH AVAILABILITY WITH BRILLIANT SIMPLICITY

We simply Act like an extension of your business so that you can focus on what you do best and where your customers need you most. Go beyond templates and call centers and get real service and advice. Our dedicated professionals acts as an extension of your team, understand legislative and business laws and best practices that may impact your business, and help to guide you through your business and operational challenges at every step.

act

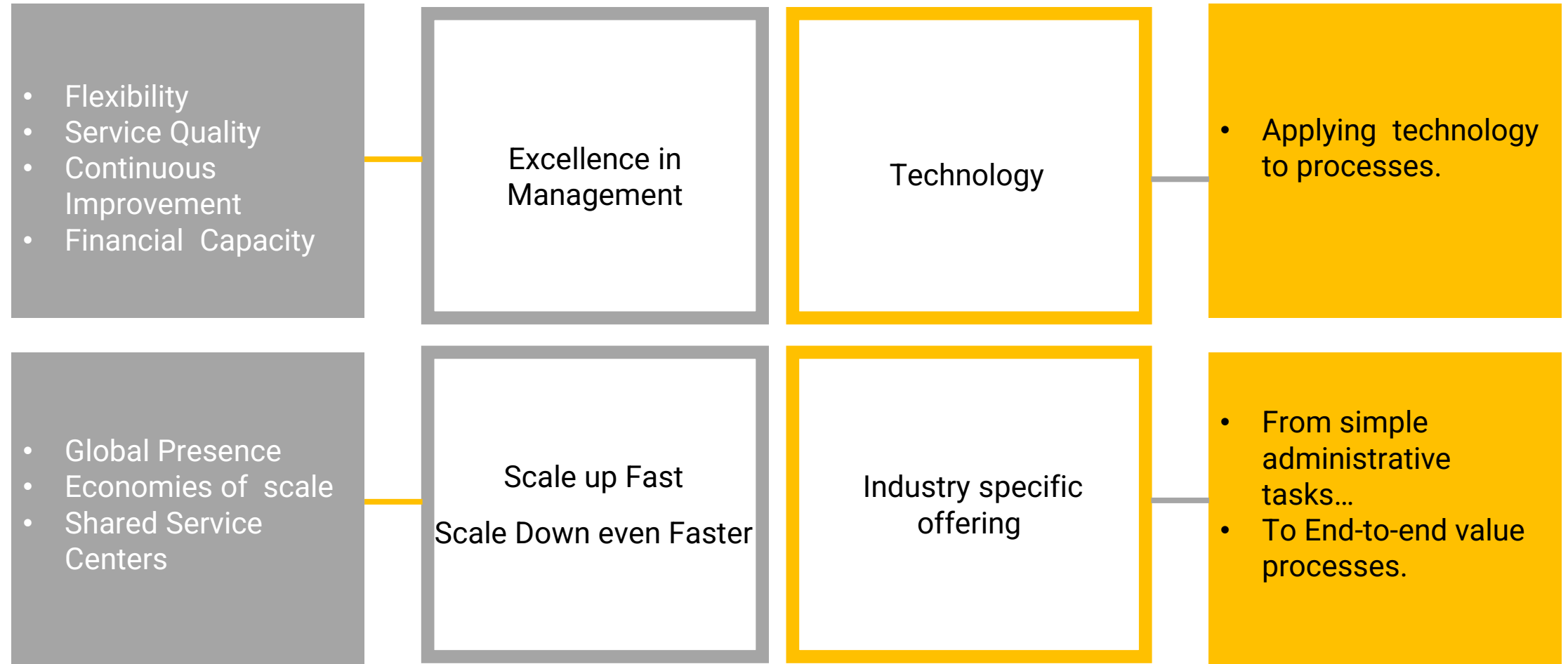


A Completely New Model For Business Management

-

Differential Business Model

Business Circles provides a differential process outsourcing model, based on flexible and global management, that combines strong Industry specialization and technological capability.





BUSINESS CIRCLES
technology & innovation

OUR BPO SERVICES

End-to-End Service.
Maximum Flexibility.

1

IT 4 IT

2

HR Consulting

3

HR Outsourcing

4

Project Staffing

5

Nearshore Development

6

Project Management

7

Contact Centre Services

HR Outsourcing Services

We offer a range of regular services to cater to you every day HR needs as well as some that require special expertise. We offer these with a flexible model – either on an ongoing basis or as-per-need; in house, or through outsourcing. Some areas covered include:



Recruitment

Getting the best talent when you need someone new



Payroll Outsourcing

Timely and accurate calculations with optimal tax implications



Training

Sharpening individual skills, Honing an organization's capabilities



HR on Demand

Providing you all the turnkey solution to properly administer a comprehensive HR Program



Temporary & Contract Staffing

Helping you with non-regular manpower resources



Labor Law Compliance

Ensuring that you're doing it right



HR Audit

Implementing professional systems for all people processes

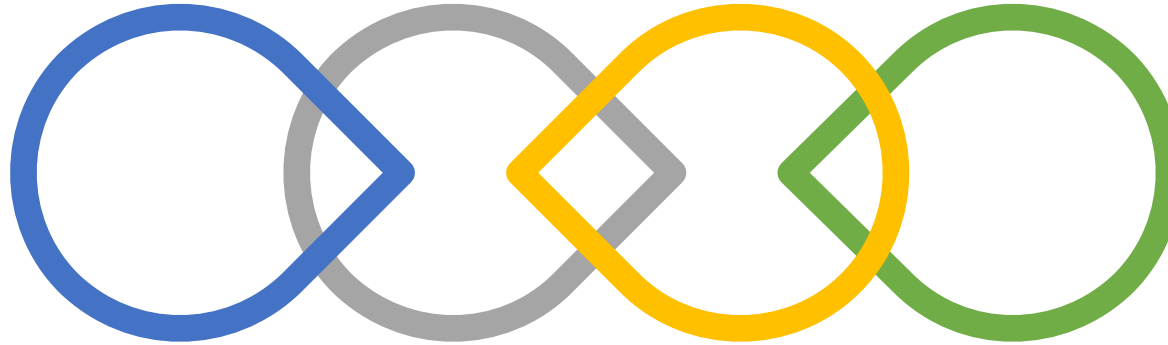


HRMS On Cloud

Easy access to info, anytime, anywhere

HR Center Of Expertise SERVICES

We offer a variety of HR advisory services for efficiently managing day-to-day HR challenges. Some of these include:



BUSINESS

- Starting New Businesses
- Organizational Restructuring
- Setting-up HR department
- Post-Merger/Acquisition Integration

PEOPLE

- Compensation and Benefits Design & Consulting
- Employee Rewards and Incentive Programs
- Performance Management Systems
- Executive Coaching
- Downsizing, Layoff & Outplacement
- Employee Training and Development

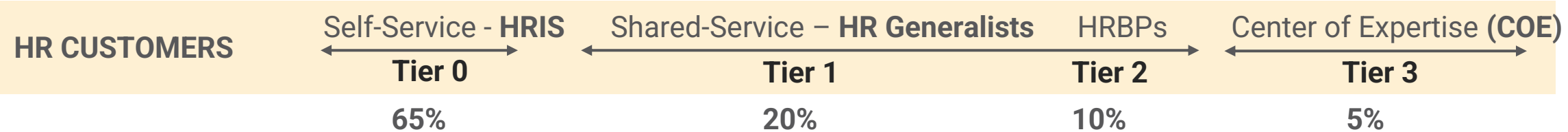
PROCESS

- Legal and HR Compliance Advisory
- Setting-up HR department
- HR Audit and Operational Review
- HR Policies and programs & Practices

TECHNOLOGY

- HRIS Analysis & Selection
- HRIS Project Management & HRIS Implementation
- HRIS System Optimization and Support

HR Services Delivery Model - A tiered approach



Why BPO?



FLEXIBILITY

- Easy adaptation to out burdens and workloads volatility.
- Flexibility to make changes to current processes.
- Quick implementation of new services.
- Global response



COST REDUCTION

- Transforming fix costs into variable costs.
- Achieving lower cost per operation.
- Reducing space at customer's workplace.
- Decreasing investment in IT infrastructure.



AVAILABILITY

- Allowing customer to focus on core business.
- Resources (HR / Funds) are available for core business activities.



SPECIALIZATION

- Process standardization.
- Ensuring ongoing improvement (best practices).
- Learning from other's experience.



SERVICE QUALITY

- Systems that allow quick an efficient response.
- Specific knowledge of the operations and systems.
- Exhaustive quality control through SLA., allowing early identification of problems and immediate reaction in a preventive and corrective way.

Why Outsourcing to Egypt



- + Talent
- + Infrastructure
- + Growth Potential
- + Location

Egypt has a highly qualified work force with reasonable average salaries and low infrastructure costs. Egyptian talents are open to westernized culture that can support the demand for skilled and multi-lingual labor.

- Abundant & Multi-lingual Talent Supply
- large pool of technically advanced people.
- Most of the educated Egyptians are good at English.
- Technically sound and well-educated Egyptians can be hired at lower costs.
- Egyptians show strong emphasis on Technology and science.
- Egyptians are culturally sensitized and believe in diversity.
- Costs charged by offshore development centers in Egypt are 30-50 percent lower than those in U.S. and Europe.
- Egypt has 70-year-old vibrant democracy with established systems and policies.
- Egyptian economy is reporting rapid growth of infrastructural development.
- Egyptian economy has established infrastructure through technology parks.

Why Outsourcing to Business Circles



Better Satisfaction

Achieving enhanced levels of customer satisfaction, and leaving that job to the experts



Lower Cost

Never pay for unused capacity again. Avail of the diverse talent of a pool of professionals at a reasonable cost



Time to Customer

Reduce average contact-handling time.



Eliminate overhead

Tap services of an operational and marketing management team minus the overheads



Location independence

Agents can easily work remotely without sacrificing functionality



Peace of Mind

Business Circles BPO maintains the technology and infrastructure so you can focus on your core business



Disaster Recovery

Route around network issues with cloud-based technology



Centralized Admin & monitoring

Managers and supervisors remain in touch and control

Real Estate Development Consulting

Beyond Boundaries, Toward New Horizons



end-to-end advisory services

Catalyzing Exponential Returns

We offer end-to-end advisory services partnering with real estate developers, investors, and contractors to successfully execute projects across all asset classes. Our experts can guide clients through the entire development lifecycle.

We begin by conducting essential market analyses to determine demand drivers, site selection, and competitive positioning.

This informs planning and design optimization focused on efficiency, sustainability, and achieving approvals. During execution, we provide hands-on construction project management encompassing budgeting, scheduling, contracting, supply chain oversight, and quality control.

Post-construction, we assist with commissioning, assets and portfolio management, facilities setup, and investment enhancement.



Services across Asset Lifecycles

Our customized guidance based on market insights helps avoid missteps and delivers exceptional outcomes.

We offer targeted real estate consulting services to developers, investors, and contractors across asset lifecycles:

- Market research and feasibility studies
- Design optimization - efficiency, sustainability
- Approvals and permitting advisory.
- Project finance raising and modeling.
- Construction planning, budgeting, and management
- Commissioning and handover
- Asset and portfolio management

Our experts navigate complex real estate projects providing support across strategy, planning, execution, and operations.





TRUST ON OUR PRO TEAM

Average Ratings: ★★★★★

**FRESH
BRAINS,
EXPERT
INSIGHTS AND
THOUGHTFUL
LEADERSHIP**

Powered by People

Our diverse team combines deep experience across management consulting, program implementation, and capability building. Our partners and advisors have guided complex transformations and transactions for decades. Cross-functional teams customize to client needs through our organizational transformation, pre-IPO preparation, and venture incubation services. United by a passion for leading positive change, our professionals blend strategic expertise with pragmatic program management.



GLOBAL PROVIDER

Business Circles is a brilliant provider that combines an impressive command of industry expertise and leading technology capabilities at substantial cost savings.



PARTNERSHIP FOR GROWTH

At **Business Circles** we go beyond providing solutions, we work with our customers through technology and business changes that shape their competitive advantage. We believe in aligning our interests with our stakeholders and working together as partners to scale our heights.

TEAM MEMBERS

Continually intermediate integrated processes through technically sound intellectual capital.



PROJECT CONSULTANCY

Objectively integrate emerging core competencies before process-centric communities.



CLIENT SATISFACTION

Quickly coordinate e-business applications through revolutionary catalysts for change.



PROJECT SUCCESS

Credibly pontificate highly efficient manufactured products and enabled data.



Dedicated, as always

We have the strategic, creative and technical expertise required to offer true end-to-end solutions.

Partners

We collaborate with regional and international partners with decades of experience in all Business Circles project aspects from feasibility study to project finance all the way through to plant operations and testing and commissioning. We are proud and active members of some of the leading associations and organizations that specialize in renewable energy and clean technologies.



Clientele

Each of these examples represents a significant period of planned transition in the business Lifecycle, offering the right opportunity to improve the company's strategic direction and prepare for growth.



Why a career with us?

01



Challenging Projects

Proactively envisioned Innovation-based expertise and cross-Sector growth strategies.

02



Award Winning Team

Everyone within our team is highly motivated, driven, and ambitious – they have to be!

03



Future proof Environment

We are into the future in everything. New Technologies, the latest trend. Market Best Practices and always think about what is Next.

04



Flexible Working Schemes

Work from Anywhere. Work from a coffee shop, the office, or at home. We just expect you to show up for meetings and be in the office for a few hours each week.



Lots of Learning Opportunities

You'll gain experience in everything from marketing, software, design, HR, Business, and more. Shortly you'll get a chance to oversee a team, manage your Project in new markets, or help us grow in new directions.

Entrepreneurship Opportunities

We have Ideas and projects for everyone, if you can handle it, you will get it.

Limitless Multiplications

Great opportunities are ahead. Start building the career you've always wanted.

Social Good

We like to be social, and we believe in social good we have an evergreen Corporate social responsibility Program.

05



06



07



08





WORK AT BUSINESS CIRCLES

Come join us, collaborate and innovate.

If you're a talented, thoughtful, creative, Quick Learner and far-thinking innovator who knows, the patience, the strength, and the passion to create a better world for the future, then you've come to the right place.

Be part of our family. Become a trusted and recognized member of a constantly developing team, where your creativity and innovation get wings and there is always a path to grow.

Crazy, weirdo is a plus otherwise we will have to teach you 😊

Whether you have specific needs or just want to say hello, feel free to send us a message or give us a call!

www.circles.business

Social Media

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