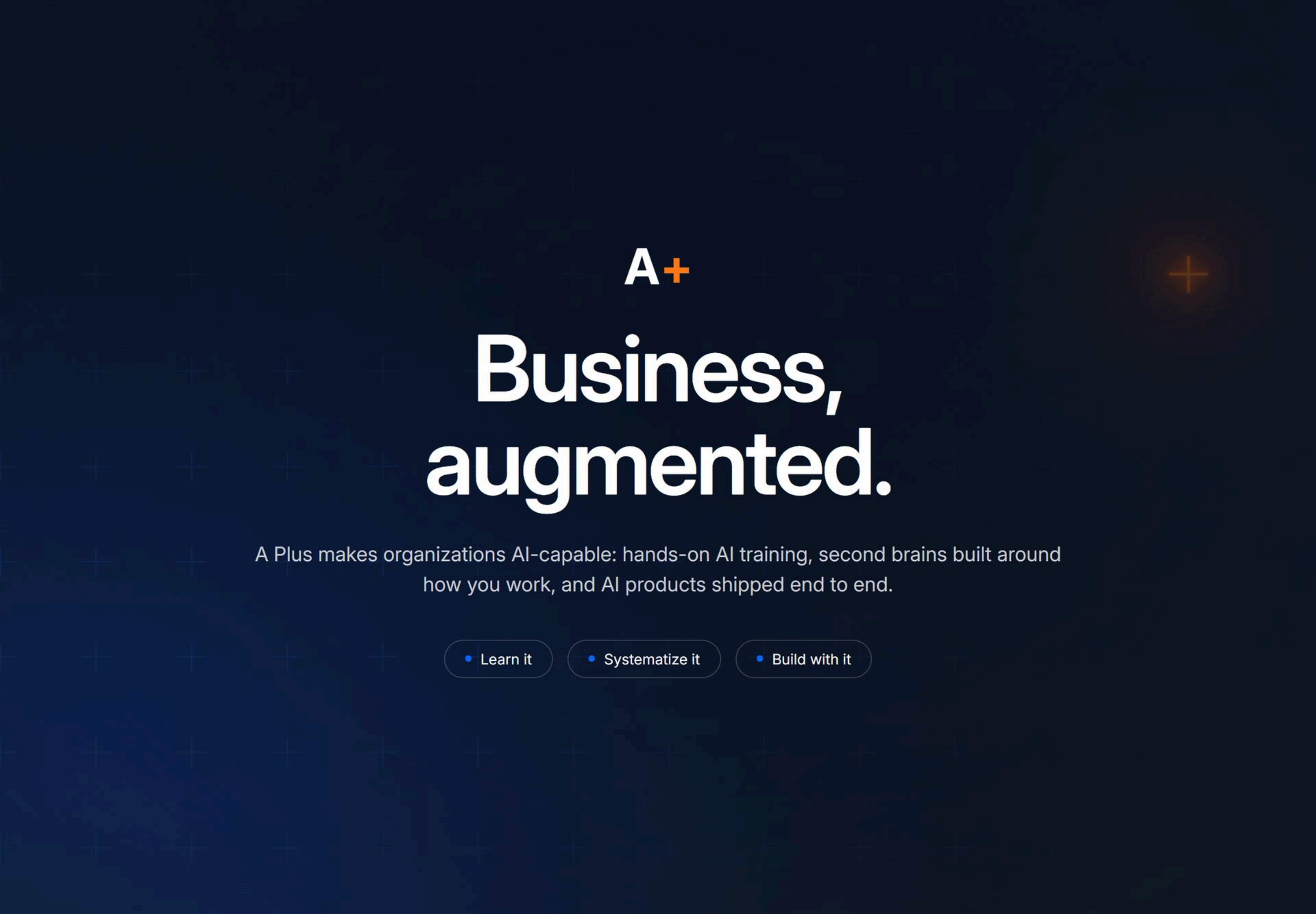




A+

Business, augmented.

A Plus makes organizations AI-capable: hands-on AI training, second brains built around how you work, and AI products shipped end to end.

• Learn it

• Systematize it

• Build with it

THE SHIFT

AI stopped being optional.

National AI mandates, agentic automation, and workforce-scale upskilling are landing at once. Leaders are being asked to move now.



Mandates

Governments and boards are setting AI direction and adoption targets.



Speed

The pressure is to adopt fast, not study it for a year.



Scale

Whole workforces need to become capable, not just a pilot team.

THE NATIONAL MANDATE

The country already set the direction.

The UAE National Strategy for AI 2031 commits the nation to global AI leadership and projects hundreds of billions in added growth. The ambition is set at the top. What every organization still needs is the capability to deliver on it. That gap is why we built A Plus.

Source: UAE National Strategy for Artificial Intelligence 2031.

AED **335B**

In added growth the strategy targets from AI by 2031.

8

National objectives, one devoted entirely to training talent.

2031

The target to stand among the world's AI leaders.



THE AGENTIC SHIFT · 2026

Now it's agentic, by mandate.

In 2026 the UAE directed federal entities to move half of all government operations to agentic AI within two years, and to upskill tens of thousands of employees to run it. The question is no longer whether to adopt AI. It is how fast you can build the capability.

"Agentic AI does not replace people, it makes them more capable."

Mohammad Al Gergawi, UAE Minister of Cabinet Affairs

→ **Augmentation, not replacement, is now national policy.**

50%

Of federal government operations moving to agentic AI.

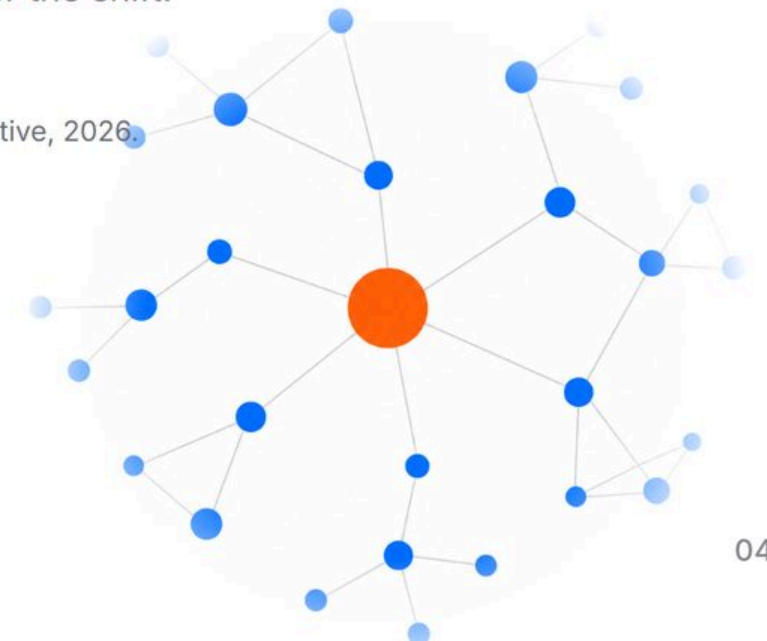
80,000

Federal employees to be upskilled on agentic AI tools.

2 years

The timeline to deliver the shift.

Source: UAE Cabinet directive, 2026.



WHERE MOST ORGS ARE STUCK

Everyone has access to AI. Almost no one has a system.

The tools are not the gap. The latest models are one tab away, and we work across all of them. But access is not capability, scattered prompts are not strategy, and none of it compounds.

- Platform-agnostic, by design

01

Capability stays shallow. A few power users carry it. Everyone else watched a webinar and went back to old habits.

02

Knowledge stays trapped. Your best prompts, context, and workflows live in private chat histories no one else can reach.

03

Nothing ships. Pilots stall at proof-of-concept. The AI product the business actually needs never gets built.



OUR POSITION

Augmentation, not replacement.

We add AI capability into your business and multiply what your people can do. The "A" is AI. The "+" is what we add. That's the whole idea.

WHAT WE DO

Three connected pillars.

They span the full AI journey: learn it, systematize it, build with it.



01

AI Training & Consultancy

We train your people to use AI in their actual work, virtually or in person, tuned to the level in the room.

Who it's for: Founders, CxOs, leadership, executives, and students.



02

AI Second Brain Setup & Management

A second brain that learns how you work, remembers your decisions, and produces the work with you.

Who it's for: Companies that want employees augmented with AI and agents.



03

App & Product Development

We architect and ship custom products end to end, built properly on an AI-first stack.

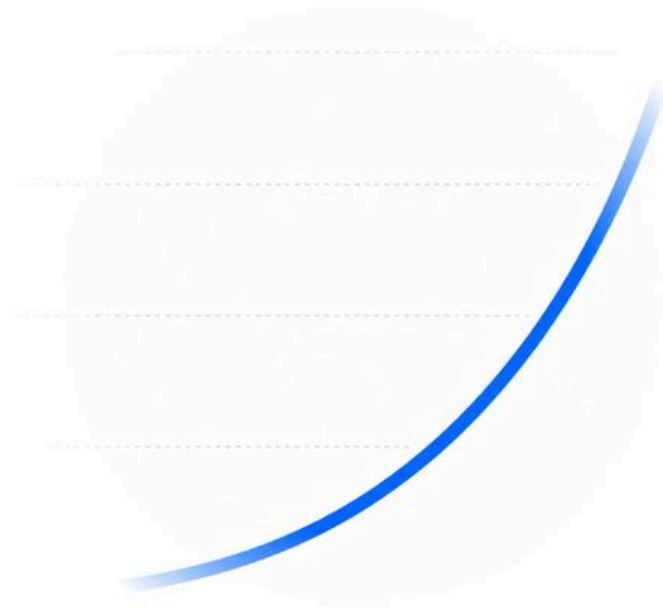
Who it's for: Companies building custom products and solutions.



PROOF

Numbers from real deployments.

Measured outcomes from training, second brains, and product work across the GCC.



2,000+

Employees trained in 2026

Governments, SMEs, and founders

~34%

Productivity gained with a second brain

50+ person company, tracked over 6 months against internal KPIs

3,000+

AI agents deployed through training

Across ChatGPT, Claude, and Microsoft Copilot

20+

AI ideas taken to working prototypes

AI ideathons across multiple sectors

200+

Executives and CxOs trained

Across the GCC region

~21%

Lower tool and subscription spend

Cost saved through second-brain augmentation

Make your whole organization AI-capable.

We train people to actually use AI in their work. Virtual or face-to-face, tuned to the level in the room, from schools to enterprises to governments. Practical and example-led, so adoption sticks.

- ✓ AI training across all levels, virtual or in-person.
- ✓ Consultancy and advisory for organizations adopting AI.
- ✓ E-learning platform with AI Avatars for self-paced delivery (in build).
- ✓ Keynotes and speaking.
- ✓ For founders, CxOs, leadership, executives, and students.

→ **From AI readiness to roadmap to delivery.**



Live workshop · tuned to the room

HOW IT WORKS · TRAINING

Capability, not a webinar.

We train people on the actual work in front of them. Practical, example-led, and tuned to the level in the room, from a keynote to a full program.

- ✓ **Formats:** keynote, live workshop, multi-session program, e-learning.
- ✓ **Levels:** Beginner → Practitioner → Advanced, streamed by role.
- ✓ **Tracks:** everyday AI, agentic & automation, AI for leaders, sector-specific.
- **You leave with working prompts and workflows, not slides.**

PROGRAM FLOW

- 1 **Assess the level in the room**
Beginner to advanced, by role and goal.
- 2 **Tailor to real workflows**
Your tools, your use cases, your data.
- 3 **Hands-on delivery**
Build alongside us, virtual or in-person.
- 4 **Embed & measure**
Habits that stick, adoption you can see.

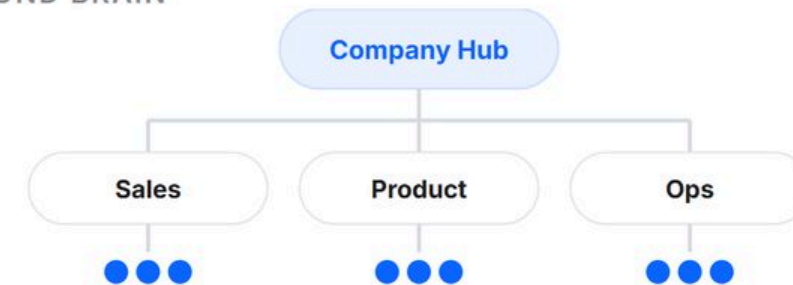
Not a chatbot. An operating system for how your company works.

Most companies now have AI tools. What they do not have is a system that knows their business, remembers their decisions, and produces work the way they would. That is what we build.

- ✓ Company hub: shared knowledge, standards, and decisions in one place.
- ✓ Department pods: a brain per function, tuned to how that team operates.
- ✓ CoWorkers: a personal brain for each employee that compounds over time.
- ✓ A PA layer with scheduled automation, model-agnostic by design.

ChatGPT in a tab is not a system. A tuned second brain is structured, persistent, and yours.

SECOND BRAIN



Hub → Pods → CoWorkers

HOW IT WORKS · SECOND BRAIN

We built the system. Now it's yours.

A federated second brain: one company hub, department pods forked from it, and a private CoWorker for every employee, all hosted on your own server. Knowledge flows down automatically; anything new gets reviewed and promoted back up.

- ✓ Hub → pods → CoWorkers, synced and versioned like code.
- ✓ Knowledge inherits down automatically; new knowledge promotes up through guardrails.
- ✓ Model-agnostic: Claude Code by default, any engine you choose.

Setup

We build it, your team runs it.

Managed

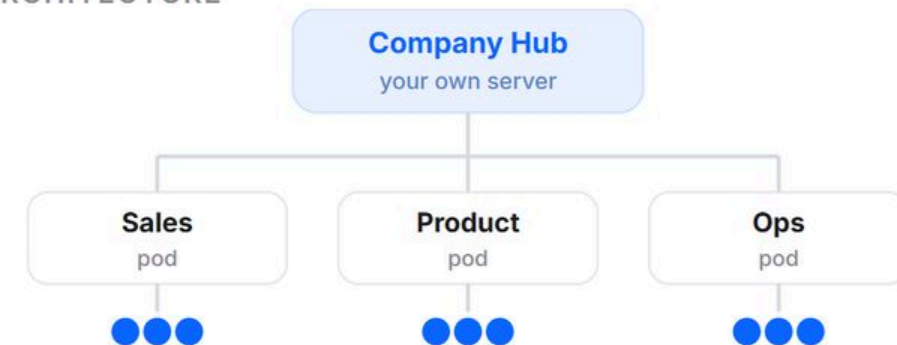
We build it and run it with you.

Audit

We review your AI setup and fix what is not working.

It compounds. Every task makes it sharper. We keep it growing: new skills, memory hygiene, month over month.

ARCHITECTURE



↓ inherits down ↑ promotes up · guardrails

PA layer

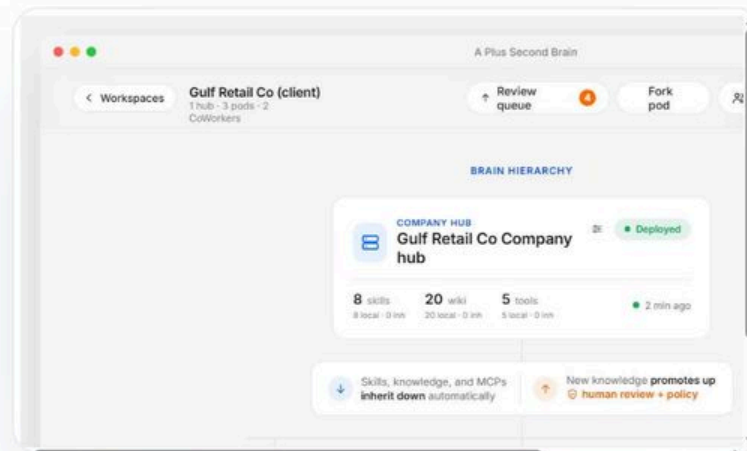
scheduled tasks, automatically

• Live

synced via GitHub

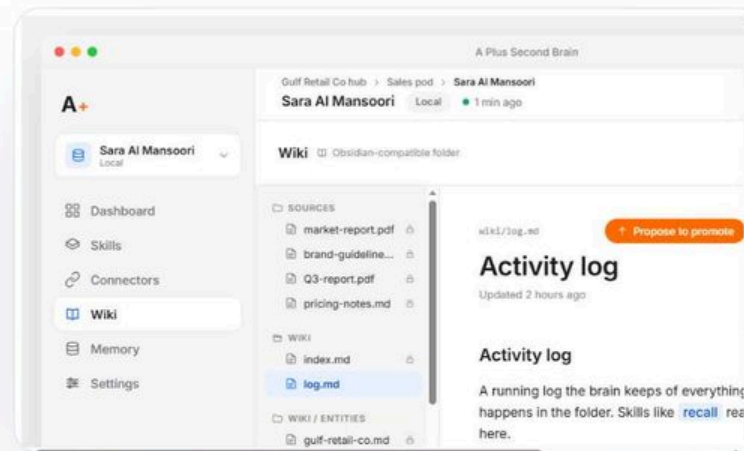
Not a mockup. The real build.

Live screens from the build: the brain hierarchy, a CoWorker's own wiki, and the human-review queue that keeps every promotion accountable.



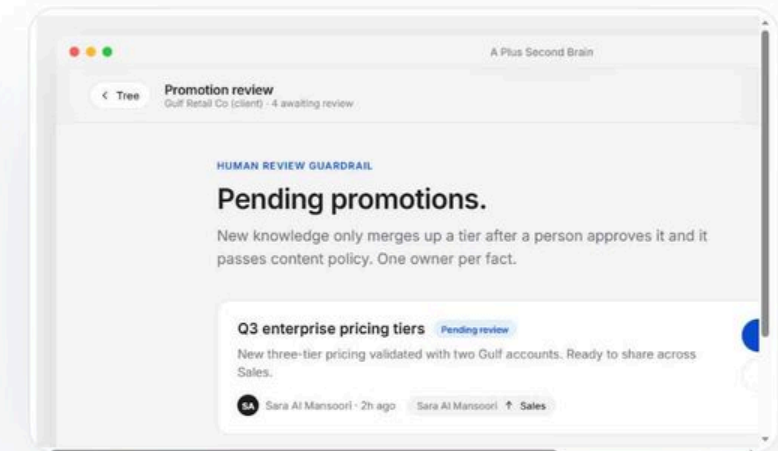
Brain hierarchy

Hub, pods, and CoWorkers, deployed and live.



A CoWorker's wiki

Every action logged. One click to propose a promotion.



Promotion review

New knowledge merges up only after human review.

→ Shown with demo data. Your brain, running the same way.

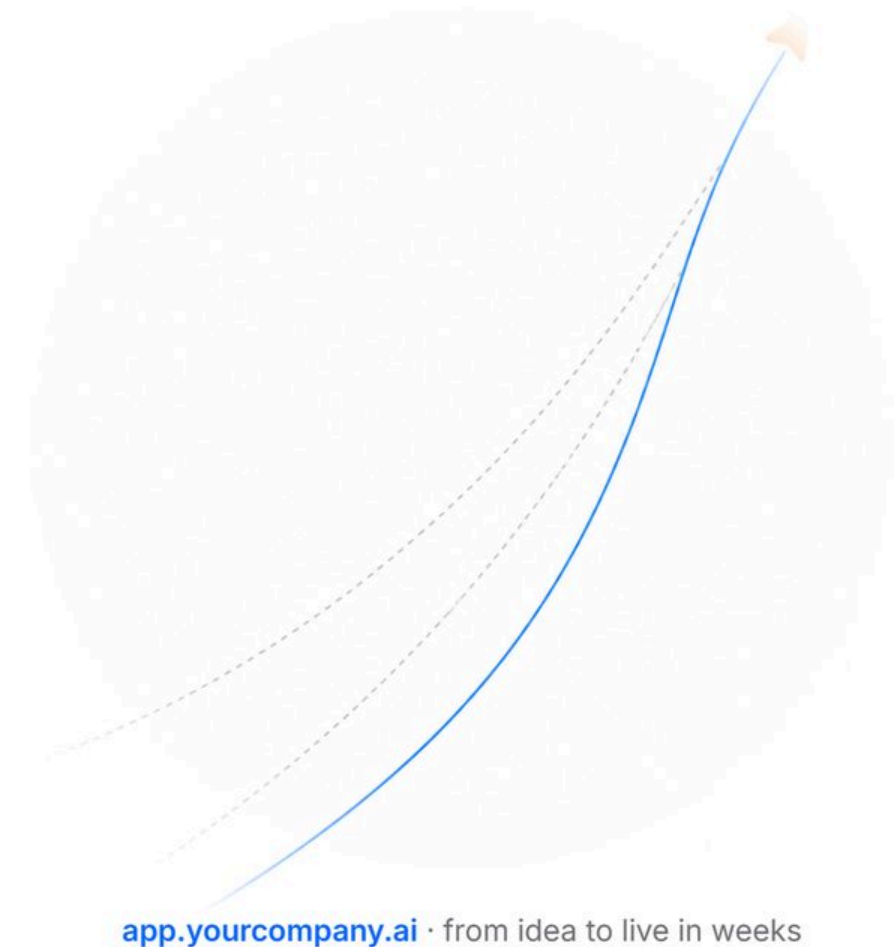
PILLAR 03 · APP & PRODUCT DEVELOPMENT

Custom products, designed and shipped.

We architect the solution and build it end to end, for teams who want custom products done properly. We focus on solutions that resolve your problems.

- ✓ Solution architecture, then full build.
- ✓ AI-first and fast: built right, not vibe-coded.
- ✓ From idea to a shipped product in weeks.
- ✓ An AI Forward Deployment Engineer embedded with your team.

AI FDE. A Forward Deployment Engineer works inside your environment to build, integrate, and ship the product live, then hands it over.



HOW IT WORKS · PRODUCT

We embed, build, and ship. Then hand you the keys.

Custom development means we architect an AI-first product for your problem and build it end to end, inside your environment. No legacy process, no vibe-coding.

- ✓ **AI FDE:** a senior Forward Deployment Engineer embedded in your team and systems.
- ✓ AI-first architecture, built around your real workflow.
- ✓ Shipped to production, then handed over with docs and enablement.
- **Not a vendor over the wall. An engineer inside your team.**

HOW WE SHIP

● AI FDE

- 1 Architect**
The AI-first solution around your real workflow.
- 2 Build in your environment**
Wired to your data and tools from day one.
- 3 Ship live**
A working product in production, not a POC.
- 4 Hand over**
Docs and enablement, so your team owns it.

THE A PLUS APPROACH

The pillars compound.

Most teams need more than one. Start anywhere; each stands alone and feeds the next.



STEP 01

Learn it

Training gets your people capable.



STEP 02

Systematize it

A second brain captures how you work and produces it.



STEP 03

Build with it

We ship the AI products that run on top.

WHO WE HELP

Built for teams moving now.

We work with leaders and organizations across the GCC and MEA, UAE-led, that want AI capability now and will move on it: AI mandates, agentic automation, and workforce-scale upskilling.



E

Enterprises

Corporates adopting AI across the organization.

G

Governments

Bodies delivering under national AI mandates.

F

Founders & CxOs

Leaders building a personal second brain.

S

Schools

Education teams training the next generation.

WHO WE'VE WORKED WITH

Trusted by leading organizations.

Enterprises, banks, and government bodies across the GCC and MEA.



WHY A PLUS

The full journey, one team.

Three reasons teams choose to build with A Plus.

01**Practical over theory**

Hands-on delivery, real outcomes, real examples.

02**The full journey**

Learn it, systematize it, build with it, under one roof.

03**AI-first and fast**

We build and ship with a modern AI stack, not legacy process.



WHO YOU WORK WITH

The team that delivers your engagement.

A small senior core, multiplied by an AI delivery fleet running on the A Plus Brain.

Liwaa Chehayeb
Founder & CEO

Leads strategy, training, and client delivery across the three pillars.

Wiliam Chehayeb
UI/UX Designer & Product Developer

Designs the product experience and builds it through to shipped features.

AI FDE AI agent
Forward Deployment Engineer

Embedded rollout support on engagements of 20 people or more.

AI DELIVERY FLEET (8)

Kratos Mac
Delivery Orchestrator

Runs the delivery workflow end to end.

Athena Recon
Research & Diagnostics

Researches client context before we design.

Hermes Deck
Content & Curriculum

Builds decks and course material.

Talos Build
Engineering & Automation

Writes, tests, and ships the code.

Argus QA
Quality & Review

Checks every deliverable against our standards.

Iris Studio
Design & Brand Ops

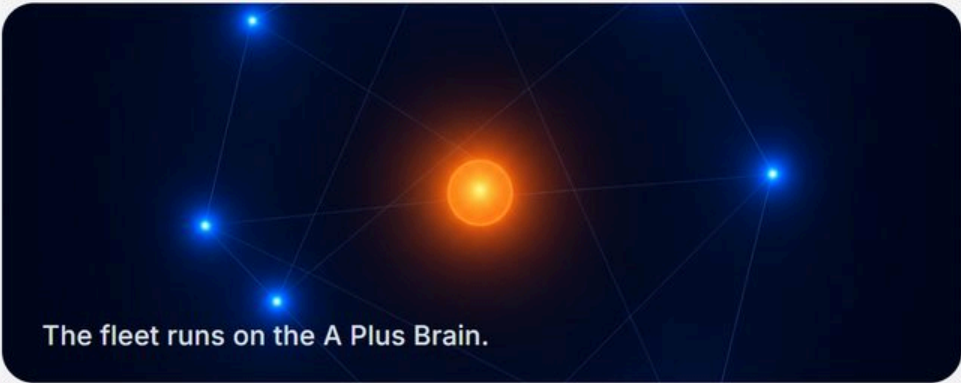
Produces on-brand visuals and assets.

Hestia Desk
Client Operations

Scheduling, follow-ups, reporting, admin.

A Plus Brain
foundation
Knowledge & Memory Layer

The shared memory every agent works from.



Extended network: established training partners in four GCC countries, plus a specialist bench contracted per engagement.

A+



ABOUT A PLUS

Founder-led, across all three pillars.

A Plus is a founder-led AI company helping organizations and operators win the AI era by augmenting them with AI.

Liwaa Chehayeb

Founder

Leads training, product, and client work, hands-on from the first question to a shipped AI product.

2,000+

Employees trained
across the GCC

50+

Speaking
opportunities

20+

Workshops
conducted

GCC / MEA · UAE-led.

Ready to augment your business?

Tell us where you are with AI. We will tell you the fastest path forward.

[Schedule a discovery call](#)

or explore ai-aplus.com