Start Point



COMPANY PROFILE

Imagining is easy. Starting is hard.

Where an idea stops being a conversation and becomes a designed thing.

v1.0 · November 2026
startpointit.com · +20 101 667 0938

Price on quote · written quote within 24 h

01 WHO WE ARE

Who we are

StartPoint is a design studio for Egypt, the UAE and Saudi Arabia. We design brands, websites, apps and systems in Arabic and English, with one rule: you know the scope and the date before we start.

The brief waits. The quote is pending. The designer has not replied. Ideas rarely fail for being weak; they fail because nothing moved them from thought to form.

Start Point closes that gap. No waiting, no haggling, no guessing the cost. Only the work: a logo, a screen, a campaign, a brand.

Vision

The region's default starting point for design: the first name a business thinks of when an idea needs a form.

Mission

Professional design for every business, with a written quote in advance, on published dates, with no contract in the way.

Our promise

Know the scope. Know the date. Then start.

The mark says it plainly

The point
the idea, still

The ring
the discipline that holds it

The rocket
the moment it starts to move

Why we exist

In-house designer	One skill set, a full salary, and holidays nobody covers.
Freelancer	Low cost, but dates move and the quote changes halfway.
Large agency	Strong work, slow decisions and a retainer you cannot pause.
StartPoint	**A full team, published hours, a written quote in 24 h and dates we guarantee.**

What we are not

- Not the cheapest. We compete on certainty.
- Not a marketing agency. We design, we do not buy media.
- Not a template shop. Everything is made for you.

Two ways to work

Two ways to work. One rule: a written quote within 24 h of your call. A complete package, or a balance of hours.

Project packages

A defined scope with a fixed date: identity, website, app, system, social, motion, or the launch kit.

Hour credits

A balance of hours spent on any service at published rates. Monthly retainers for weekly work.

A simple rule

You know what you need

A logo, a website, an app: take the package. Scope and date are fixed in your quote.

You need design often, in small pieces

Posts, ads, a page now and then: top up a balance and send requests as they come.

You are not sure yet

Start with 3 free hours or book a 10-minute call. Your quote follows within 24 h.

Six services

Six disciplines. Each one as a package, or by the hour from your balance.

Brand identity

Logo, guidelines, stationery, one system.

Identity package · 48 h · 3 weeks

Website design

Landing pages and full sites, desktop and mobile.

Website package · 54 h · 4 weeks

Mobile app design

Screens, flows and a UI kit for iOS and Android.

App package · 100 h · 6 weeks

System & dashboard design

Admin panels, portals and back-office screens.

System package · 168 h · 8 weeks

Social media design

Posts, carousels, ads and monthly packs.

Social starter package · 23 h · 2 weeks

Motion & video

Motion posts, logo intros, 30-second explainers, reels.

Motion package · 34 h · 3 weeks



Service catalogue (PDF)

Five steps to your account

01
Choose
A project package or a balance of hours. Hour counts are published.

02
Book a call
A short online meeting. We confirm the fit and answer your questions.

03
Your quote
We confirm the scope and send a written quote within 24 h. You approve.

04
Approve and pay
Approve the quote, then pay by card or bank transfer. The invoice lands in your account.

05
Your account
We set up your account after the quote is approved: status, balance and every request in one place.

Brief. Present. Revise. Deliver.

The same rhythm for one post and for a full identity.

01
Brief
A short form: what, references, tone, deadline. You see the hours before we start.

02
Presentation
We present the work and explain every decision, online, in one session.

03
Two revision rounds
Collect your notes in one place. Round one, round two. Both included.

04
Delivery
Final and source files, full rights. Hours deducted or project closed.

Published dates, not estimates

REQUEST SIZE	WORK BEGINS	PRESENTATION	REVISION TURNAROUND
1 – 2 hours	24 working hours	2 working days	24 hours
3 – 8 hours	24 working hours	3 – 4 working days	48 hours
9 – 25 hours	48 working hours	7 – 10 working days	48 hours
Packages and 25+ hours	Agreed schedule	In published stages	72 hours

The delay guarantee

Late on us? 25% of the hours return to your balance, without you asking.

A fixed quote

Hours are deducted as quoted. If a designer takes longer, that is on us.

Credit that keeps

Extend validity once by 30 days. Unused credit moves freely between services.

Included for everyone

01
Open source files

02
100% ownership

03
One account manager

04
Official invoices

05
Delivery via Drive or Figma

06
WhatsApp support

07
Monthly usage report

08
A maintained brand sheet

Extras on any request

Additional revision round	**1 h**
Advisory meeting	**1.5 h**
Print file preparation	**1 h**
Rush delivery	**+50 %**

Selected work

Three full programmes, identity to product, and projects for government, media, healthcare and start-ups across the region.



Tripper — Identity, App and Ops Dashboard

Tripper · Identity · App · Dashboard

One brand, three products: the Tripper identity, the trip-booking app in Arabic and English, and Tripper Ops, the back-office that runs the bookings.



Haretna — Identity and Website

Haretna · Identity · Website

A neighbourhood, not a dish: the Haretna brand from the first brief to a bilingual website built to take orders.

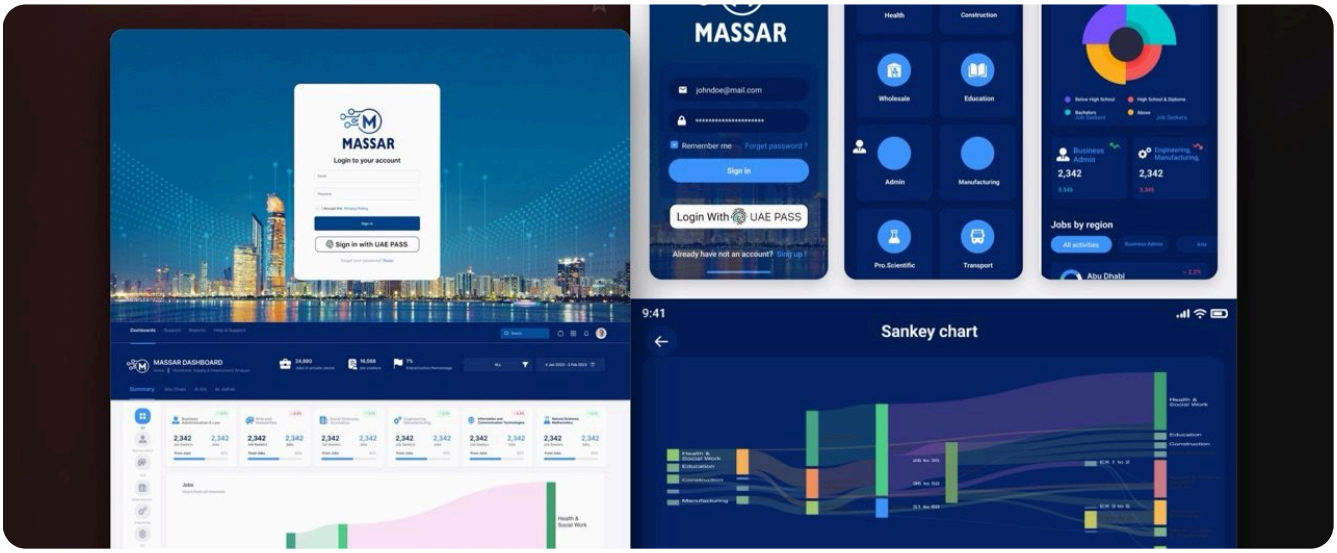
Selected work



Daftario — Identity, App and School System

Daftario · Identity · App · Dashboard

The school notebook, reborn: a brand, a three-role mobile app and a school back-office, designed as one system in Arabic and English.

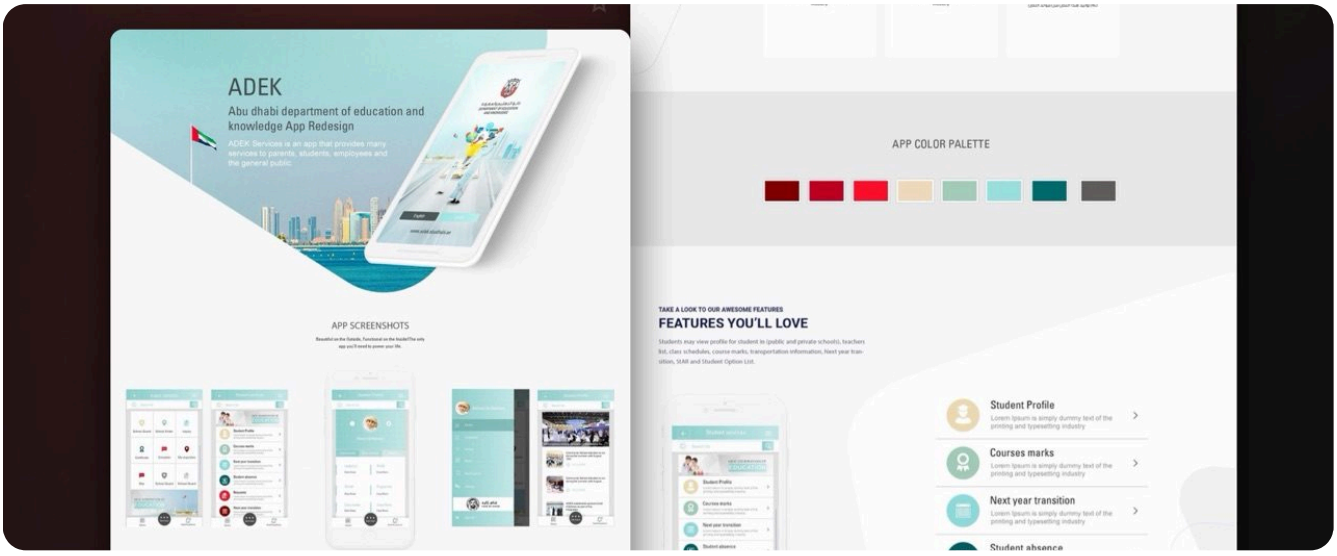


MASSAR Workforce Dashboard — Web & App

Statistics Centre Abu Dhabi · System / dashboard

Workforce dashboard and companion mobile app that turn dense workforce statistics into clear KPIs, charts and drill-downs on web and mobile.

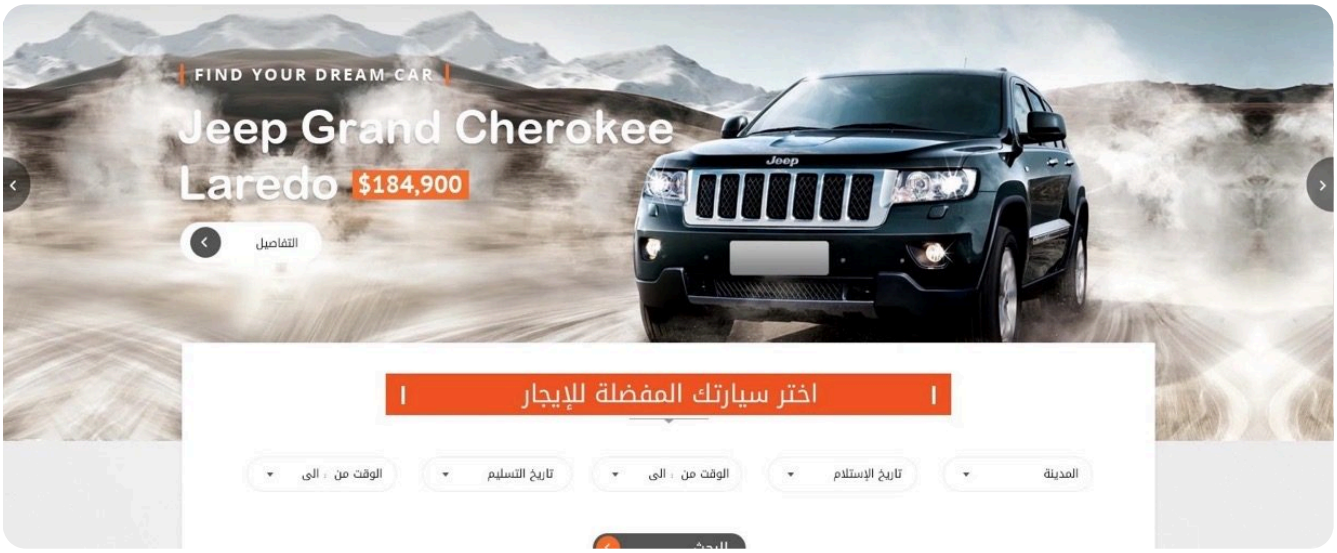
Selected work



ADEK Student Services App — Redesign

Abu Dhabi Department of Education and Knowledge (ADEK) · Mobile app

Mobile app redesign for the Abu Dhabi Department of Education and Knowledge (ADEK) student services.



Qmotor Car Rental Website

Qmotor, Qatar · Website

Arabic car-rental website for Qmotor in Qatar: information architecture, wireframes and responsive high-fidelity screens, right-to-left.

How we design

Arabic first

Arabic layouts are designed, mirrored and checked, never translated at the end.

Design thinking

We understand the users, define the problem, explore at least three ideas, prototype and test.

Accessible by default

Contrast, touch targets and readable type to WCAG 2.2 AA.

Dev-ready

Figma files with components and Dev Mode, so developers build without guessing.

Values you can see in the work

Clarity before craft

A beautiful answer to the wrong question is waste. We define the problem in writing before opening a design file.

Speed is a feature

Good design delivered late has already lost. Published dates are commitments.

Nothing hidden

Quote, scope, timeline and rights, up front, in writing, in both languages.

Make the difference visible

We measure the work by what changed for you, not by how it looks in our portfolio.

One account manager. A full design team.

Graphic, UI/UX and motion designers, and one person who answers for the whole project.

Mohamed Fathi
Creative Director · Brand owner

Account manager
Your single point of contact

Brand & graphic designer
Identity, print, social

UI / UX designer
Web, app, systems

Motion designer
Motion posts, intros, explainers

Egypt, the UAE and Saudi Arabia

Quotes in your local currency. Sunday to Thursday, 09:00 – 18:00, Cairo and Gulf time. Arabic and English on everything.

Conditions

The short version. The full text is in the service catalogue and on startpointit.com/terms.

Included

- A presentation session and 2 revision rounds on every request
- Open source files and 100 % ownership
- One account manager and WhatsApp support
- Official invoice, delivery via Drive or Figma

Not included unless quoted

- Development, hosting and domains
- Copywriting and translation
- Photography and stock licences
- Printing, voice-over, publishing and ad budget

Your side

- Content and assets before kick-off
- One person who approves
- One consolidated list of notes per round, within 5 working days
- Late input moves the delivery date by the same time

Revisions and changes

- A revision is a change inside the approved direction
- A new direction is a new request
- An extra round is 1 hour
- Scope changes are sent in writing with their hours and date, and start after you approve

Payment and cancellation

- Prepaid by card or bank transfer
- Larger packages can be paid in 2 stages, written in the quote
- If you cancel, hours used are deducted, with a minimum of 30 % of the service's hours

Hour credits

- Validity per pack, with one 30-day extension
- Hours move freely between services
- Your rate is fixed for the whole validity
- Credits are not refundable in cash
- Scale and Enterprise: up to 35 % of the balance per month

Ownership and portfolio

- Ownership transfers to you on full payment
- We may show the work in our portfolio unless you ask us not to, in writing

Delay guarantee

- Miss a published date through our fault and 25 % of the request's hours return to your balance, automatically

The trial

- 3 complimentary hours, valid 14 days
- After a 10-minute introductory call
- Any catalogue service up to 3 hours, one revision round
- Once per company

Start Point

CONTACT

Know the scope. Know the date. Then start.

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startpointit.com

Sun – Thu · 09:00 – 18:00 (Cairo & Gulf time)

Egypt · UAE · Saudi Arabia

Scan to request a quote