four aur For Innovation and Development

COMPANY PROFILE

Four fields.
One human purpose.

Forming What's Next.



fouraur.com

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CORPORATE PROFILE

Forming what's next.

Four capabilities
One human purpose



FourAur For Innovation & Development

ROOTED IN EGYPT. OPEN TO THE WORLD.

BUILT ENVIRONMENTS / TECHNOLOGY / HUMAN CAPABILITY / BUSINESS

FourAur For Innovation and Development

FourAur at a glance.

FourAur is an Egyptian innovation and development company connecting built environments, intelligent technology, human capability and business development.

We bring these capabilities together around human needs, turning ideas into practical progress.



OUR FOUNDATION
Innovation & Development

WHO WE SERVE
People, businesses and organisations

OUR ORIGIN
Arab Republic of Egypt

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Inside this profile.

One company. Four capabilities. A connected perspective.

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READING MAP 001

CONTACT & CLOSING 108–109

Page numbering begins after this contents page.

A connected way to read FourAur.

Start with people. Explore our capabilities. See how they work together.

THE COMPANY

Purpose, vision and values

CHAPTER 01

HUMAN 360

People at the centre

CHAPTER 02

OUR CAPABILITIES

- Built environments
- Intelligent technology
- Human capability
- Business development

CHAPTERS 03–06

WORKING TOGETHER

- Connected solutions
- Delivery approach
- People & partnerships

CHAPTERS 07–09

RESPONSIBLE PROGRESS

- Governance
- Sustainability
- Community
- 2030 & measurement

CHAPTERS 10–14

Every capability connects back to human needs.





CHAPTER 01

The Company.

Rooted in Egypt.
Built around human possibility.

Our identity, our purpose and the principles that guide our work.



FourAur For Innovation and Development

Who we are.

FourAur For Innovation & Development is an Egyptian company connecting four capabilities around one purpose: advancing people and the systems they rely on.

We bring together construction, technology, education and business development to respond to connected needs with connected solutions.



From understanding the need to shaping the solution.

Consultancy, implementation and ongoing development, shaped around each engagement.

FourAur For Innovation and Development

A connected idea.

Our origin & founding idea

FourAur began in Egypt with a shared belief: progress becomes more meaningful when new ideas are connected to practical development.

Our founders brought a future-focused perspective to the way people build, learn, use technology and develop businesses. FourAur brings these disciplines into one connected approach.



Observe
Recognise how human needs cross disciplines.

Imagine
Create ideas and new ways of working.

Develop
Turn those ideas into practical solutions.

Innovation opens possibilities. **Development gives them direction.**

The meaning of FourAur.

Built environments

Intelligent technology

Human capability

Business development

Four + Aur

FOUR

Four capabilities.
One connected perspective.



AUR

A name associated with value and prosperity.

It also echoes Au, the chemical symbol for gold.

Together, FourAur expresses the value created when four fields move in one shared direction.

Human 360 brings that connected perspective back to people.

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OUR VISION.

A future where people, places, technology and organisations progress together.

We aspire to expand human capability and awareness by connecting disciplines, opening possibilities and developing more thoughtful ways to live, learn and work.



People with greater opportunity

Systems that work together

Progress with lasting value

Our mission.

Turn connected thinking into practical progress.

We combine innovation and development to understand needs, design useful solutions, build capabilities and improve the systems people and organisations depend on.



Through consultancy, implementation and continuous development.



Our values in practice.

Principles become valuable through the way we work.

01 Human focus
Start with the people affected by each decision.

02 Purposeful innovation
Challenge assumptions and test ideas against real needs.

03 Connected thinking
Bring disciplines together and share understanding.

04 Integrity & clarity
Set clear expectations and communicate honestly.

05 Quality & accountability
Define responsibilities and review the work carefully.

06 Responsible progress
Consider social and environmental effects, and keep learning.

A shared standard for everyday decisions.



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Who we serve.
Where we work.

We work with people and organisations seeking to build, learn, transform and grow.

Individuals & learners
Awareness, skills and pathways for development.

Businesses & entrepreneurs
Practical solutions for operations, technology and growth.

Organisations & institutions
Connected capabilities for complex needs.

Project owners & development teams
Construction, digital integration and business support.



OUR MARKET PRIORITIES

01 / Egypt
Our first priority.

02 / Middle East
Our second priority.

03 / Global markets
Open to international enquiries.

Engagement scope and delivery arrangements are agreed for each project.

Founded in Egypt.
Open to the world.



CHAPTER 02

Human 360 & Our Brand DNA

Four capabilities. A human centre.

The thinking that connects our people, our work and our identity.



The human at the centre.

Every solution begins with people.

Human 360 is FourAur's way of considering people across the environments, technologies, learning experiences and organisations that shape their lives.



01 / Listen

Understand lived experiences, needs and ambitions.

02 / Include

Consider different abilities, contexts and perspectives.

03 / Enable

Design for clarity, participation and practical benefit.

People are the starting point and the reason to keep improving.

Four capabilities.
One human purpose.

Built environments

Places that support how people live and work.

Intelligent technology

Tools and systems that make complexity more manageable.



Human capability

Learning that develops skills, awareness and opportunity.

Business development

Organisations equipped to operate, adapt and grow.

Each field answers a different need.
Together, they create a fuller response.

Cooperation by design.

Different expertise. Shared understanding.

We bring disciplines into the same conversation so that decisions in one field can strengthen the others.



A shared brief

Agree on the need, context and intended outcome.

Connected decisions

Identify dependencies and coordinate across disciplines.

Clear responsibilities

Define ownership, handovers and points of review.

Integration is designed into the work from the beginning.

Contribute. Connect. Create.

A cooperative rhythm for turning expertise into shared value.



01 / Contribute

Bring specialist knowledge, questions and experience.

02 / Connect

Exchange perspectives and align the parts that depend on one another.

03 / Create

Shape a coherent solution around the human need.

Distinct strengths. Shared direction. Practical outcomes.

From human needs to practical solutions.

A clear path from understanding the challenge to developing a useful response.



01 / Understand

Listen to people and study the context.

02 / Define

Frame the need, constraints and success criteria.

03 / Design

Explore options and connect the right capabilities.

04 / Implement

Turn the agreed approach into coordinated action.

05 / Learn

Review what works and improve what follows.

The depth and sequence are adapted to each engagement.



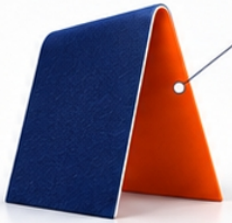
The open fold.

Our visual language



Curve

Continuity and movement across different fields.



Fold

A change of perspective that reveals another possibility.



Connection

Distinct elements working in a shared direction.



Open space

Room for people, ideas and what comes next.

A family of forms, united by the relationships between them.

Logo specifications and detailed usage rules are defined in the dedicated brand guidelines.

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One identity.
Across every field.

Our expression adapts to the context while remaining recognisably FourAur.



Built environments | Intelligent technology | Human capability | Business development

Shared geometry
A consistent family of curves and folds.

Shared character
Clear, human and purposeful communication.

Shared direction
Different capabilities connected by one purpose.

Different expressions. One FourAur.



CHAPTER 03

Built Environments

Places shaped around people.

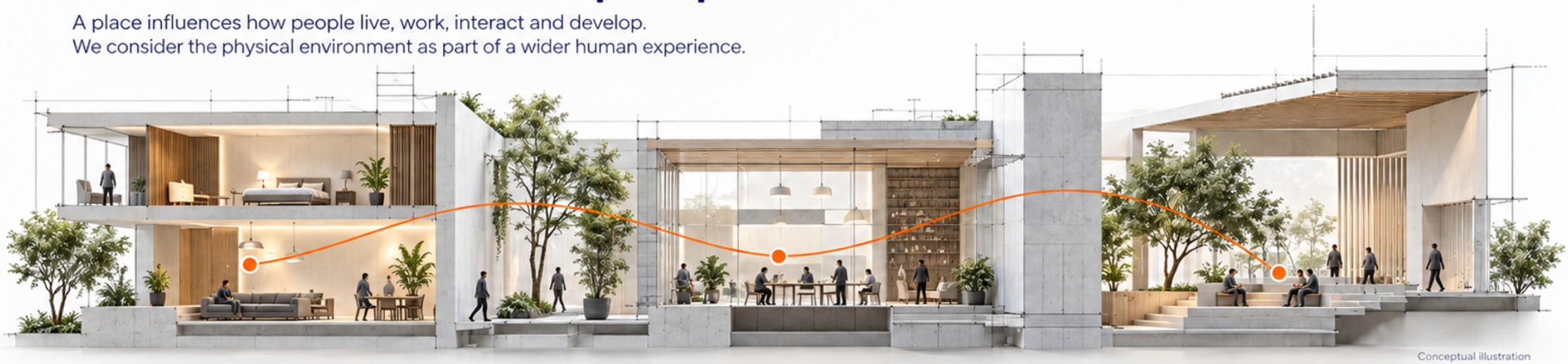
Construction, property and connected spaces through a human-centred perspective.



More than a built space.

Our built environment perspective

A place influences how people live, work, interact and develop.
We consider the physical environment as part of a wider human experience.



Conceptual illustration

Purpose

Understand who the place serves and how it will be used.

Context

Consider the setting, constraints and relationships around it.

Experience

Connect spatial decisions with everyday use.

Buildings gain meaning through the lives and activities they support.

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General contracting & construction.

Turning agreed plans into coordinated delivery.

Our construction offering centres on general contracting and the execution of building projects, with the scope defined around the requirements of each engagement.



Conceptual illustration

Define the scope

Clarify the brief, project requirements and delivery boundaries.

Coordinate the work

Align construction activities, responsibilities and interfaces.

Review progress

Follow up on execution against the agreed project scope.

Specific works, responsibilities and deliverables are confirmed in the project agreement.

Property development.

Connecting an idea to use and value.

We approach property development by relating the development concept to its intended users, the character of the place and the value it aims to create.

A coherent development brings purpose, place and use into the same conversation.

The concept
Define what the development is intended to offer.

The use
Connect the proposal with how people will live or work there.

The value
Consider usefulness, differentiation and long-term relevance.



Conceptual illustration


Conceptual illustration

Real estate marketing.

Make the value of a place clear.

We connect property communication with an understanding of the intended audience, the project proposition and the experience the place can offer.

Understand the audience
Identify the needs and questions that shape interest.

Clarify the proposition
Explain the characteristics and intended value of the property.

Present with purpose
Build a coherent story across project information and communication.

Clear information helps people understand what a property offers.






Conceptual illustration

Sustainable building approaches.

Consider resources. Respect context.

We explore opportunities for more responsible buildings through choices suited to the project, its environment and the people who use it.



Conceptual illustration

Measures and performance targets are assessed for each project; no certification or outcome is implied.

Smart homes. Connected buildings.

Technology that supports the way people use a place.

We bring the building and digital perspectives together to explore connected systems, automation and control around practical user needs.



Conceptual illustration

Useful control
Make relevant functions understandable and accessible.

Connected systems
Consider how selected technologies work together.

Human experience
Keep everyday use central to the solution.

Defined requirements
Agree functionality, compatibility and delivery scope.

System choices and supported functions are confirmed for each project.

From built space to human experience.

The value of a place continues beyond its physical form.

Built environments, intelligent technology, human capability and business development can contribute to one connected response.

The capabilities involved are selected to fit each engagement.



Conceptual illustration

Build

Create the physical setting around its intended purpose.

Connect

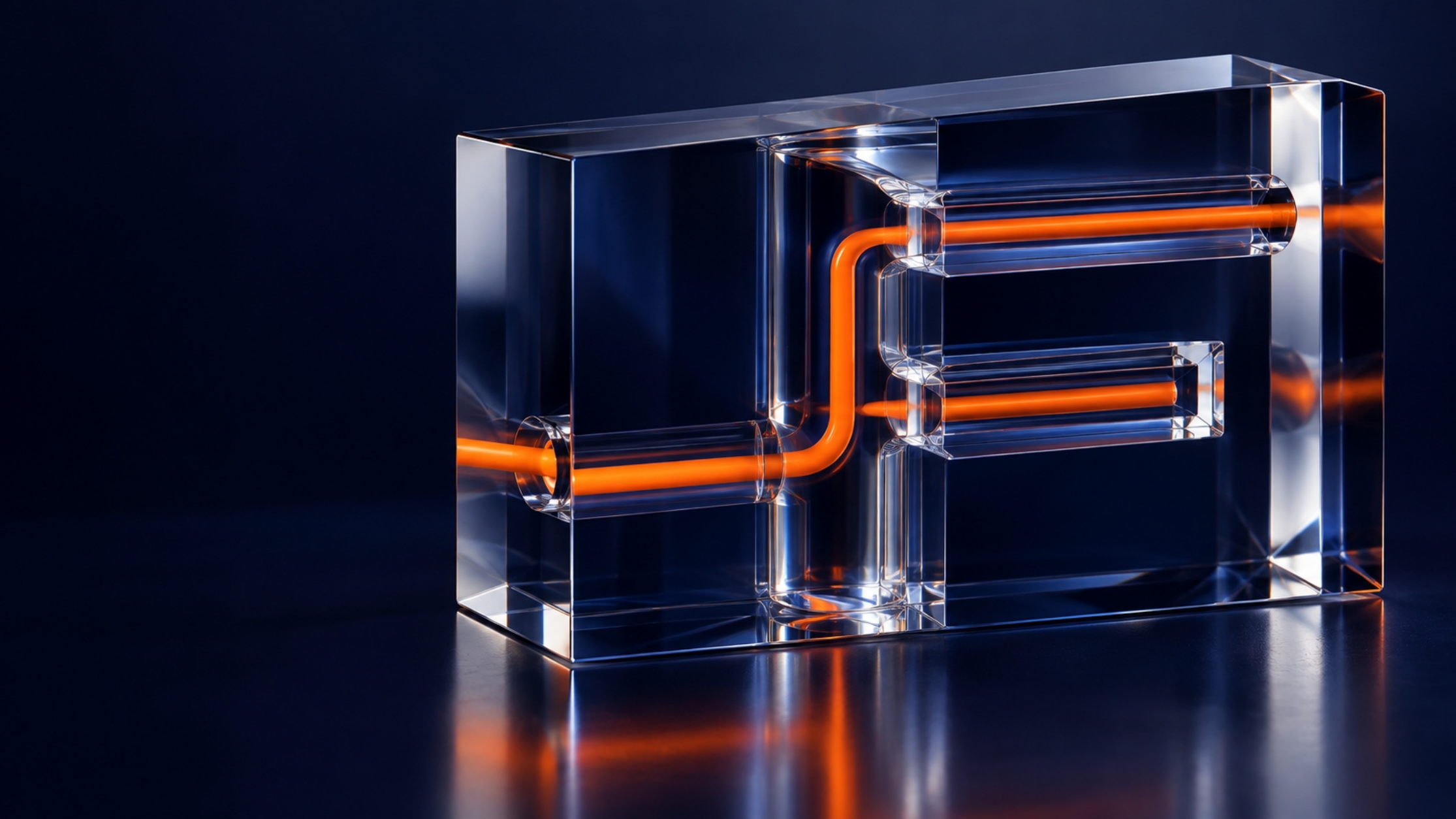
Relate the space to technology and operational needs.

Enable

Help people understand how to use the environment.

Develop

Identify opportunities to improve the experience over time.



CHAPTER 04

Intelligent Technology

Rethinking how technology serves the world.

Our ambition: a more connected digital future, shaped around human needs.



A global ambition. A conceptual network.

Technology with a human purpose.

Better work. Clearer decisions. Greater capability.

We approach technology as a way to improve how people work, understand information and respond to change. The starting point is the need, not the tool.



Useful
Address a real task or challenge.



Understandable
Make interaction and information clear.



Adaptable
Support people as needs and ways of working evolve.



Human judgement gives technology its direction.

Digital environments & transformation.

Build the connections that make a digital environment work.

We help shape digital environments by relating organisational needs to processes, software, information and the people who use them.

People & roles
Understand users, responsibilities and working practices.

Processes
Map how work moves and where it needs to improve.

Systems
Connect selected tools and applications around the workflow.

Information
Define what needs to move, where and for whom.



Software shaped around the need.

Software & application development

We develop software, applications and platforms around the intended users, the work they need to perform and the systems they need to connect.



Define
Agree users, requirements and priorities.

Design
Shape clear journeys and interactions.

Build
Develop the agreed functionality and connections.

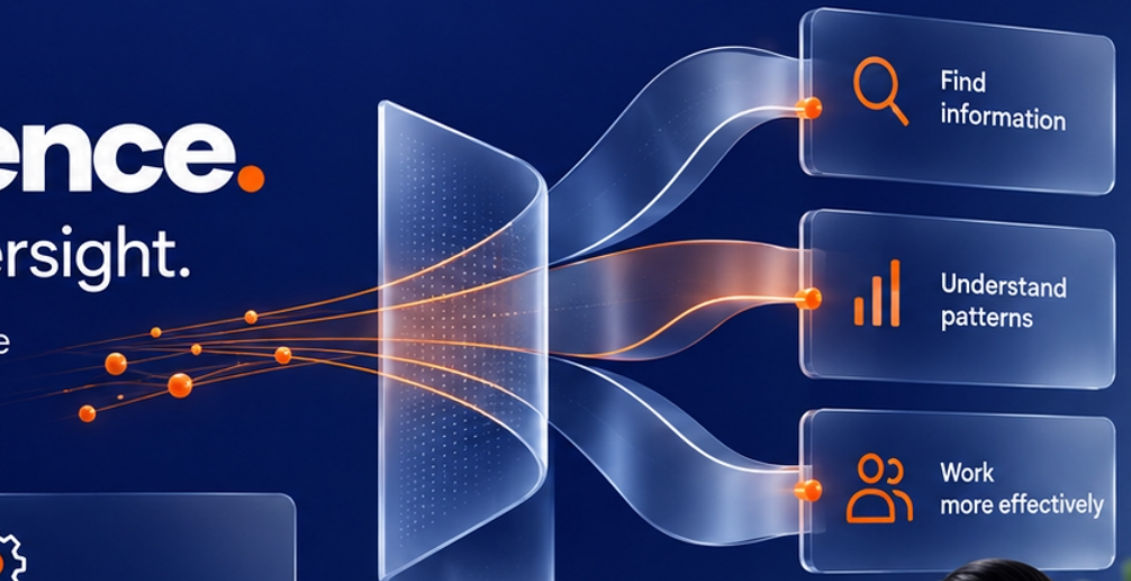
Improve
Test, learn and refine the experience.

Web applications, digital platforms and tailored business software, scoped to each engagement.

Artificial intelligence.

Useful intelligence. Human oversight.

We explore AI applications where they can help people find information, understand patterns and work more effectively.



Knowledge assistance

Help users retrieve and work with relevant information.

Document understanding

Support extraction, classification and summarisation.

Workflow support

Assist repeatable tasks and informed follow-up.

Appropriate use matters.

Suitability depends on the data, context and risks. Outputs require evaluation, privacy considerations and human review where consequences matter.



Automation that connects the work.

Automation & workflow integration

We connect steps and selected systems to reduce avoidable repetition and make the flow of work easier to follow.



01 Trigger
Identify the event that starts the process.

02 Route
Move information to the right place.

03 Review
Keep approvals and exceptions visible.

04 Act
Carry out the agreed next step.

05 Track
Record status and surface issues.

Automate the repeatable. Keep responsibility clear.

Access, exception handling and system compatibility are defined within the solution scope.

Make information useful for decisions.



Illustrative data views; no performance results shown.

Data, reporting & decision support

We help organise information and present it in ways that support the questions people need to answer.

Organise

Structure relevant information around its intended use.

Connect

Bring agreed data sources into a coherent view.

Present

Build clear reports and role-relevant views.

Interpret

Keep context, definitions and limitations visible.

A useful report explains what the information means, not just what it contains.

Technology succeeds through people.

Adoption, integration & ongoing development

A solution creates value when it fits the working environment, connects with the required systems and can be used with confidence.

Training, support and improvement arrangements are agreed for each engagement.



From implementation to informed use and continued development.



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CHAPTER 05

Human Capability & Learning

Build the person.
Expand what becomes possible.

Knowledge, awareness and practical capability through learning.

Our ambition: learning with a global outlook.



Develop the person. Not only the skill.

Our perspective on human development

We see learning as the development of knowledge, thinking, awareness and the ability to act with purpose. Human capability grows when these dimensions support one another.



Knowledge
Build understanding and connect ideas.

Thinking
Question assumptions and reason with care.

Awareness
Reflect on self, others and wider consequences.

Application
Use learning in meaningful situations.

A more capable person can make more thoughtful choices.

The FourAur Academy.

Learning within a wider vision of human progress.

The Academy is FourAur's educational expression: a place for developing people through knowledge, reflection and applied learning.

Connected to FourAur
Learning draws on the relationship between built environments, technology, human capability and business development.

Centred on the learner
Pathways relate to personal goals, existing understanding and practical needs.

A dedicated experience
Programme details and participation are handled through the Academy's separate platform.



Learn to understand. Develop the ability to contribute.



Curiosity today
A brighter tomorrow.

People
Ideas
Progress
Together.

Learning pathways.

Areas of focus

PROPOSED PROGRAMMES FOR DEVELOPMENT

Illustrative programme concepts; final titles, content and availability are to be confirmed.

Self-Awareness & Reflective Practice

Understand personal patterns, values and learning habits.

Systems Thinking & Human 360

Recognise connections, dependencies and wider effects.

Communication, Empathy & Collaboration

Listen, express ideas and work constructively with others.

Critical Thinking & Evidence-Based Decisions

Evaluate claims, assumptions and competing explanations.

Ethical Reasoning & Responsible Innovation

Consider consequences and make thoughtful choices.

Learning How to Learn

Build strategies for sustained understanding and practice.

Different perspectives
A stronger us.



Learn
Share
Grow
Belong.

Learn. Discuss. Apply.

Courses, workshops & applied learning

Different formats support different parts of the learning journey.

People
Ideas
Progress
Together



Courses

Build structured understanding through connected topics and guided practice.

Workshops

Explore questions, exchange perspectives and work through activities together.

Applied learning

Use ideas in exercises, practical challenges and reflective tasks.

Understanding becomes stronger through participation, practice and feedback.

Formats and activities are defined for each programme.

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Leadership begins with responsibility.

Leadership & professional capability

We connect professional growth with self-awareness, clear communication, sound judgement and the ability to support others.



PROPOSED PROGRAMMES FOR DEVELOPMENT

Leading with Self-Awareness

Reflect on behaviour, responsibility and influence.

Collaborative Leadership & Team Practice

Develop trust, shared understanding and constructive feedback.

Professional Judgement & Problem Solving

Frame challenges, evaluate options and explain decisions.



Leadership is a practice of learning, contribution and accountability.

Understand technology. Use it with judgement.

Digital literacy & future skills

Digital capability combines practical use with the awareness to question information, recognise limitations and make responsible choices.



PROPOSED PROGRAMMES FOR DEVELOPMENT

AI Literacy & Human Judgement

Understand AI capabilities, limitations and appropriate use.

Information Literacy & Digital Awareness

Evaluate sources, recognise misleading content and consider privacy.

Data Literacy for Everyday Decisions

Read evidence, understand context and question conclusions.

Our ambition is to help people shape technology's role in their lives.

From learning to application.

The aim is not only to remember an idea, but to understand when and how to use it.



Understand
Explain the idea in your own words.

Practise
Try it in a focused exercise.

Reflect
Use feedback to examine what happened.

Apply
Adapt the learning to a meaningful situation.

Develop
Review the experience and choose the next step.

Awareness gives learning direction. Practice turns it into capability.

Activities and assessment approaches depend on the programme design.



CHAPTER 06

Business Development & Consultancy

Clarity in complexity. Direction for progress.

Connecting business purpose, decisions and ways of working.



Understand the challenge.

Before choosing the solution.

We begin by examining the need, the operating context and the people affected. A useful diagnosis separates what is observed from what still needs to be tested.



Context

Clarify objectives, constraints and the current situation.

Evidence

Review available information and stakeholder perspectives.

Dependencies

Identify where roles, processes and systems interact.

Priorities

Agree which issues matter most and why.

Typical outputs: a defined problem statement, documented assumptions and a prioritised set of questions.

Outputs depend on the agreed engagement scope.

Business models. Strategic direction.

We help connect the value a business intends to create with the people it serves, the capabilities it needs and the choices that guide its development.





Make assumptions visible. Connect choices. Define a direction.

From an idea to a venture direction.

Entrepreneurship & venture development

We support the development of business ideas by helping founders clarify the opportunity, test assumptions and organise the steps towards a workable venture.



Frame the idea
Define the problem, intended customer and proposed value.

Explore the assumptions
Identify what needs evidence and what remains uncertain.

Shape the approach
Relate the offering to capabilities, operations and resources.

Plan the next steps
Set priorities, responsibilities and review points.

Progress through informed decisions, not untested certainty.

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Design how the business works.

Operating models & organisational systems

We help organise the relationship between roles, processes, decisions and tools so that day-to-day work supports the direction of the business.



Roles
Clarify responsibilities, ownership and interfaces.

Processes
Define how activities connect from start to finish.

Decisions
Make authority, approvals and escalation routes explicit.

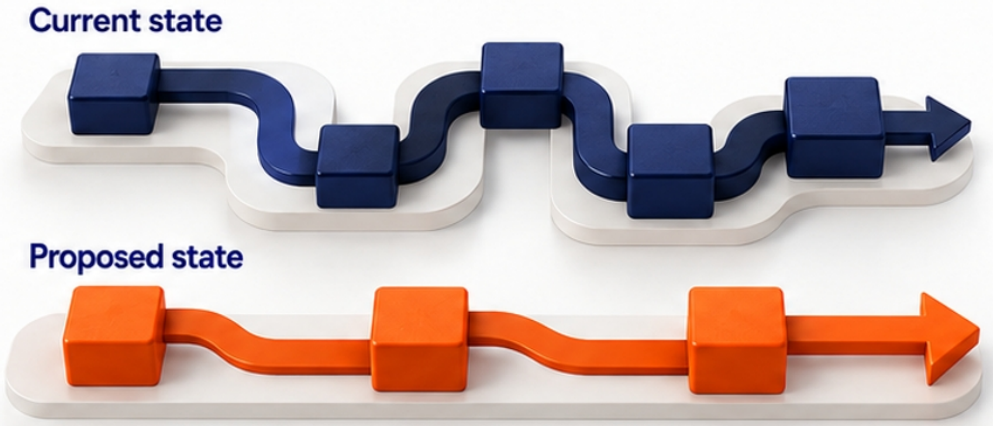
Systems
Align digital tools, documents and non-digital working arrangements.

Typical outputs: role maps, workflow descriptions and practical operating frameworks.

Deliverables are tailored to the organisation and agreed scope.

Improve the process. Make performance clearer.

We examine how work moves, where coordination becomes difficult and which measures can help teams understand progress.



01

Map

Document the current steps, handovers and dependencies.



02

Examine

Identify repetition, delays and unclear responsibilities.



03

Improve

Develop practical changes and agree how to test them.



04

Review

Use relevant measures and feedback to assess the change.



Measures should have a clear definition, an owner and a purpose.

Targets and outcomes are established within each engagement.

Governance advisory.

Clear responsibility. Informed oversight.

We advise clients on governance arrangements that clarify who decides, who acts and how progress and issues are reviewed.



Decision rights
Clarify authority and approval boundaries.

Accountability
Define ownership and reporting responsibilities.

Policies & procedures
Develop practical guidance for consistent working.

Review mechanisms
Set meeting, reporting and follow-up arrangements.

Escalation
Make routes for concerns and unresolved issues clear.

CLIENT ADVISORY SERVICES

This page describes governance services for clients. FourAur's own governance is covered separately in Chapter 10.

Recommendations depend on the client context and agreed scope.

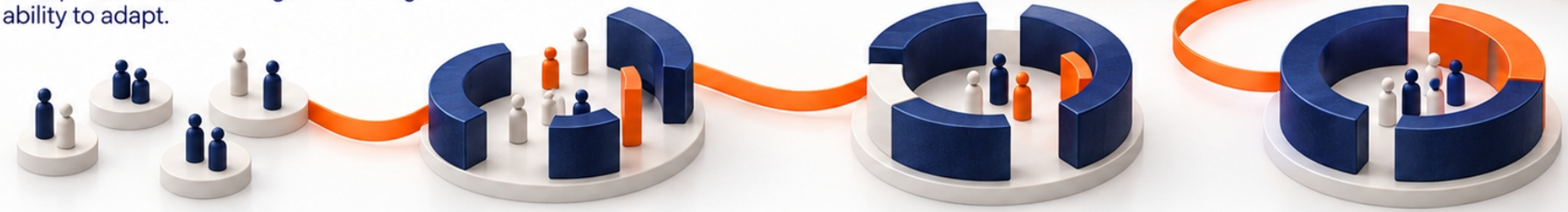
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Build the ability to keep developing.

Change, growth & organisational development

Development requires more than a new plan.
People need to understand the change, work through its implications and strengthen the organisation's ability to adapt.





Align

Connect the change to a clear purpose and priorities.

Enable

Clarify roles and support the capabilities people need.

Implement

Translate direction into coordinated, manageable actions.

Learn

Use feedback and review to adjust the approach.

Connect strategy, operations, technology and human capability around the organisation's needs.

Growth is an ambition supported by disciplined development, not a guaranteed outcome.



CHAPTER 07

Connected Solutions.

Four capabilities. One coherent response.

We connect places, technology, people and business around the need that matters.



How our capabilities work together.

Each capability contributes a different perspective. Integration connects the decisions, responsibilities and interfaces between them.

Built environments

The physical setting and how it supports use.



Human capability

The understanding and skills people need.



THE HUMAN NEED

Intelligent technology

The systems, information and digital interactions.



Business development

The operating model, priorities and responsibilities.



A shared brief connects the work.

The need determines which capabilities are involved.

ILLUSTRATIVE SCENARIO

Smart & sustainable places.

A place designed with its users, connected functions and day-to-day operation in mind.

ILLUSTRATIVE SCENARIO



Technology
Select useful controls and compatible connected functions.

Awareness
Help users understand how to use and care for the environment.

Place
Relate spatial choices to purpose, context and resource use.

Operation
Clarify responsibilities, routines and points of follow-up.

Integration point: connect physical design decisions with systems, operating practices and user guidance.

Conceptual example, not a completed project or a performance guarantee.

ILLUSTRATIVE SCENARIO

Digitally enabled organisations.

An organisation seeks to connect fragmented work, information and responsibilities.



Business development
Clarify the workflow, decision rights and operating responsibilities.

Intelligent technology
Connect the selected applications, information and repeatable steps.

Human capability
Support users in understanding the new tools and ways of working.

Integration point: agree handovers, access, exceptions and user support across the whole workflow.

The physical environment is included where it materially affects the need.

Conceptual example; scope and outcomes depend on the engagement.

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Learning environments that connect.

A learning experience becomes more coherent when the place, content, tools and delivery arrangements support one another.



Place
Consider access, participation and the activities the setting must support.

Content
Structure learning around clear goals and practical use.

Technology
Choose tools that help learners access and engage with the experience.

Delivery
Clarify facilitation, scheduling and operational responsibilities.

Integration point: align the learner journey across physical, educational and digital touchpoints.

Conceptual example, not a published Academy programme or delivered project.

From business idea to operating system.

ILLUSTRATIVE SCENARIO

Here, an operating system means the way a venture works: its people, processes, decisions and tools.



01 | **Shape the proposition**
Clarify the customer, need and value the venture intends to offer.

02 | **Define the model**
Connect priorities, resources and operating responsibilities.

03 | **Build the systems**
Develop the agreed digital tools and working procedures.

04 | **Enable the people**
Support the capabilities needed to use and improve the model.

Integration point: keep business assumptions, system requirements and team responsibilities aligned.

Physical-space needs are included when relevant. This is a conceptual example.

Integrated transformation journeys.

ILLUSTRATIVE SCENARIO

A connected transformation can be organised as a sequence of manageable decisions, with learning carried from one stage into the next.



01

Understand

Establish needs, context and dependencies.

02

Align

Agree priorities, ownership and success criteria.

03

Design

Connect the required capabilities and interfaces.

04

Implement

Coordinate delivery and support the people involved.

05

Review

Assess feedback and decide what to improve next.

Each stage informs the next. Review may also change earlier assumptions.

The sequence is illustrative and is adapted to the engagement.

Define the connections.

Make the scope clear.

An integrated scope identifies the need, the capabilities involved and the interfaces that must work together.

01 / Shared need
State the problem and the intended benefit.

02 / Selected capabilities
Identify the fields and expertise the response requires.

03 / Interfaces
Define how information, decisions and work pass between teams.

04 / Deliverables
Specify outputs, boundaries and exclusions.

05 / Ownership
Assign responsibilities and review arrangements.

06 / Acceptance
Agree how completion and suitability will be assessed.



The final scope is agreed for each engagement.

Integration is clarity about how the parts work together.



Our Delivery Approach

A clear path from need to outcome.



01

Understand

Define the need.

02

Design

Agree the solution.

03

Deliver

Make it work.

04

Develop

Support its use.

Clear scope. Shared decisions. Practical outcomes.

Our approach adapts to the agreed project.

01 / Understand

Start with the right questions.

01 | **Listen**
Understand the people, goals and current situation.

02 | **Explore**
Review the evidence, existing processes and constraints.

03 | **Define**
Agree the problem, priorities and signs of success.



YOU RECEIVE
A clear brief with goals, assumptions and open questions.

WE NEED FROM YOU
Your priorities, relevant information and a decision-maker.

NEXT STEP
Confirm the brief before designing the solution.

02 / Design

Turn the need into a workable plan.



01 | **Shape**
Explore options and explain the trade-offs.

02 | **Specify**
Define deliverables, exclusions and acceptance criteria.

03 | **Align**
Agree responsibilities, milestones and dependencies.

YOU RECEIVE
An agreed scope, delivery plan and review points.

WE NEED FROM YOU
Feedback, confirmed resources and approval of the plan.

NEXT STEP
Approve the scope and agree how changes will be handled.

03 / Deliver

Move from the plan to a usable result.

01 **Coordinate**
Manage tasks, interfaces and agreed responsibilities.

02 **Review**
Check progress and quality against the agreed scope.

03 **Hand over**
Deliver the work with the information needed to use it.



YOU RECEIVE
Agreed deliverables, progress updates and handover information.

WE NEED FROM YOU
Timely inputs, decisions and review of completed work.

NEXT STEP
Confirm acceptance and record any outstanding items.

04 / Develop

Help the solution create value in use.



01
Enable

Provide the guidance or training included in the scope.

02
Learn

Review feedback and identify practical improvements.

03
Improve

Prioritise next actions and agree any additional work.

YOU RECEIVE

Agreed enablement, follow-up and improvement priorities.

WE NEED FROM YOU

An ongoing owner, user feedback and clear priorities.

NEXT STEP

Confirm support boundaries and the scope of further work.

Follow-up and support depend on the agreed engagement.

Engagement Models

Choose the support you need.



01 Consultancy

Clarify the challenge and decide the direction.

You receive: analysis and recommendations.
You provide: context, evidence and decisions.

02 Implementation

Turn an agreed scope into a working solution.

You receive: delivery, review and handover.
You provide: inputs, access and approvals.

03 Training & Enablement

Build understanding and practical capability.

You receive: learning activities and guidance.
You provide: participant needs and time to practise.

04 Ongoing Development

Support use and improve over time.

You receive: agreed follow-up and improvement.
You provide: ownership, feedback and priorities.

One engagement can combine several models.

Scope, responsibilities, timing and fees are agreed in advance.



People & Collaboration

Different expertise. Shared purpose.

We bring people, disciplines and perspectives together to shape practical solutions.

Listen. **Connect.** **Contribute.**



Leadership

Bringing direction, expertise and responsibility together.

Ahmed Gamal El Ghoneimy

Founder & Owner

Mohamed Ahmed El Beheiry

Chief Executive Officer

Ahmed El Shazly

Chief Operating Officer

Ziad Mohamed El Sayad

Creative Director

Abdelrahman El Tayeb

Chief Technology Officer



A shared purpose across business, operations, creativity and technology.

Multidisciplinary Teams

Four capabilities. One coordinated response.

01
Built Environments
Connect place, construction and the way people use space.

02
Intelligent Technology
Connect software, systems and practical digital tools.

03
Human Capability
Connect learning, awareness and the ability to apply knowledge.

04
Business Development
Connect direction, processes and organisational needs.



Shared scope. Clear interfaces. Defined responsibilities.

Teams contribute where the engagement needs their expertise.

Our Working Culture

The way we work shapes the work we deliver.



Communicate

Share context, ask clear questions and make decisions visible.

Learn

Exchange knowledge and use feedback to improve the next step.

Own

Clarify responsibilities and follow through on agreed commitments.

Respect

Value different disciplines, perspectives and lived experience.

Our culture is a commitment expressed through everyday actions.

Working with Clients

A shared understanding at every important step.



01
Define together

We explore the need and explain the options.

You share priorities, context and constraints.

02
Decide clearly

We make scope, trade-offs and responsibilities visible.

You confirm priorities and the agreed direction.

03
Review progress

We share updates and bring decisions to the right people.

You provide feedback and review agreed outputs.

Clear contacts. Agreed review points. Documented decisions.

Communication and approvals are tailored to the engagement.

Our Partnership Approach

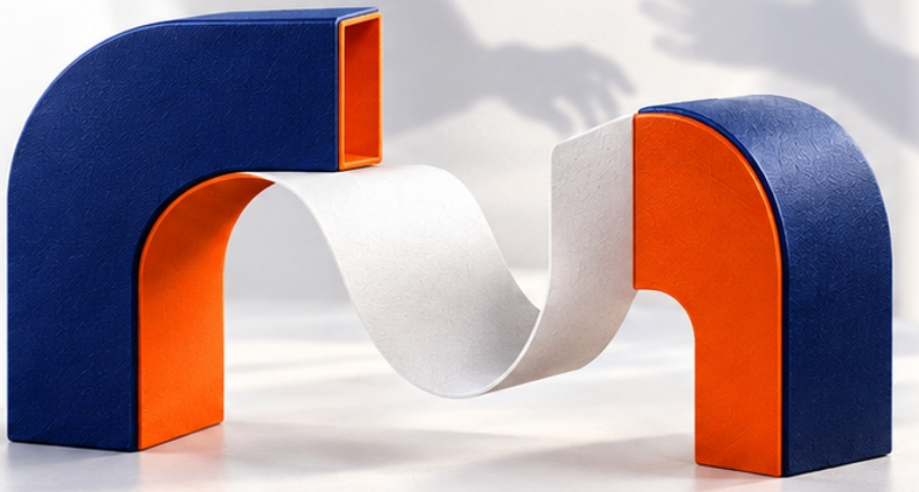
Complementary expertise. Clear expectations.

Expertise
Relevant capability for the agreed task.

Integrity
Transparent communication and responsible conduct.

Reliability
Realistic commitments and clear accountability.

Alignment
A shared understanding of quality, scope and outcomes.



Identify the fit → **Agree the roles** → **Review the collaboration**

We seek purposeful relationships with experts, suppliers and potential partners.
This approach does not imply an existing partnership or endorsement.



Governance & Accountability

Clear authority. Responsible conduct. Visible oversight.

FourAur maintains an oversight committee, approved policies and an internal control system.

GOVERNANCE LAYER	PURPOSE
Oversight committee	Oversee accountability and policy implementation.
Approved policies	Set expectations for decisions and conduct.
Internal controls	Support monitoring, escalation and corrective action.



Governance connects responsibility with evidence.

Operational detail is subject to internal publication review.

Governance Principles.

A clear basis for responsible management.



PRINCIPLE	CONTROL EXPECTATION	EVIDENCE TO REVIEW	REVIEW FOCUS
Accountability	Assign an owner to each key responsibility.	Role descriptions and action records.	Is ownership clear?
Integrity	Apply consistent conduct expectations.	Declarations and decision records.	Are concerns addressed?
Transparency	Record material decisions and their rationale.	Minutes and approval records.	Can decisions be traced?
Proportionality	Match controls to risk and complexity.	Risk assessments and control records.	Are controls appropriate?
Improvement	Track issues through corrective action.	Action logs and closure evidence.	Has the issue been resolved?

Oversight links policy expectations to documented follow-through.

Control detail and evidence references require internal validation before publication.

Roles, Authority & Decisions.

Separate responsibility, approval and review.

ACTIVITY	AUTHORITY RULE	RECORD
Propose	The responsible team develops the recommendation.	Proposal and supporting rationale.
Approve	An authorised decision-maker acts within delegated limits.	Approval and any conditions.
Execute	The assigned owner carries out the approved action.	Delivery and progress records.
Review	A suitable reviewer checks the outcome and exceptions.	Review findings and follow-up.
Escalate	Matters outside authority move to the designated level.	Escalation and decision trail.



Decision safeguards
Avoid self-approval where practicable; record exceptions.

Authority boundaries
Use the approved delegation matrix for names, limits and substitutions.

The exact delegation of authority follows internal approved records.

Ethics & Conflicts of Interest

Protect the quality and integrity of decisions.

AREA	EXPECTED PRACTICE	SUPPORTING RECORD
Professional conduct	Act honestly and treat people with respect.	Relevant policy and review records.
Conflicts of interest	Disclose actual, potential or perceived conflicts.	Disclosure and assessment.
Decision participation	Recuse or apply safeguards where a conflict requires it.	Decision and mitigation record.
Gifts and benefits	Follow approved limits and disclosure requirements.	Register and approval, where required.
Confidentiality	Use protected information only for authorised purposes.	Access and confidentiality records.

Disclose → Assess → Manage → Review

Concerns require fair review, appropriate confidentiality and documented *follow-up*.

Reporting routes and policy thresholds must match approved internal procedures.



Risk Awareness & Internal Controls

Recognise exposure, apply controls and check their effectiveness.

STAGE	CONTROL EXPECTATION	EVIDENCE TO REVIEW
Identify	Record risks, causes and potential consequences.	Risk register.
Assess	Evaluate likelihood, impact and existing safeguards.	Assessment and risk priority.
Respond	Assign actions, owners and review dates.	Treatment plan.
Monitor	Check control operation and changes in exposure.	Review or test results.
Escalate	Raise material incidents and overdue actions.	Escalation and corrective action log.



Prevent
Approval and access limits.

Detect
Reconciliation, checks and monitoring.

Correct
Remediation and verified closure.

Controls provide reasonable assurance; they do not eliminate all risk.

Risk criteria, review frequency and ownership follow approved internal arrangements.

Data Privacy & Information Stewardship

Use information responsibly throughout its lifecycle.

INFORMATION STAGE	CONTROL EXPECTATION	EVIDENCE TO REVIEW
Collect	Define the purpose and collect only what is needed.	Data inventory and purpose record.
Access	Limit access to authorised roles and needs.	Access approvals and reviews.
Use and share	Check authority, purpose and recipient safeguards.	Sharing decisions and agreements.
Retain and dispose	Apply justified retention and secure disposal.	Retention schedule and disposal records.
Respond	Assess incidents and handle information requests.	Incident and request records.



Privacy, confidentiality and security are related responsibilities; each requires defined ownership.

Applicable obligations, retention periods and response deadlines require jurisdiction-specific review.

Responsible Technology & AI

Human oversight across the technology lifecycle.

FOCUS	EXPECTED CONTROL	REVIEW EVIDENCE	HUMAN CHECKPOINT
Purpose	Define intended use, users and limits.	Use-case record.	Approve suitability.
Data	Check provenance, permissions and sensitivity.	Data assessment.	Authorise data use.
Evaluation	Assess reliability, harmful bias and foreseeable misuse.	Test findings.	Review limitations.
Deployment	Set access, monitoring and fallback arrangements.	Release record.	Authorise release.
Ongoing use	Review feedback, incidents and material changes.	Monitoring and change logs.	Intervene or suspend.



AI outputs require review appropriate to their impact. Accountability remains with people.

Informed by NIST AI RMF concepts; no certification or verified conformance is claimed.

Transparency, Feedback & Accountability.

Turn concerns and review findings into traceable action.



STEP	EXPECTED PRACTICE	RECORD
Receive	Capture the issue through an approved route.	Dated issue record.
Assess	Consider urgency, impact and conflicts of interest.	Assessment and assigned owner.
Act	Investigate fairly and agree corrective action.	Findings and action plan.
Communicate	Share appropriate updates while protecting confidentiality.	Communication record.
Close and learn	Check resolution and identify recurring causes.	Closure evidence and lessons.

Policy ownership	Version control	Oversight
Named responsibility.	Approved and traceable changes.	Follow-up on material findings.

Contact routes, response targets and review responsibilities must match approved internal procedures.



Sustainability

Designing with resources, people and place in mind.

Connecting built environments, technology, learning and business decisions.

Understand the impact. Improve the choices. Measure the result.



Our Sustainability Perspective

Four capabilities. Shared environmental responsibility.



Built Environments

Consider energy, water and materials across the life of a place.



Technology

Use data and controls thoughtfully; account for computing and device impacts.





Human Capability

Build awareness and practical skills for responsible everyday decisions.

Business Development

Connect environmental priorities to procurement, processes and ownership.



Our operations and client solutions have different boundaries.
Potential benefits depend on context, implementation and evidence.

Environmental Priorities & Boundaries

Know what is being assessed.



FOURAUR OPERATIONS

Review activities within the defined company boundary.

- Energy and purchased services.
- Travel, procurement and equipment.
- Water, materials and waste where relevant.

CLIENT SOLUTIONS

Assess the agreed project and its operating context.

- Building and system design choices.
- Resource monitoring and operational practices.
- User adoption and maintenance requirements.



Assess relevance by impact, scale, control and available evidence.

Client benefits are assessed separately; they are not deducted from FourAur's footprint.

An organisational inventory distinguishes direct, purchased-energy and other value-chain emissions.

Energy & Resource Efficiency

Reduce demand before adding complexity.



01

Understand demand

Review operating hours, occupancy, equipment and available consumption data.

02

Improve the system

Explore shading, efficient equipment, appropriate controls and maintenance.

03

Check performance

Compare use over time and account for changes in weather and activity.

In our operations

Identify practical opportunities within the company boundary.

In client solutions

Evaluate options against comfort, function, cost and the agreed scope.

- Savings require a baseline and verified measurement.
- Conceptual design opportunities.

Materials, Waste & Circular Thinking

Preserve value for longer.

- **Avoid**
  Reduce unnecessary purchases and material use.
- **Choose**
  Assess suitability, durability and lifecycle information.
- **Maintain**
  Care for assets and repair where practical.
- **Reuse**
  Consider adaptable components and second-life options.
- **Recover**
  Separate waste and use appropriate recovery routes.



Compare trade-offs across the lifecycle.
Recycled content alone does not establish a lower total impact.
Recovery depends on local facilities and material condition.

Water & Responsible Built Environments

Respond to the conditions of each place.

Understand the site
Review water availability, climate, drainage and local constraints.

Use water carefully
Consider appropriate fixtures, metering and leak detection.

Design with the landscape
Evaluate planting, shading and permeable surfaces for the site.

Plan safe reuse
Assess rainwater or reuse options only where suitable and permitted.

Protect water quality and consider maintenance from the start.
Environmental choices require site-specific assessment.



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Digital Systems for Better Resource Decisions

Make consumption visible before acting on it.



01 Measure

Collect relevant readings with clear units, coverage and timestamps.

02 Interpret

Identify patterns, anomalies and opportunities in context.

03 Act

Assign actions, test changes and review the result.

Data quality matters
Check missing readings, sensor accuracy and system boundaries.

Digital systems have impacts too
Consider electricity use, hardware life and unnecessary computation.

Automation supports decisions; it does not guarantee savings.

Illustrative system concept.

Environmental Measurement & Improvement

Turn evidence into a practical improvement cycle.

INDICATOR	UNIT	POSSIBLE DATA SOURCE
Energy use	kWh	Bills, meters and equipment records.
Water use	m^3	Bills and meter readings.
Waste by stream	kg	Weighing and collection records.
Material purchases	kg or units	Procurement and supplier records.
GHG emissions	tCO_2e	Activity data and documented emission factors.

Define the boundary › **Establish a baseline** › **Act** › **Review**

Record the period, methodology, data gaps and responsible owner.

Use comparable conditions when assessing change.

These are proposed measurement categories, not reported FourAur results.
No reductions or savings are claimed without supporting evidence.



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Towards 2030

Rooted in Egypt. Connected to a shared future.

FOURAUR'S AMBITION

To connect human capability, better places, useful technology and stronger organisations by 2030.

NATIONAL REFERENCE
Egypt Vision 2030

GLOBAL REFERENCE
The 2030 Agenda for Sustainable Development

Potential contributions, guided by evidence.
No government or UN endorsement is implied.



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Building a more human tomorrow.

People. Ideas. Shared Progress for Egypt.

We shape environments, services and opportunities that bring people, ideas and resources together — for a fairer, more resilient and more prosperous Egypt.



Understanding Egypt Vision 2030

The updated national framework, published in 2023.

4 GUIDING PRINCIPLES

01	People at the centre
02	Fair access and equity
03	Adaptability and resilience
04	Long-term sustainability

6 STRATEGIC GOALS

01	Better lives and living standards
02	Justice and equality
03	An integrated, sustainable environment
04	A diverse, competitive knowledge economy
05	Developed infrastructure
06	Governance and partnerships

7 ENABLERS

01	Finance
02	Innovation and technology
03	Digital transition
04	Available, usable data
05	Enabling laws and institutions
06	Supportive cultural values
07	Population growth control

NATIONAL FRAMEWORK | Concise paraphrase of the official structure; not FourAur's own goals.
Source: MPED, Egypt's Updated Vision 2030, 2023, pp. 3–10.
mped.gov.eg

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Where FourAur Can Contribute

A proposed direction for our work towards 2030.

CAPABILITY	POSSIBLE CONTRIBUTION	NATIONAL CONNECTION
01 **Built Environments**	Assess better places and resource-conscious choices.	Living standards, environment and infrastructure.
02 **Intelligent Technology**	Build useful digital systems and information flows.	Knowledge economy and digital transition.
03 **Human Capability**	Develop practical skills, awareness and applied learning.	Living standards and human development.
04 **Business Development**	Clarify processes, responsibilities and business direction.	Economic capability and governance.



FOURAUR'S 2030 DIRECTION

Connect the four fields around human needs and strengthen how results are evidenced.

These are potential links, not a government mandate or a measured national contribution. Each engagement needs defined scope, resources and indicators.

A PERSONAL ASPIRATION

More opportunity. A fairer tomorrow.

Through people, places and ideas that create lasting value.

Understanding the 2030 Agenda

Adopted in 2015: 17 interconnected goals and 169 targets.

A shared blueprint for people, planet and prosperity. The 2030 Agenda unites economic, social and environmental progress, calling for collective action to build more inclusive, resilient and sustainable societies.



People.
Places.
Progress.
Together.

GLOBAL FRAMEWORK

Economic, social and environmental progress belong together.

Goal relevance must be tested against specific targets and activities.

Source: United Nations, 2030 Agenda. sdgs.un.org/2030agenda

01	No Poverty	07	Affordable and Clean Energy	13	Climate Action
02	Zero Hunger	08	Decent Work and Economic Growth	14	Life Below Water
03	Good Health and Well-being	09	Industry, Innovation and Infrastructure	15	Life on Land
04	Quality Education	10	Reduced Inequalities	16	Peace, Justice and Strong Institutions
05	Gender Equality	11	Sustainable Cities and Communities	17	Partnerships for the Goals
06	Clean Water and Sanitation	12	Responsible Consumption and Production		

FourAur For Innovation and Development

People. Ideas. A fairer tomorrow.

We bring people, ideas and resources together to create practical solutions for inclusive and sustainable development in Egypt and beyond.

FourAur connects four fields through Human 360, its human-centred approach. These proposed contributions require relevant activities, defined scope and evidence.



Learning, Work & Innovation

Potential links to targets 4.4, 8.3 and 9.4.



04

Quality Education

Target 4.4: skills for employment and enterprise.

Possible action: practical digital and professional learning.

Evidence: assessments and application of skills.



08

Decent Work and Economic Growth

Target 8.3: a policy focus on enterprise and decent work.

Possible action: business-development support within that wider context.

Evidence: documented business milestones; no job-creation guarantee.



09

Industry, Innovation and Infrastructure

Target 9.4: more sustainable infrastructure and industry.

Possible action: resource-monitoring systems in relevant projects.

Evidence: comparable operational data and verified changes.

Relevance depends on the actual activity, not the service title.

Sources: sdgs.un.org/goals/goal4 / goal8 / goal9

Places, Resources & Climate

Connect local choices to clearly defined targets.

Potential contributions begin with a relevant project, a defined role and evidence.
The links below describe opportunities to assess, not completed initiatives or verified outcomes.



11

Target 11.3

Participatory and sustainable settlement planning.

Potential role: incorporate user input in relevant place-based work.
Evidence: consultation records and decisions shaped by feedback.

12

Target 12.5

Prevent waste and increase reuse and recovery.

Potential role: explore material planning and reuse opportunities.
Evidence: material quantities and documented waste routes.



13

Target 13.3

Climate learning, awareness and capability.

Potential role: include climate literacy in relevant learning activities.
Evidence: learning assessments and practical application.



Project-level evidence does not establish national target achievement.

Sources: sdgs.un.org/goals/goal11 / goal12 / goal13

Inclusion, Institutions & Partnerships

Select a link only when the activity is relevant.

05

05 / Target 5.5

Women's participation and leadership opportunities.

Possible action: examine access to development and decision-making.

10

10 / Target 10.2

Participation across social and economic differences.

Possible action: address accessibility barriers in relevant services.

16

16 / Target 16.6

Effective, accountable and transparent institutions.

Possible action: governance capacity work for relevant institutions.

17

17 / Target 17.17

Effective public, public-private and civil society partnerships.

Possible action: a defined joint initiative with shared outcomes.

PEOPLE

IDEAS

PLACES

A BRIGHTER TOMORROW



Document participation, decisions and results with appropriate privacy safeguards. Supplier relationships alone do not demonstrate target 17.17.

Sources: sdgs.un.org/goals/goal5 / goal10 / goal16 / goal17

From Goals to Relevant Actions

A proposed project-level measurement matrix.

TARGET	POSSIBLE ACTION	EVIDENCE	PROPOSED INDICATOR
4.4 Skills	Applied digital learning.	Pre- and post-assessments.	Learners demonstrating the defined skill.
9.4 Resource efficiency	Monitor a relevant system.	Metered baseline and follow-up.	Comparable kWh per defined output.
11.3 Participation	Consult affected users.	Feedback and design decisions.	Relevant issues addressed in the plan.
12.5 Waste	Plan reuse and waste prevention.	Material and waste records.	kg reused or prevented against a baseline.
13.3 Climate capability	Deliver relevant climate learning.	Assessments and application tasks.	Participants demonstrating applied understanding.



01 | Define relevance › **02** | Agree scope › **03** | Establish a baseline › **04** | Review evidence

These are proposed company/project indicators, not the UN's official indicator framework.

No results are claimed. Set an owner, reporting period and method before measurement.

Additional target mappings and source links accompany this chapter.

Progress & Future Direction

Move forward with purpose. Learn from evidence.

Meaningful progress connects the quality of our work with the value it creates for people.

Define the outcome. Review the evidence. Improve the next step.

A direction for development, not a claim of achieved results.



What Meaningful Progress Looks Like

A result matters when it improves something that matters.

Outputs show what was delivered.

Outcomes show what changed.

Evidence helps explain the difference.





Our Proposed Measurement Framework

Choose indicators that match the engagement.

AREA	POSSIBLE INDICATOR	WHAT IT HELPS REVIEW
Quality	Deliverables meeting agreed acceptance criteria.	Whether the work meets defined requirements.
Learning	Learners demonstrating a defined practical skill.	Whether understanding transfers into ability.
Operations	Cycle time and rework for a defined process.	Whether a workflow functions more effectively.
Environment	Energy, water or material use within a set boundary.	Whether resource use changes under comparable conditions.
People & society	Relevant access barriers resolved and user feedback.	Whether participation and experience improve.

Proposed indicators are not reported results.
Define the calculation, baseline, owner and review period before use.
Do not combine unlike indicators into an unexplained score.

Evidence, Baselines & Reporting

Make every reported result traceable.



01 / Define

Specify the indicator, unit and boundary.



02 / Establish

Record a baseline before assessing change.



03 / Source

Identify the data origin, permissions and coverage.



04 / Schedule

Agree a measurement and reporting frequency.



05 / Verify

Assign an owner and a suitable reviewer.



06 / Explain

Report the method, findings and limitations.



A useful record includes:

Indicator • Period • Source • Method • Owner • Reviewer

Disclose missing data and changes in method.

A change over time does not, by itself, prove causation.

Development Priorities & Roadmap

A proposed sequence for internal approval.



01 /

Strengthen the foundations

Clarify service definitions, responsibilities and evidence requirements.

02 /

Connect the capabilities

Improve the interfaces between our four fields.

03 /

Learn through application

Test suitable approaches, review feedback and refine delivery.

04 /

Extend what works

Consider wider use only when capability and evidence support it.

REVIEW BEFORE EACH NEXT STEP

Readiness • Resources • Risks • Evidence

Priorities, timing and commitments require company approval. This roadmap is directional, not a published delivery schedule.

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Our Next Chapter

More connected thinking. More useful possibilities.

OUR DIRECTION

Bring places, technology, learning and business capability into closer cooperation.

OPPORTUNITIES TO EXPLORE

Projects with a clear human need.
Collaboration with complementary expertise.
Learning that leads to practical application.

HOW WE MOVE FORWARD

Define the need, agree the scope and build evidence together.

We welcome conversations that can become purposeful, well-defined work.



Start a Conversation

Tell us what you want to make possible.

Visit our website
fouraur.com

Email us
info@fouraur.com

A useful first message includes:

- Your name and organisation, if relevant.
- The need, challenge or opportunity.
- The people involved and the context.
- Any known constraints or preferred next step.



Explore. Ask. Discuss.

Egypt-based. Open to local and international enquiries.

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Forming What's Next.

Four fields.
One human purpose.



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