

# Everything a.hub does, in one checklist.

YOUR BRAND. NOT OURS. · RETIRES CLICKUP. · NO PER-SEAT FEES.

a.hub is the agency operating system we built to run our own business, now available under your brand. It replaces the dozen tools you've duct-taped together, giving you one branded system for work, clients, finance, HR, sales, and AI content. Know what every client actually earns you, all from one screen.

Every module below, with each capability broken into the features inside it — all live in the product today. One module per page.

✓ Included    ✗ Not included — a boundary we're honest about    **Connect account** — built, needs your own account linked

See it live at [hub.artwingstudios.co](https://hub.artwingstudios.co)

## ◆ Included with every workspace

Applies to everything you run on a.hub

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
<b>White-Label Branding</b>	Custom Agency Name Your Agency Logo Accent Colour "Powered by a.hub" Footer	✓	Ready
<b>Isolated Workspace</b>	Ring-Fenced Data Secure Access No Cross-Agency Visibility	✓	Ready
<b>Modular Package</b>	Module On/Off Toggles Self-Serve Billing First-Run Orientation Setup Checklist	✓	Ready
<b>Bring Your Own Tools</b>	AI Key Integration Email Integration Calendar Integration Ad Account Connections	✓	Ready
<b>Command Centre</b>	Client Count AR & Overdue In Approval & Delivered Team Workload Attendance & Leave Recent Activity	✓	Ready

# 01 Brand Brain

A self-learning AI brain for every client

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
Self-Training	<ul style="list-style-type: none"> <li>Reads Past Work</li> <li>Infers Business &amp; Voice</li> <li>Prevents AI Hallucination</li> </ul>	✓	Ready
Rules + Learnings	<ul style="list-style-type: none"> <li>Locked Hard Rules</li> <li>Confidence-Scored Facts</li> <li>Pin, Edit, Teach</li> </ul>	✓	Ready
Content Generation	<ul style="list-style-type: none"> <li>Daily Posts</li> <li>Monthly Calendars</li> <li>Quarterly Plans</li> <li>Variety Management</li> </ul>	✓	Ready
Ad Copy Generation	<ul style="list-style-type: none"> <li>Multi-Variation Ad Copy</li> </ul>	✓	Ready
Versioned Drafts	<ul style="list-style-type: none"> <li>Refine by Instruction</li> <li>Per-Field Refine</li> <li>Adapt Post to Format</li> <li>Version History</li> <li>Restore Previous Version</li> </ul>	✓	Ready
Chat with Memory	<ul style="list-style-type: none"> <li>File Attachments</li> <li>Rolling Long-Term Memory</li> </ul>	✓	Ready
Knowledge Ingestion	<ul style="list-style-type: none"> <li>Learn from Links</li> <li>Connect ClickUp / Drive</li> <li>Analyse Creatives</li> <li>Business Context Editor</li> </ul>	✓	Ready
Brain IQ	<ul style="list-style-type: none"> <li>Maturity Score</li> <li>Shows What Feeds It</li> </ul>	✓	Ready
House Knowledge	<ul style="list-style-type: none"> <li>Cross-Client Playbook</li> <li>Promote Agency Learnings</li> </ul>	✓	Ready
Survives Staff Churn	<ul style="list-style-type: none"> <li>Keyed to Client</li> <li>Survives AM / Staff Change</li> </ul>	✓	Ready
Learns from Ad Results	<ul style="list-style-type: none"> <li>Learns From Live Results</li> <li>Best Ad Fed Back In</li> </ul>	✓	Ready

## 02 Content Hub

A hands-off SEO and AI-search content engine

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
SEO + AI-Search Articles	Google-Rank Engine AI-Answer Engine	✓	Ready
Grounded in Brand Facts	Uses Verified Facts No Invented Claims	✓	Ready
QA Gate	Pre-Publish Quality Check	✓	Ready
FAQ + Schema Markup	Auto FAQs Generation Structured Data Org / Schema Markup	✓	Ready
Branded Blog	Client Subdomain Themed to Brand Hidden Until Ready SEO-Safe URLs	✓	Connect account

### 03 Work OS

Your production and approvals engine — replaces ClickUp

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
<b>Board + My Desk</b>	6-Stage Kanban   My Desk Queue   My Tasks Inbox	✓	Ready
<b>Three-Gate Approvals</b>	Design-Lead QA   AM Sign-Off (Always On) Client Gate   Per-Client Toggle	✓	Ready
<b>Jobs + Templates</b>	Group Items   Job Brief   Launch Whole Job Reusable Templates   Custom Statuses	✓	Ready
<b>Per-Task Chat</b>	Threaded Comments   Reactions   Assign Task Resolve Comments   Watchers   Read Receipts	✓	Ready
<b>Revisions</b>	Revision Rounds   File Attachments   Mark Final	✓	Ready
<b>Time Tracking + SLAs</b>	Work-Only Timers   48-Hour Delay Alert Waiting-on-Client Nudge	✓	Ready
<b>Profitability</b>	Cost & Margin Per Item/Job   Scope-Creep Alerts Post-Approval Alerts	✓	Ready
<b>Full Item Controls</b>	Subtasks   Due / Start Dates   Hold / Resume Cancel Item   Reopen Item	✓	Ready
<b>ClickUp Import</b>	Accurate Status Mapping   AI-Assisted Cleanup	✓	Ready

## 04 Client Portal

A branded cockpit for your clients

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
<b>Approvals that Move Work</b>	<ul style="list-style-type: none"> <li>Approve Work</li> <li>Request Changes</li> <li>Advances Approval</li> </ul>	✓	Ready
<b>Branded Deliverable Stream</b>	<ul style="list-style-type: none"> <li>Creative / Content Previews</li> <li>Captions</li> <li>Assets</li> <li>Client Colours</li> </ul>	✓	Ready
<b>Requests + Briefs</b>	<ul style="list-style-type: none"> <li>Briefs</li> <li>Shoot Requests</li> <li>General Asks</li> <li>NPS Feedback</li> </ul>	✓	Ready
<b>Reports + Performance</b>	<ul style="list-style-type: none"> <li>Published Monthly Reports</li> <li>Live Ad Tracker (Read-Only)</li> </ul>	✓	Connect account
<b>Billing</b>	<ul style="list-style-type: none"> <li>Live Invoices</li> <li>Retainer Management</li> <li>Finance-Scoped Login</li> </ul>	✓	Ready
<b>Client Self-Manages Team</b>	<ul style="list-style-type: none"> <li>Invite Team Members</li> <li>Assign Roles</li> <li>Reset Password</li> <li>Remove Members</li> </ul>	✓	Ready
<b>Strategy</b>	<ul style="list-style-type: none"> <li>Agree / Suggest Modules</li> <li>Edit Offers</li> </ul>	✓	Ready

## 05 Design pod + Shoots

Production workflow, concept to banked assets

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
<b>Designer Queue + Pod Board</b>	Stage Queue Team Load View Kanban Board QA Review Assign / Reassign	✓	Ready
<b>Shoot Brief + Shot List</b>	AI-Draft Brief Shot List Reference Boards	✓	Ready
<b>Budget + Quote</b>	Shoot Budget Quote Generation	✓	Ready
<b>Booking Calendar</b>	Availability Booked Dates	✓	Ready
<b>Handoff to Delivery</b>	Production Handoff Drive Delivery File Renaming Link File to Post	✓	Ready
<b>Creative Archive</b>	Bank Assets Reusable Archive Share with Client	✓	Ready

## 06 Performance Marketing

The full paid-ads (Meta) loop

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
Live Ad Tracker	Spend Impressions Clicks CTR CPM CPA ROAS Date Presets Trends	✓	Connect account
Per-Objective Breakdown	Grouped by Objective Boosts Separated No Lost Spend	✓	Ready
Ad Learning	Prioritised Recommendations Scale / Refresh The "Why" Explained Brain Write-Back	✓	Ready
Ad Generator	One Click to Brand Brain	✓	Ready
Client PDF Report	Cover Page Exec Summary Per-Objective Slides Top Creatives Month-on-Month Funnel Analysis Next Steps	✓	Ready
Pod Board + Mapping	Whole-Pod Load Client-to-Account Mapping	✓	Ready

## 07 New Business CRM

Win more clients, with the paperwork built in

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
Deals Pipeline	<ul style="list-style-type: none"><li>Configurable Stages</li><li>Activity Timeline</li><li>Mark Lost + Reasons</li><li>Park / Resurface Deals</li><li>Deposit Confirm</li></ul>	✓	Ready
Upsells	<ul style="list-style-type: none"><li>Deals from Existing Clients</li></ul>	✓	Ready
Document Suite	<ul style="list-style-type: none"><li>Proposals</li><li>Quotations</li><li>Contracts</li><li>MOUs</li><li>AI-Draft Prefill</li></ul>	✓	Ready
Reusable Library	<ul style="list-style-type: none"><li>Service Catalogue</li><li>Case Studies</li><li>Legal Clauses</li></ul>	✓	Ready
Multi-Brand	<ul style="list-style-type: none"><li>Multiple Brand Profiles</li></ul>	✓	Ready
Stakeholders	<ul style="list-style-type: none"><li>Primary Contact</li><li>Roles Management</li></ul>	✓	Ready

## 08 Finance

Your agency's books at a glance

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
Receivables Dashboard	<ul style="list-style-type: none"> <li>Total AR</li> <li>Overdue AR</li> <li>Per-Client AR</li> <li>Revenue</li> <li>48-Month Periods</li> </ul>	✓	Ready
Invoicing	<ul style="list-style-type: none"> <li>Draft Invoices</li> <li>Edit Invoices</li> <li>Post Invoices</li> <li>Email Invoices</li> <li>Download PDF</li> <li>Retainer Auto-Fill</li> </ul>	✓	Connect account
Expenses + Revenue	<ul style="list-style-type: none"> <li>Payee / Category / Receipt</li> <li>Money-In by Month</li> </ul>	✓	Ready
Cash-Flow + Runway	<ul style="list-style-type: none"> <li>In vs Out</li> <li>Net Cash Flow</li> <li>Burn Rate</li> <li>Runway Calculation</li> </ul>	✓	Ready
Per-Client P&L	<ul style="list-style-type: none"> <li>Client-Level Profit</li> </ul>	✓	Ready
AI Drafts	<ul style="list-style-type: none"> <li>Draft Invoices</li> <li>Payment Chasers</li> <li>Human Approval</li> </ul>	✓	Ready
Transport Recovery	<ul style="list-style-type: none"> <li>Travel-Cost Logging</li> <li>Recoverable / Non-Recoverable</li> <li>Recovery Status</li> </ul>	✓	Ready

## 09 HR

A full HR department — everything except moving the money

CAPABILITY	FEATURES INSIDE	INCLUDED	AVAILABILITY
Hiring	<ul style="list-style-type: none"> <li>Job Posts</li> <li>Auto-Scored MCQ Tests</li> <li>Résumé Upload</li> <li>AI CV Screening</li> <li>Bulk-Reject Candidates</li> <li>Interview Scheduling</li> <li>Offer Letters (All Types)</li> </ul>	✓	Ready
Attendance	<ul style="list-style-type: none"> <li>Upload Attendance</li> <li>Monthly Summary</li> <li>Day Classification</li> <li>Exceptions</li> </ul>	✓	Ready
Leaves	<ul style="list-style-type: none"> <li>Multi-Day (Balance)</li> <li>Single-Day Exceptions</li> <li>Leave Approvals</li> </ul>	✓	Ready
Salary Calculator	<ul style="list-style-type: none"> <li>Gross to Net</li> <li>Per-Day, Half-Day, Unpaid</li> <li>Tax Settings</li> <li>Fuel Allowances</li> <li>Recoveries</li> <li>Claims</li> </ul>	✓	Ready
Letters	<ul style="list-style-type: none"> <li>Guided Letter Builder</li> <li>Director Approval</li> </ul>	✓	Ready
Onboarding + Offboarding	<ul style="list-style-type: none"> <li>Joiner Flow</li> <li>Leaver Flow</li> </ul>	✓	Ready
Records + Directory	<ul style="list-style-type: none"> <li>Employee Records</li> <li>Team Directory</li> </ul>	✓	Ready
Policies	<ul style="list-style-type: none"> <li>Read Policies</li> <li>Acknowledge Policies</li> <li>Tracked Acknowledgements</li> </ul>	✓	Ready
Employee Self-Service	<ul style="list-style-type: none"> <li>Profile Management</li> <li>Leave Balance</li> <li>Attendance Records</li> <li>Payslips Access</li> <li>Documents Access</li> <li>Claims Submission</li> <li>Onboarding Tasks</li> </ul>	✓	Ready
Payroll Disbursement	<ul style="list-style-type: none"> <li>Records as Paid Only</li> <li>No Bank Transfer</li> </ul>	✗	—

72 capabilities across 9 modules + platform • Your brand, not ours • See it live at [hub.artwingstudios.co](https://hub.artwingstudios.co)