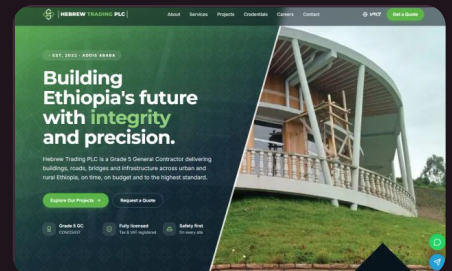
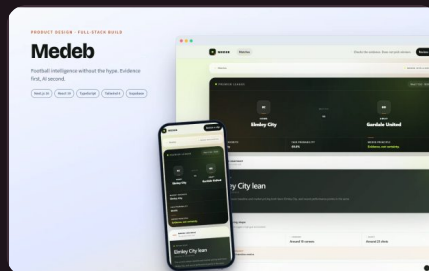
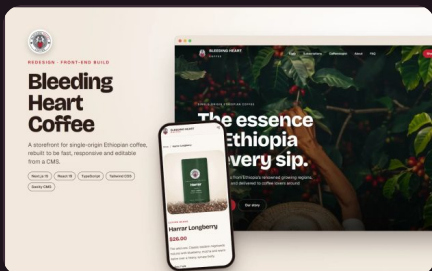


DESIGN & SOFTWARE STUDIO · ADDIS ABABA

We turn ambitious ideas into ~~working systems.~~

Websites, business software and practical AI for businesses across East Africa and the UK. Fair prices, clear scope, and you own everything we make.



WHAT WE DO

One studio. Clear outcomes.

Fair starting prices, scoped before you commit and paid in stages. No surprises.

Growth Websites

Positioning, design and development for businesses that need more credibility and better enquiries.

- Strategy & positioning
- Custom design
- Full CMS
- Integrations

From \$1,500

3–5 weeks

Business Systems

Internal tools and customer portals that replace slow, manual operations with clear workflows.

- Paid discovery first
- Custom admin
- Role-based access
- Reporting

From \$3,500

8–16 weeks

AI Integration

Practical AI inside products and operations — assistants, classification and automation that earn their keep.

- Use-case assessment
- Integration design
- Scoped pilot
- Ongoing care

Scoped to value

Scoped

Launch Website

A clear, fast site for a new business or idea. 1–2 weeks.

From \$600

Care Plan

Updates, monitoring and post-launch support.

From \$100/mo

HOW WE WORK

1

3–5 days

Clarity

We define the business outcome, the users and the real constraints.

2

1 week

Direction

We shape the system, content and visual language before the build grows.

3

3–8 weeks

Build

You see working progress at regular, deliberate review points.

4

3–5 days

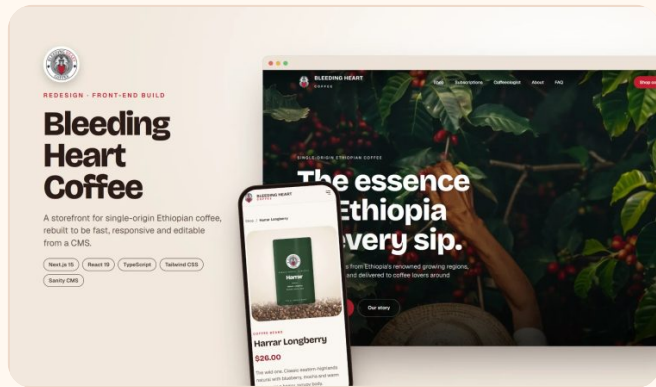
Launch

We test, deploy, hand over — and stay accountable after release.

Prices are starting points in USD. Every project is scoped and quoted in writing before you commit.

SELECTED WORK

Proof through products.

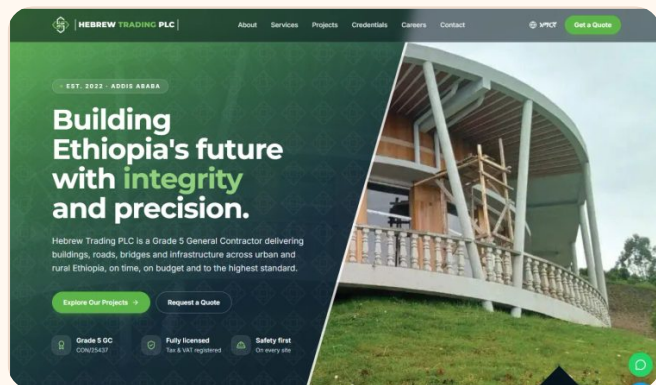


E-COMMERCE REDESIGN · E-COMMERCE · AUSTRALIA & UK

Bleeding Heart Coffee

An audit and rebuild for a single-origin Ethiopian coffee brand selling to Australia and the UK — from a broken, heavy storefront to a fast shop the owners edit themselves.

0.6 MB home page download

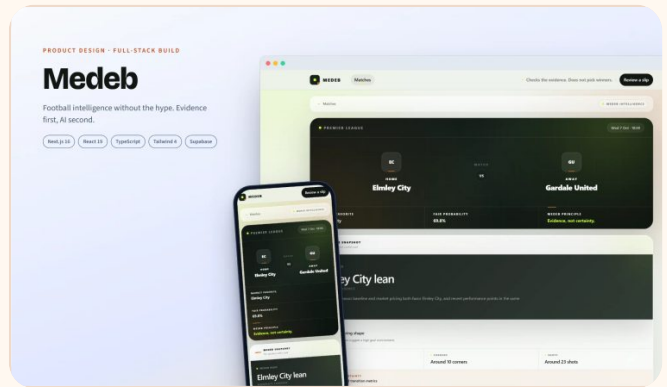


CORPORATE WEBSITE · CONSTRUCTION · ADDIS ABABA

Hebrew Trading PLC

A bilingual corporate website for a Grade 5 construction contractor — built to earn trust from government and private clients, show the work, and turn visitors into quote...

2 languages — English and Amharic, one tap apart on...

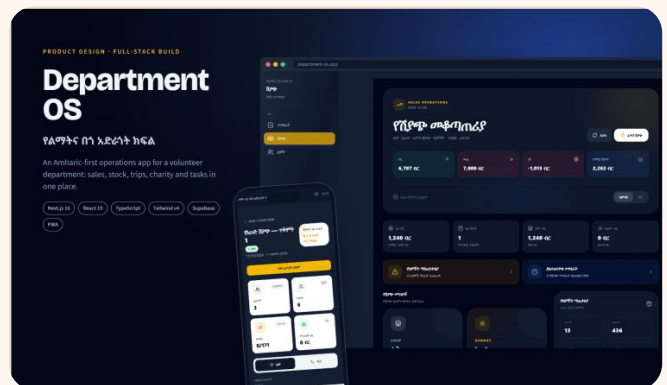


SPORTS ANALYTICS APP · SPORTS ANALYTICS

Medeb

Football intelligence without the hype: a match page that gives the answer first, shows how sure it is and says what it doesn't know — then checks a bet slip against the same...

4 pages: fixtures, match read, Deep Dive and slip...



OPERATIONS APP · NON-PROFIT · ADDIS ABABA

Department OS

One app for a volunteer department's sales, stock, trips, charity and tasks — where each person sees only the part they're responsible for.

25+ screens and flows, in the language its users work...

Full case studies, screens and more projects at shifstudio.com/work

A small studio with an international standard.

SHIF comes from a family signature. We put it on every project we are proud of, because in the age of AI, human craft and judgement still matter.

You own everything

All code, design files and content transfer to you at launch. No lock-in.

Paid in stages

A deposit to start, the balance at launch. Bigger systems go phase by phase.

Progress you can see

Working previews at regular review points, not a big reveal at the end.

Built for your market

In English and the language your customers speak, fast on real phones and networks.

WHAT HAPPENS NEXT

- 1 A reply within one working day
- 2 A 45-minute call about your goals
- 3 A written scope and price within 5 days



Let's make it real.

Scan to send a two-minute brief, or write to us directly.

shifstudio.et@gmail.com

shifstudio.com

Ermias Getnet, Founder · Addis Ababa