



Harnessing Global Talent Power Using Staff Augmentation



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“We needed to ramp up quickly and were having a challenging time finding quality candidates, as we had no in-house recruiter at that time. The business relationship between PalmNFT Studio and MENA Alliance was seamless from the initial intro through the interview process. MENA handled everything every step of the way. MENA Alliances has a great bench of resources with various skill sets ready to go.” - Palm.io

Our Client

Palm NFT Studio enables artists, brands and fans to build connections through communities about blockchain. They are a collective of software developers, generative artists, story world creators, and strategists. Their practice spans all aspects of web3 technology and creative production. Their leadership has created some of the most significant, engaged communities in web3 on the green Palm network.

Palm NFT Studio is developing multiple NFT projects and platforms in the creative industries. The company began its launch when it partnered with several crypto space companies like \$MEME, Uniswap, MetaMask and others. The company will deploy Uniswap systems to support trading in art assets.



Sian Morson
Community Manager



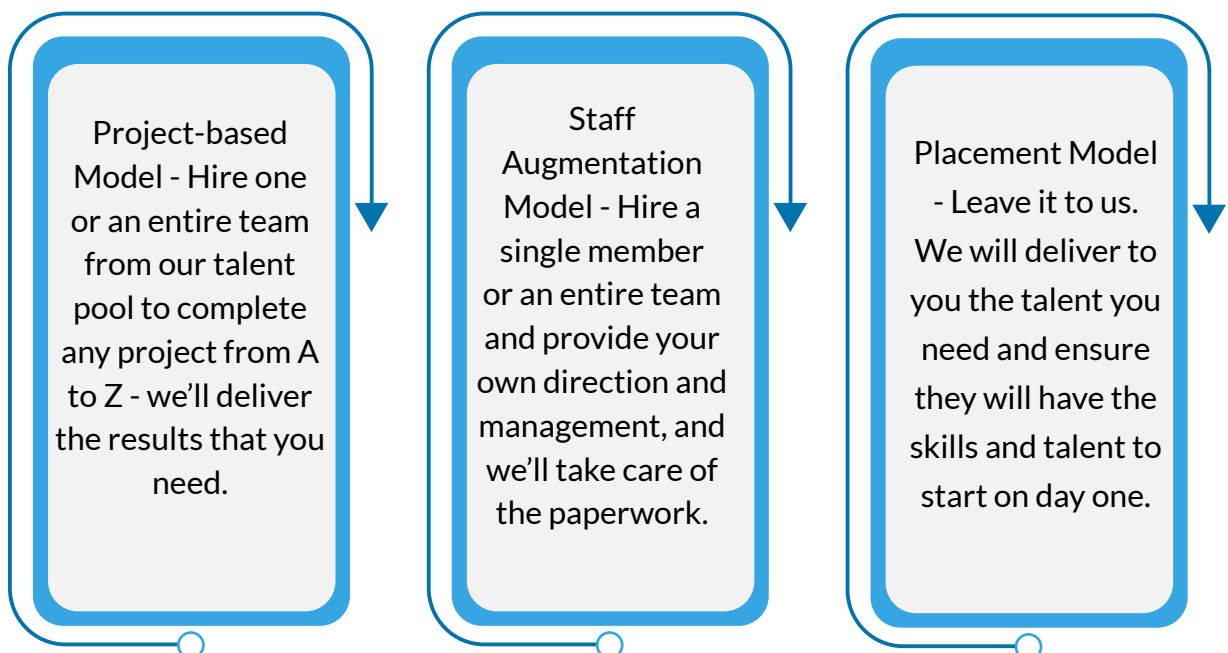
The Challenge

Palm NFT was looking to find top talent but also needed to keep the hiring flexible and scalable as their project needs required. They did not have an in-house recruiter and faced daunting hiring challenges, they reached out to MENA Alliances for a solution.

Our Solution

MENA Alliances accepted the challenge and demonstrated multiple solutions that could fill the hiring needs of Palm NFT Studio. The two companies thoroughly discussed the staffing needs for their upcoming project. Palm NFT Studio was facing a challenge typical to many tech startups, how to build and develop their projects with flexible staffing. Startups need scalability in their hiring. This allows them to bring on new staff as the company grows and develop new projects.

Our team impressed Palm NFT with having multiple hiring options. These options helped our client relax knowing that their staffing concerns can be met and easily grow along with them. We demonstrated how managers can reach out at any time and choose the hiring option that best fits the position they need filled. We explained some of the benefits of each hiring model and that, depending on their needs, they can choose any hiring model.



Multiple options assured Palm NFT Studio that MENA Alliances was prepared to solve their current staffing needs but would be able to manage future hires for them. Palm NFT Studio chose the staff augmentation solution, as it provided them with the skills they needed but allowed them to remain fully in charge of their work.

MENA Alliance delivers some of the strictest hiring assessments. Candidates must pass technology skills tests and demonstrate the necessary language skills. MENA Alliances does a deep dive to try to understand the character of their representative. It ensures that the staffing provided backs our hiring reputation. More importantly, we can match someone who will be a good fit in your company culture.

We provided Palm NFT Studio with a short-list of qualified candidates from which to choose. Our team managed all the details for setting up interviews and delivering top candidates.



Make Hiring Impactful

As a result of using staff augmentation, Palm NFT Studio hired Bassam as a community moderator from Egypt. After three months, Palm NFT studio team decided to use a placement model with Bassam to join their in-house team permanently after they raised an investment of 27 million dollars.

“MENA Alliances have helped me to land a nice job in Space. The follow up to settle inconveniences and to make sure that employees are fitting in well. Logistics-wise, they’re good, too. Payments on time, and they follow up in case of delays. Great experience overall. Highly recommend it!”



Bassam, Egypt
Community Moderator