



Marketing Passport®

*Your complete marketing
foundation, organised in one place.*

Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Amit Singh		
Website Address:	evince.ai		
Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Amit Singh
		Country:	Australia
Phone Number:	0422 111 504	Email Address:	amit@evince.ai

Which industry best describes your primary business?

AI transformation consulting. More specifically: strategic advisory and delivery for organisations implementing AI at an enterprise level. The closest standard category is Management Consultant or Technology Consultant.

How does your business primarily operate?

Project-based and appointment-based. Engagements are structured (AI Opportunity Audit, transformation delivery, fractional Chief AI Officer). Initial conversations are booked calls. Delivery is a mix of remote and on-site depending on the client.

Where do you currently serve customers?

Primarily Australia-wide. Digital and recurring service offerings are designed to scale internationally over time.

If you have a physical presence, where is it located?

Melbourne CBD.

Which location matters most for your growth right now?

Australia represents our key growth market, with Melbourne and Sydney at the centre of our enterprise focus. We see strong momentum in these regions as organisations move from AI exploration to real, scalable transformation.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

We help leaders navigate the complexity of AI to make clear, defensible decisions with confidence. From strategy through to execution, we ensure those decisions translate into practical transformation that delivers measurable outcomes and lasts beyond initial implementation.

Vision (what success looks like in the future?)

We envision a future where AI becomes an invisible engine powering how organisations operate, make decisions, and grow. Seamlessly embedded, it enables smarter, faster, and more confident outcomes without adding complexity.

Core values (3–5 guiding principles)

- Clarity before action
- Better decisions, faster
- Built to sustain

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

- AI Opportunity Audit. Structured engagement to clarify AI priorities before committing time and budget. Primary entry point.
- AI Transformation Delivery. Design, build, and embed AI solutions across modern and legacy environments.
- Enablement and Governance. Capability uplift, decision rights, and guardrails for confident AI adoption.
- Ongoing AI Leadership. Fractional Chief AI Officer support to sustain momentum as AI becomes business critical.
- Workshops and Keynotes. Executive education to build alignment and AI decision capability.

Outcomes: the results your customers get.

Decision clarity and leadership alignment before investment. AI embedded into real operations. Teams equipped to execute. Sustained momentum without building a permanent role too early.

Pricing: how you package or charge for your work.

- AI Opportunity Audit: \$10,000 – \$80,000
- AI Transformation Delivery: \$20,000 – \$250,000+
- Ongoing AI Leadership: \$2,000 – \$20,000 per month
- Workshops and Keynotes: Tailored

Hero Offer: the offer that drives most of your revenue.

The AI Opportunity Audit is the main acquisition mechanism. Projects carry the highest transaction value. Recurring engagements provide stability. Intended progression:

Audit » Delivery » Ongoing Leadership.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

Senior executives and board members in organisations with 100–2,000 employees. Titles include CIO, COO, CFO, and transformation leaders. Accountable for enterprise-wide outcomes. Operating in Australia, with Melbourne and Sydney as primary markets. AI is already on the agenda and budget exists, but priorities are unclear and pressure to act is high.

Customer segments (if you serve more than one type of customer).

Private enterprise. Mid-sized businesses where AI decisions carry financial, operational, and competitive consequences. Leaders are under board pressure to show ROI from AI investment.

Public sector. Local and state government organisations navigating AI adoption within tighter governance, compliance, and stakeholder accountability constraints.

Transformation outcomes must be defensible internally and externally.

Customer Problems: the challenges they face.

Too many AI ideas with no clear prioritisation. Activity not tied to business outcomes. Risk and governance surfacing too late. Leadership teams not aligned on what AI is for. Difficulty defending AI decisions to boards and peers.

Why do customers choose you?

Vendor-independent advice with no platform agenda. A structured framework that produces defensible decisions. An experienced partner who works alongside leadership, not over them. Clear outputs that hold up under board scrutiny. A low-risk entry point before deeper commitment.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Large professional services firms including Deloitte, KPMG, PwC, and Protiviti. These offer AI strategy and advisory at enterprise scale but come with high cost, slower engagement models, and platform or vendor affiliations.

Boutique Australian AI consultancies including Beyond Technology, Notitia, Wilson AI, Advancer, and AI Consulting Group. These operate in a similar space but typically lead with tools, maturity assessments, or implementation rather than decision clarity.

Indirect Competitors: alternatives your customers might choose instead.

Organisations that manage AI decisions internally without external support. Vendor-led advice from platform and technology providers with a commercial interest in the outcome.

Your Edge: what you do differently and why customers choose you.

Starts with decision clarity, not tools or roadmaps. The AI Opportunity Audit is a standalone engagement that delivers value before any further commitment is made. Vendor-independent. No platform affiliations, no delivery incentives that distort advice. Works alongside leadership, not over them. Outputs are designed to hold up under board and executive scrutiny.

Integrates risk, governance, and delivery reality from the start, rather than treating them as downstream problems.

Equal emphasis on what not to pursue, protecting time, budget, and organisational attention.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

For senior executives and boards in mid-sized enterprises who feel pressure to act on AI but lack clear priorities, evince is an AI transformation partner that creates decision clarity before committing time, budget, or organisational attention. Unlike large consulting firms that move slowly and carry vendor agendas, or boutique agencies that lead with tools and implementation, evince starts with the right problem and delivers outcomes that hold under real-world pressure.

Short pitch / 7-second explanation.

We help leaders decide where AI will actually move the needle, before they commit to the wrong things.

Hooks/Taglines: memorable lines that spark interest.

Get ROI from AI. (primary tagline)

Clarity before commitment.

Stop backing the wrong AI initiatives.

Most AI fails before it starts. We fix that.

Fewer initiatives. Better decisions. Stronger outcomes.

The risk isn't moving too slowly. It's moving without clarity.

Tone of Voice: choose the style that fits your brand.

Direct. Confident without arrogance. Every sentence earns its place.

Serious but not stiff. Written for executives who are time-poor and noise-fatigued.

Clarity-led. No jargon, no hype, no hedging. Says the hard thing plainly.

Outcome-focused. Talks about decisions and results, not process and activity.

Credible. Authority comes from substance, not volume.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The leaders we work with are not confused. They are overwhelmed.

AI is on the agenda. The board is asking questions. Budget exists. But priorities are not clear, pilots are stalling, and every function has a use case that sounds reasonable. Nothing gets decided. Attention fragments. Investment accumulates without results.

What are they struggling with?

The problem is never the technology. It is that no one stopped to define the right decision before committing to execution.

That is where evince comes in.

How does your brand help?

We work alongside senior executives and transformation leaders to answer the question that should come first: where will AI actually move the needle, and what should be left alone?

We start with an AI Opportunity Audit. A structured engagement that surfaces delivery reality, forces trade-offs, and produces a small number of clear, defensible priorities. We make explicit what to pursue and, just as importantly, what not to. Everything we do is guided by Clarity Under Pressure, our decision-making framework built for high-stakes environments. Vendor-independent. No platform agenda. No inflated roadmaps.

What does life look like after success?

Leaders who work with evince stop accumulating pilots and start building momentum. They move from reacting to directing. From activity to outcomes.

Over time, AI stops feeling like a separate program and becomes what it should always have been: the invisible engine behind how the organisation operates, decides, and grows.

We do not tell leaders what to do. We give them the clarity to decide for themselves.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Sharp. Cuts through noise. Every word earns its place.

Grounded. Authority comes from experience, not volume. No hype, no hedging.

Direct. Says the hard thing plainly. Does not dress up difficult truths.

Calm. Measured under pressure. Confidence without urgency or arrogance.

Principled. A clear point of view. Not neutral. Not all things to all people.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

Sound like this:

- Short sentences. Active voice. One idea at a time.
- Lead with the problem, not the solution.
- Name what others avoid saying.
- Let the thinking do the work. No need to tell people you are smart.

Avoid this:

- Jargon, buzzwords, and AI hype ("transformative", "cutting-edge", "leverage").
- Filler phrases that soften the message unnecessarily.
- Lists of features. Talk about decisions and outcomes instead.
- Sounding like a consultant. Sound like a trusted senior colleague.

Tone by context:

- LinkedIn content: provocative observation, calm delivery.
- Proposals and audit outputs: precise, confident, no excess.
- Conversations: direct, curious, unhurried.

THE TEST

Read it aloud. If it sounds like a brochure, rewrite it.

If a time-poor executive would skip it, cut it.

If it could have been written by anyone, it is not sharp enough.

One-Word Descriptor: the single word that captures your brand's essence.

Decisive

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].

The logo for Evince.ai Consulting features the word "evinced.ai" in a bold, lowercase sans-serif font, with ".ai" in purple. Below it, a horizontal line is followed by the word "CONSULTING" in a bold, uppercase sans-serif font.

Brand colours, e.g: your colour codes: #8c52ff

Black #000000 — authority and weight. Primary background.

Purple #6149FF — energy and precision. Primary accent.

Light Purple #A389F4 — secondary use, supporting elements only.

White #FFFFFF — clarity and space.

Dark Grey #F6F5FD — subtle section backgrounds.

Grey #94949E — secondary text and dividers.



Fonts / typography.

Logo: Segoe UI Bold / Segoe Regular (all caps for "CONSULTING").

Website: FigTree Medium, Semi-Bold, Bold.

Marketing materials: Inter Regular (body), Medium, Semi-Bold, Bold.

Word documents: Aptos (default for compatibility).

TYPOGRAPHY

Logo

Segoe UI Bold

SEGOE REGULAR (ALL CAPS)

Website

FigTree Medium
FigTree Semi-bold
FigTree Bold

Marketing Materials

As FigTree is not always available, documents & sales materials use Inter.

Inter Bold

Inter Semi-Bold

Inter Medium

Inter Regular - Standard text

MS Documents

For ease of use and compatibility we stick to the default Aptos in Word documents.

Visual preferences.

Sharp. Minimal. High contrast. Every element earns its place.

No gradients, drop shadows, or decorative flourishes.

Whitespace is deliberate — it signals confidence, not emptiness.

Purple carries the energy. Black carries the authority.

Use both with intention. Never dilute with unnecessary colour.

THE TEST

If it looks busy, remove something.

If the colour feels soft, it probably is.

If it could belong to any brand, it is not sharp enough.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other Custom-coded website

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure Vercel

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

Referrals and word of mouth – primary source of traction. High trust, high conversion. Protect and nurture this deliberately.

LinkedIn organic – content and presence building. The main channel for authority and inbound interest.

LinkedIn outreach – direct outreach to ICP via DM. Highly targeted, personalised, focused on booking conversations.

Email outreach – direct outreach to ICP via Apollo. Low volume, calm messaging, focused on booking conversations.

Newsletter – nurture and authority. Keeps evince visible with warm contacts over time.

Podcast – thought leadership and reach. Builds credibility with audiences who are not yet in the funnel.

Events and speaking – high-trust, high-quality room. Strong for credibility and direct relationship building.

Channels you want to use next.

LinkedIn paid ads – extend reach to ICP beyond organic following. Single offer, tight targeting. Retarget engaged organic viewers with a lead magnet.

Partner co-marketing – joint events and content with partners such as AgenticScale.ai. High-trust leads, shared credibility, compounding over time.

Paid vs organic mix (if any).

Do more of: Referrals (structured ask), LinkedIn organic, email outreach.

Activate next: LinkedIn paid ads, then partner co-marketing.

Do not add: New channels until paid and partner are producing consistently.

The risk is not being on too few channels.

It is spreading attention across too many before any one is working well.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- Logo files
- Photos
- Videos
- Testimonials
- Case studies
- Written content

BRAND & VISUAL

Logo files: Available in SVG and PNG. All variations (black, white, purple).

Headshots: Professional photos of Amit. Ready to use.

Brand photography: Supporting imagery aligned to visual identity.

Videos: Explainer or promo video(s) available.

SOCIAL PROOF

Written testimonials: Available. Sourced from senior leaders across government and enterprise.

Case studies: Available. Documented client outcomes ready for use in proposals and campaigns.

Awards and media mentions: Available.

Note: No video testimonials. Could be a future asset worth pursuing.

WRITTEN CONTENT

Website copy: Live and current across all core pages.

Capability statement: One-pager available for outreach and proposals.

Proposal template: Exists. Ready to deploy for qualified opportunities.

Newsletter content: Active archive of published editions.

ASSET STATUS

Ready to use immediately: All of the above.

Needs updating: Nothing currently out of date.

Missing: Nothing identified at this stage.

NOTES FOR AGENCIES

All core assets exist and are current. Agencies can proceed without waiting on new creative.

Written testimonials and case studies are available on request — do not fabricate or infer social proof from the website alone. All visual assets must conform to the brand style guide.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

1. AI strategy and prioritisation for business
2. AI consulting and advisory in Australia
3. Decision-making frameworks for AI investment
4. AI transformation and delivery
5. Fractional Chief AI Officer

Primary keywords/themes (the search terms and themes your ideal customers actually use)

High intent (bottom of funnel):

- AI consulting Australia
- AI strategy consultant Australia
- AI transformation consulting Melbourne
- AI transformation consulting Sydney
- fractional Chief AI Officer Australia
- AI advisory for executives

Problem-aware (mid funnel):

- how to prioritise AI initiatives
- AI ROI for business
- AI investment strategy Australia
- where to start with AI in business
- AI decision making for executives
- AI opportunity assessment

CONTENT PRIORITIES

Target one core topic per page. Do not try to rank for everything at once.

Blog and newsletter content should map to mid-funnel and thought leadership keywords. Service pages should target high-intent terms with clear calls to action.

Thought leadership (top of funnel):

- AI leadership for mid-sized businesses
- AI governance Australia
- how to get ROI from AI
- AI fails in business
- AI initiative prioritisation

SEO PRINCIPLES

Lead with the customer's problem, not our framework names.

"Clarity Under Pressure" and "AI Opportunity Audit" are internal terms — customers search for the problem they have, not the solution we call it.

Own the decision-first angle. No competitor is ranking for "AI decision making before implementation" — this is a gap worth targeting.

Build content around questions executives actually ask, not AI industry jargon.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

Fill the AI Opportunity Audit pipeline with qualified leads and convert them into booked engagements. Revenue and recurring work follow from this — the audit is the entry point everything else depends on.

Key outcomes you care about (leads, sales, visibility, etc.).

12-MONTH TARGETS

Revenue: \$1m

Qualified leads: 6–10 per month

Definition of qualified: A booked 30-minute conversation with a senior decision-maker who has AI on their agenda and budget to act.

SUCCESS METRICS

Pipeline: 6–10 qualified conversations booked per month across all channels.

Audit bookings: Consistent flow of new audit engagements. Target 2–3 per month at steady state.

Conversion rate: Qualified conversation to audit proposal. Target 50%+.

Revenue: \$1m within 12 months, weighted toward audit and project revenue.

Channel performance: At least 2 channels producing leads consistently before new ones are added.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

Not enough inbound leads. The core marketing challenge is generating a consistent, predictable flow of qualified conversations — not improving conversion or delivery. Until inbound is reliable, everything else is secondary.

Generate demand before optimising anything else. LinkedIn organic, outreach, and referrals are the near-term engines. Paid ads and partner co-marketing are the scale levers once the foundation is proven. Do not add complexity until lead volume is consistent.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

MONTHLY MARKETING BUDGET

Range: \$2,000 - \$5,000 per month (excluding Amit's time)

Current split: Agency retainers (consistent) and event sponsorships (periodic bursts).

BUDGET ALLOCATION PRINCIPLES

Agency and contractor fees: Ongoing. Prioritise partners who can execute without heavy hand-holding.

Event sponsorships: Selective. Evaluate each on audience fit and lead quality, not profile alone.

Paid media: Not yet active. LinkedIn ads are the planned next channel — budget should be carved from existing allocation when ready, not added on top.

Decision-Maker: the person who approves spend and final decisions.

Approver: Amit Singh (primary) plus one other.

Approval time: Within one week for most marketing decisions.

Scope: All spend, creative, and campaign decisions require Amit's sign-off before activation.

Do not commence work, spend, or publish without written approval from Amit.

Proposals should be clear on scope, cost, and expected output — no open-ended retainers without defined deliverables.

Work that requires fast turnaround can be approved within a week. Plan timelines accordingly.

Event sponsorships are evaluated case by case — do not assume recurring commitment.

16.COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

TESTIMONIALS & SOCIAL PROOF

Status: Written permission obtained from clients to use testimonials in marketing.

Government clients: Most have explicitly agreed to be named. One client has requested anonymity – use title and sector only (e.g. "Head of Digital, Local Government"). Do not name this client in any campaign material.

Action: Before any agency uses testimonials in ads or landing pages, confirm which clients are cleared for naming against the approved list.

PHOTOGRAPHY & VISUAL ASSETS

Headshots and brand photography: All cleared for commercial use across digital and print.

No restrictions on use in paid or organic campaigns.

Industry Rules: any sector-specific regulations you must follow?

Consulting services are not subject to the same strict regulations as financial services or healthcare. However, two areas require ongoing attention:

AI claims: Avoid unsubstantiated performance claims (e.g. "guaranteed ROI"). All outcome statements in ads should be grounded in documented client results.

Government sector: Some public sector clients operate under communication and procurement policies. Do not reference active or ongoing government engagements without explicit sign-off.

PLATFORM COMPLIANCE

Privacy policy and terms of service: Live on the website. Required for LinkedIn lead gen forms and Meta ads. No action needed.

LinkedIn ads: Compliant to run. Ensure ad claims match website copy to avoid rejection.

NOTES FOR AGENCIES

Always confirm client naming rights before using testimonials in campaign assets. When in doubt, use role and sector only. Do not make specific ROI or outcome guarantees in ad copy without Amit's approval.

