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Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

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CLIENT INFORMATION

1. BUSINESS BASICS

| | | | |
|---|-----------------------------|-------------------------|----------------------|
| Full Name: | Charles Kovess | | |
| Website Address: | textilecomposite.industries | | |
| Business Stage: (Idea/ Growing/ Established) | Established | Primary Contact: | Charles Kovess (CEO) |
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Which industry best describes your primary business?

1. Industrial Hemp Processing Equipment & Sustainable Materials Technology

Textile & Composite Industries operates in the industrial hemp processing equipment and sustainable materials technology space. The company develops, manufactures and supplies advanced machinery for the efficient separation of hemp fibre and hurd, enabling farmers, processors and entrepreneurs to build commercially viable hemp operations.

How does your business primarily operate?

2. Direct Equipment Sales, Project-Based & Technical Support

The business operates primarily through direct equipment sales, project-based installations, and technical support services. It combines the manufacture and sale of industrial machinery with ongoing service, training, and consultation for clients entering the industrial hemp sector.

Where do you currently serve customers?

3. Australia-Wide, with International Enquiries

Customers are currently served across Australia, with the majority of activity concentrated in Victoria and other states where industrial hemp cultivation and processing is developing. International enquiries are also received and managed from Australia.

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

4. Victoria, Australia

The company operates from facilities in Victoria, Australia, which include manufacturing, assembly, and administrative functions.

Which location matters most for your growth right now?

5. Australia First, with Active International Exploration

Australia remains the primary focus for growth, particularly in states with developing industrial hemp industries, while international markets are also being actively explored.

2.MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

Mission Statement: Enabling the Hemp Economy Through Practical Processing Technology Textile & Composite Industries develops and supplies advanced industrial hemp processing technology, with the D8 Decorticator at its core. We help farmers, processors and entrepreneurs efficiently separate high-quality hemp fibre and hurd without the need for retting, enabling them to turn industrial hemp into valuable commercial products and build profitable businesses.

Vision (what success looks like in the future?)

Vision Statement: A Global Leader in Industrial Hemp Processing Equipment

Our vision is to be a global leader in industrial hemp processing equipment, playing a central role in the growth of a sustainable and commercially viable hemp industry. We aim to make efficient hemp processing accessible so that farmers and businesses worldwide can profitably participate in the emerging bio-economy while delivering meaningful environmental benefits.

Core values (3–5 guiding principles)

Core Values: Innovation + Integrity + Client Success + Sustainability

Innovation: We are guided by a strong commitment to continuous improvement, developing technology that delivers practical and reliable solutions for the hemp industry.

Integrity & Transparency: We operate with honesty and openness in all our dealings with clients, partners and suppliers.

Client Success: We are genuinely focused on helping our clients succeed — from installation and training through to ongoing technical support.

Sustainability: We believe industrial hemp has a vital role to play in creating more sustainable and profitable agricultural and manufacturing systems, and we are committed to that mission.

3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services.

- The D8 Decorticator — a specialised industrial machine that processes hemp stalks by separating high-quality bast fibre
- from the hurd without the need for retting
- Installation and commissioning — full on-site setup and integration into the client's operation
- Operator training — hands-on training to ensure clients can operate the D8 effectively
- Ongoing technical support — remote and on-site assistance to maximise uptime and performance
- Custom engineering — bespoke modifications and solutions quoted separately based on client requirements

Outcomes: the results your customers get.

- Process industrial hemp stalks quickly and efficiently at commercial scale — in hours, not weeks or months
- Convert harvested hemp stalks into usable, high-quality fibre and hurd in a single pass
- Faster cash flow through dramatically reduced processing time
- Higher quality raw materials for downstream products such as textiles, construction materials and biocomposites
- The capacity and confidence to build a profitable hemp processing business

Pricing: how you package or charge for your work.

The D8 Decorticator is sold as a capital equipment purchase. The current price is **US\$750,000** plus transport, installation, and applicable taxes. Pricing is structured as a one-off equipment sale that includes commissioning and training. Additional services such as extended technical support or custom engineering are quoted separately.

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

Hero Offer is the D8 Decorticator

The D8 Decorticator is the company's flagship product and sole primary revenue driver. This single machine represents the core offering and attracts serious interest from farmers, processors and investors looking to enter or expand in the industrial hemp sector. It solves the critical processing bottleneck that prevents hemp businesses from scaling profitably.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

The ideal customer is a forward-thinking farmer, agricultural entrepreneur or investor who is entering or expanding into the industrial hemp industry. They typically have access to land and are looking to process hemp at a commercial scale to generate strong returns from fibre, hurd and other hemp-derived products. They are experienced in farming or agribusiness and want to add real value to their hemp crops rather than selling raw stalks.

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

Farmers & Landowners: Those who want to add value to their hemp crops by processing the stalks themselves rather than selling raw material at low margins.

Entrepreneurs & Investors: Those establishing dedicated hemp processing operations who require reliable, high-capacity equipment to make their businesses commercially viable.

Customer Problems: the challenges they face.

Traditional Retting is Broken: Conventional retting is slow, weather-dependent, inconsistent in quality, and requires large amounts of space and time — delaying revenue for months.

Lack of Commercial-Scale Equipment: Many struggle to find equipment that can efficiently separate high-quality fibre and hurd at a commercial scale without excessive labour or operational complexity.

Revenue Delay: These processing bottlenecks mean farmers cannot generate meaningful revenue from their hemp crops and cannot build a reliable, scalable processing business.

Why do customers choose you?

No-Retting Processing: The D8 processes hemp stalks quickly and cleanly without retting, delivering consistent fibre and hurd in a single pass — dramatically cutting time to revenue.

Full Support Package: Installation, training and ongoing technical support gives buyers confidence they can operate the equipment successfully and build a profitable business.

Australian-Based: Unlike lower-cost imported alternatives, TCI provides local expertise, support, and accountability that serious buyers value at this investment level.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

Direct competitors include several Chinese machinery suppliers offering lower-cost decorticators, and a small number of European companies that produce mechanical hemp processing systems. Most of these competitors rely on traditional retting methods or offer machines with lower throughput and less consistent fibre quality compared to the D8.

Indirect Competitors: alternatives your customers might choose instead.

Customers may also choose indirect alternatives such as selling raw hemp stalks without processing, using traditional field retting, importing finished hemp fibre from overseas suppliers, or opting for other natural fibre crops such as flax or jute. Some businesses delay processing altogether and focus only on hemp seed or CBD production instead of fibre extraction

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

The Unique Edge — No Retting Required

The D8 Decorticator is one of the few machines capable of efficiently processing hemp stalks without the need for retting. This dramatically reduces processing time from weeks or months down to hours while producing higher quality fibre and hurd.

Speed & Quality: Processing in hours rather than weeks or months, with consistent, high-quality output that supports premium downstream applications.

Full Australian Support: Unlike most imported alternatives, TCI provides complete installation, operator training and ongoing technical support from Australia — giving buyers far greater confidence in successful operation at commercial scale.

Proven Technology: The D8 has been demonstrated in both Australia and New Zealand, giving prospective buyers visible proof of performance in real operational environments.

Specialist Expertise: TCI brings deep knowledge of both the machinery and the industrial hemp sector, helping clients navigate not just the equipment but the commercial pathway to profitability.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

Textile & Composite Industries positions itself as the provider of the most practical and efficient industrial hemp processing technology. The company enables farmers and processors to extract high-quality fibre and hurd from hemp stalks quickly and reliably without the delays and inconsistencies of traditional retting methods, making industrial hemp commercially viable at scale

Short pitch / 7-second explanation.

"The D8 Decorticator processes hemp stalks into usable fibre and hurd in hours rather than weeks or months — without the need for retting — helping businesses turn industrial hemp into a profitable commercial operation."

Hooks/Taglines: memorable lines that spark interest.

The Speed Hook: "Hemp processing in hours, not months."

The Problem Hook: "No retting. No waiting. Just results."

The Revenue Hook: "Turn your hemp crop into cash flow faster."

The Credibility Hook: "The decorticator that makes industrial hemp commercially viable."

The Mission Tagline: "HPx4 — Healthy Products. People. Profits. Planet."

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

Confident & Practical: The brand communicates in a confident, straightforward and practical tone. It avoids hype and overly technical language, focusing on clear explanations of how the technology solves real operational problems for farmers and processors.

Professional yet Approachable: The voice is professional but never corporate or cold. It emphasises reliability, efficiency and long-term business outcomes — speaking to serious buyers who are making significant capital investment decisions.

Honest & No-Hype: TCI does not oversell or greenwash. The brand earns trust through transparent, evidence-based communication that focuses on what the technology actually delivers.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The Hero: You are a practical, forward-thinking farmer, agricultural entrepreneur or investor who has land and is committed to building a viable industrial hemp operation. You are experienced in farming or agribusiness and looking for ways to add real value to your hemp crops rather than simply selling raw stalks at low margins.

What are they struggling with?

The Villain — Traditional Processing Methods: Conventional retting is slow, highly dependent on weather, inconsistent in quality, and ties up large amounts of land and time. As a result, many struggle to generate meaningful revenue from their hemp crops and find it difficult to build a reliable, scalable processing business. The bottleneck is not the crop — it is the inability to process it quickly enough to make money

How does your brand help?

The Guide — Textile & Composite Industries: TCI acts as the practical guide, providing the D8 Decorticator — a machine that removes the need for retting entirely. The company supports customers through installation, training and ongoing technical assistance, giving them the tools and confidence to process hemp stalks quickly and efficiently at commercial scale.

The Plan — The D8 Decorticator: A purpose-built industrial machine that separates high-quality bast fibre from the hurd in a single pass, without retting, delivering consistent output that supports profitable downstream product manufacturing.

What does life look like after success?

The Transformation: After implementing the D8, customers can process their hemp harvest in hours instead of weeks or months. They gain faster access to high-quality fibre and hurd, improved cash flow, and the ability to build a more profitable and predictable hemp processing business. They move from being limited by traditional methods to operating with greater control, efficiency and commercial potential — contributing to a more sustainable agricultural future.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

Practical & Grounded: TCI comes across as knowledgeable and experienced without being arrogant. The brand solves real problems with real equipment — no buzzwords, no hype.

Reliable & Solution-Focused: The personality is straightforward, valuing clarity and results. It builds trust through consistent delivery and honest communication.

Supportive & Genuinely Helpful: TCI reflects a genuine interest in helping customers succeed, positioning itself not just as a machinery supplier but as a long-term partner in their hemp processing journey.

Quiet Confidence: The brand does not shout. It lets the technology and results speak. It earns credibility through substance rather than style.

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

DO: Be clear, direct and professional. Use plain language that explains benefits in practical terms. Focus on real-world outcomes — speed, quality, cash flow, profitability. Keep sentences short and easy to understand.

DON'T: Use exaggeration, overly enthusiastic claims, or greenwashing language. Avoid corporate or overly formal tones. Never use technical jargon without a plain-English explanation. Do not oversell sustainability credentials without evidence.

Always: Communicate with quiet confidence. Ground every claim in what the technology actually delivers. Acknowledge that the D8 is a significant capital investment and treat potential buyers with the respect that deserves.

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

PRAGMATIC

This word captures the heart of TCI. The brand is practical, results-focused and grounded in reality — cutting through the noise of the hemp sector to focus on what farmers and processors actually need: a machine that works, backed by people who will help them use it well.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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

Brand colours:

| | | |
|---|----------------------------------|---------|
|  | Forest Green (Primary) | #5C7A4E |
|  | Deep Forest Green | #3E5C32 |
|  | Charcoal Grey (Dominant) | #3D3D3D |
|  | Warm Neutral Grey | #6B6B6B |
|  | Warm Off-White Background | #F5F5F0 |
|  | White | #FFFFFF |

Fonts / typography.

Clean, modern sans-serif for all communications. Headings should be bold and slightly condensed for a strong, confident presence. Body text should use a highly legible sans-serif at comfortable reading sizes. All text left-aligned unless used in specific design elements. Avoid decorative or stylised fonts.

Visual preferences.

Practical, industrial and grounded. Photography should feature real machinery, hemp processing operations, and working environments — not overly polished or staged imagery. The overall aesthetic is clean and professional with a focus on clarity and function. Layouts should be well-structured with generous white space, strong typographic hierarchy, and a clear focus on the product and its benefits. Avoid cluttered designs or excessive decorative elements. Green represents sustainability and agriculture; charcoal conveys reliability, strength and professionalism.

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 _____

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Via domain registrar's control panel

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

Company Website: Primary digital presence for information about the D8 Decorticator and TCI's services.

YouTube: Demonstration videos showing the D8 in operation in Australia and New Zealand. Government

Submissions & Direct Outreach: Occasional content contributions and networking through personal connections and industry contacts. Limited structured social media activity at this stage.

Channels you want to use next.

LinkedIn (Priority): The most relevant platform for reaching farmers, processors and investors in the industrial hemp sector. Build consistent content, direct outreach, and targeted LinkedIn advertising to reach decision-makers researching hemp processing equipment.

Email Marketing: Develop a structured email system to nurture leads from initial enquiry through to sales conversation.

Paid vs organic mix (if any).

Recommended Mix: 70% organic (website, YouTube, LinkedIn content) and 30% paid (LinkedIn advertising). The current mix is heavily organic and direct outreach. A modest paid component via LinkedIn advertising is recommended in early stages, scaling as the organic foundation is strengthened. Avoid paid spend until website and lead capture are optimised.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files** — Primary logo available on website. High-resolution files in PNG, SVG and EPS with transparent backgrounds not currently well-organised for marketing use. Needs: proper asset library.
- **Photos** — Limited professional photography. Some D8 images on website and brochure, mostly basic product shots. Needs: professional photography of machinery and operations.
- **Videos** — Demonstration videos of D8 in operation hosted on YouTube (Australia and New Zealand footage). Useful for technical demos but need better editing, clearer messaging and short social-optimised cuts.
- **Testimonials** — Very few formal testimonials available. Some informal feedback from operators but not documented for marketing use. Needs: written and video testimonials with clear results.
- **Case Studies** — No formal case studies currently exist. No documented examples showing ROI or before-and-after outcomes. Priority gap: critical for a US\$750,000 purchase decision.
- **Written Content** — Website copy, product brochure, government inquiry submissions, and various hemp processing explanatory documents. Mostly technical in nature and needs rewriting into clearer, benefit-focused marketing material.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

TCI wants to be known as the leading provider of practical and efficient industrial hemp processing technology. Core topics: industrial hemp processing methods, how to extract high-quality hemp fibre at commercial scale, building profitable businesses in the industrial hemp sector, and the D8 Decorticator as the benchmark solution for no-retting hemp processing.

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

High-Intent Equipment Keywords: hemp decorticator, industrial hemp processing machine, hemp fibre extraction equipment, commercial hemp decortication, hemp processing without retting, buy hemp decorticator Australia.

Problem-Based Keywords: hemp processing without retting, how to process hemp stalks fast, hemp fibre and hurd separation, hemp stalk processing equipment, industrial hemp processing speed.

Market & Sector Keywords: hemp processing equipment Australia, industrial hemp business profitability, hemp fibre processing commercial scale, D8 Decorticator, hemp processing technology.

SEO Priority: Focus first on high-intent buyer keywords — people actively searching for decortication equipment — then build supporting content around hemp processing education and sector news.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

The primary business goal for the next 6 to 12 months is to generate a steady flow of qualified sales enquiries for the D8 Decorticator and convert a number of these into completed machine sales. The focus is on building a predictable pipeline of serious buyers rather than relying on ad-hoc enquiries and personal networks.

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

1. Goal: Qualified Sales Lead Generation

Generate a consistent flow of high-quality enquiries from serious buyers — farmers, processors and investors actively considering a D8 purchase.

Metrics: Monthly enquiry volume, lead quality score, percentage progressing to sales conversation.

2. Goal: Sales Conversion

Convert enquiries into proposals and proposals into confirmed D8 Decorticator sales.

Metrics: Number of proposals issued, proposal-to-sale conversion rate, target of 2–3 D8 sales within 12 months.

3. Goal: Brand Visibility in the Hemp Sector

Establish TCI and the D8 Decorticator as the recognised benchmark for no-retting commercial hemp processing in Australia and internationally.

Metrics: LinkedIn follower growth, website traffic, YouTube views, media mentions and industry event presence.

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

The Key Constraint: No Structured Marketing System

The biggest constraint is the absence of a structured and consistent marketing system. There is no ongoing content creation, lead generation process, or dedicated marketing activity. The business currently relies on ad-hoc enquiries and personal networks rather than a predictable, scalable flow of opportunities. The immediate priority is building the foundations: a clear message, a strong website, consistent content, and a simple CRM to track and nurture leads.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Textile & Composite Industries is prepared to invest between AUD \$40,000 and AUD \$80,000 per year on structured marketing activities. This budget is intended to cover website development, content creation, video production, LinkedIn advertising, and lead generation initiatives aimed at attracting serious buyers for the D8 Decorticator.

Budget Priorities: Website optimisation, professional video editing and case study production, LinkedIn content and advertising, email marketing setup, and CRM implementation to track and nurture leads effectively.

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

Sole Decision-Maker: Charles Kovess, CEO

Charles Kovess is the sole decision-maker for all marketing activities at Textile & Composite Industries. He approves the marketing budget, reviews and signs off on all campaigns, content, and external service providers before any work proceeds. All marketing proposals and strategies should be presented directly to Charles for approval.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

All testimonials, customer quotes, operator feedback, and photography used in marketing must have explicit written permission from the individual or business involved before publication. Given the early stage of formal testimonial collection, any informal operator feedback should be reviewed and confirmed in writing before use in campaigns, advertising, or sales materials

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

Textile & Composite Industries operates in the industrial hemp sector, which is subject to federal and state licensing and regulatory requirements in Australia. All marketing claims about the D8 Decorticator's performance, output quality, and processing capabilities must be accurate, substantiated, and based on real operational results. Claims about hemp fibre quality, processing speed, or financial returns must not be presented as guaranteed outcomes for all customers. Environmental and sustainability claims must be grounded in evidence and must comply with consumer law standards to avoid misleading or deceptive conduct. Any marketing material targeting regulated agricultural or industrial sectors should be reviewed for compliance before publication.

