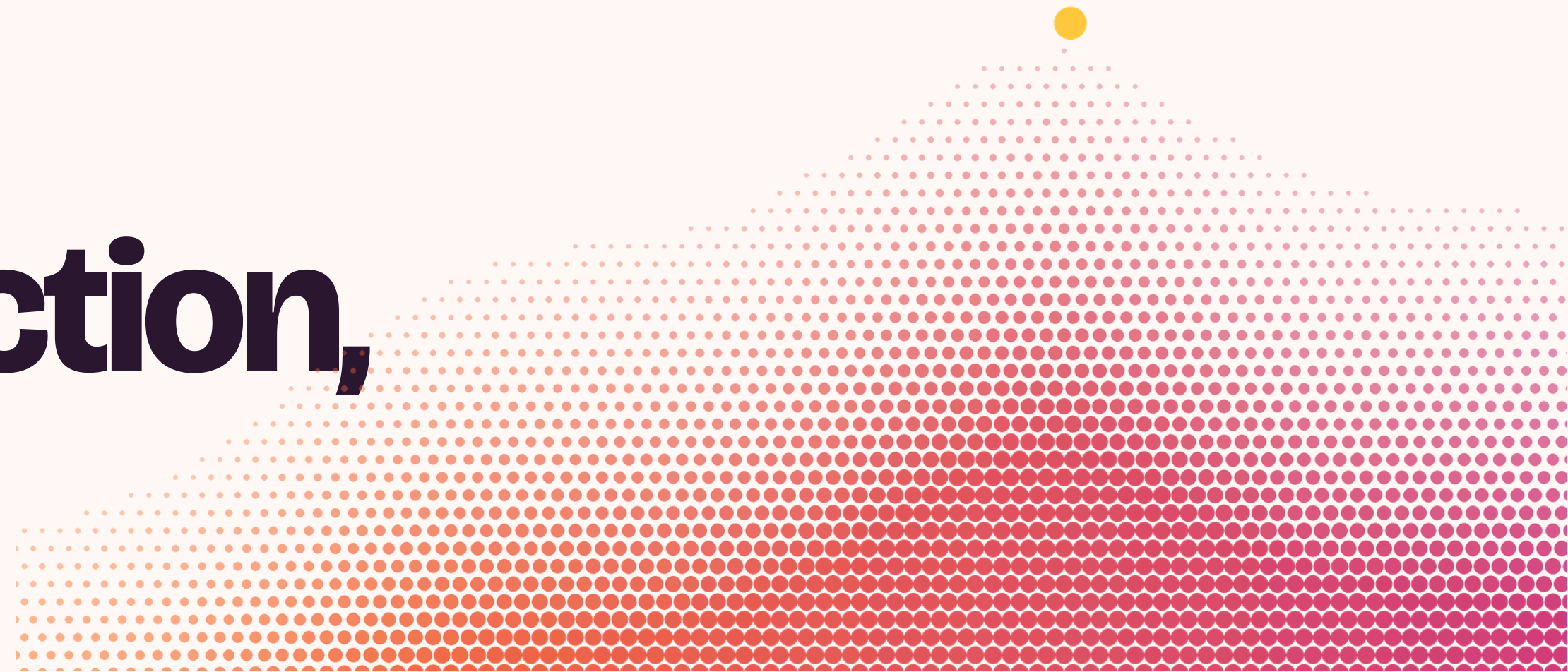


EVOLUT

CREDENTIALS · 2026

Natural selection, *on purpose.*

A brand and growth studio that gets
businesses chosen, by buyers and by AI.



THE SHIFT

Buyers decide long before they call. Being seen was never the job.

1 in 5

A buying group weighs about five suppliers and picks one. All five were seen.

40–60%

of qualified deals end in no decision. The biggest rival is usually doing nothing.

And AI answers first.

Buyers ask ChatGPT, Gemini, Perplexity and Google. The answers shape the shortlist, often before anyone visits your site.

Sources: 6sense buyer survey, 2025, about 4,000 business buyers, via Seen Isn't Selected. Dixon and McKenna, about 2.5 million sales calls.

THE STORY IN ONE LINE

Being seen was the old job. Being chosen is the new one.



THE OLD WORLD

Count what's seen.

Reach, traffic and rankings.
Marketing counted what it could see.



THE SHIFT

Buyers decide first.

Buying groups shortlist five, pick one, and ask AI before they call.



THE NEW REALITY

Win the moments of choice.

Find where buyers cut you, change it, and prove what moved.

OUR IDEA · NATURAL SELECTION, ON PURPOSE

Fitness gets you shortlisted.

Difference gets you chosen.

Markets don't reward the loudest. They reward the fittest. Evolution runs on variation and selection, and so do we.

Our answer to the shift, in three lines.

BELIEF

Markets don't reward the loudest. They reward the fittest.

From evolut.com.au

MISSION

We build brands, websites and marketing that keep evolving until buyers choose you, and keep choosing you.

From evolut.com.au

VISION

Every client the obvious choice in a market of one.

Inferred · our judgement

WHAT WE BELIEVE

Four beliefs we'd defend in any room.

They're the reason we work the way we do, and the reason we show you the misses as well as the hits.

01

Variation beats polish.

One finished idea is a guess. Several genuinely different ones give buyers a real choice.

02

Buyers do the selecting.

Not us, not you, not an awards jury. We put real options in front of real buyers and keep what they choose.

03

Aim for a market of one.

A niche so clearly yours that you're the only sensible pick beats a bigger share of a crowded market.

04

Prove it with predictions.

Every change comes with a written guess about what it will move and by when. Then we check it.

WHO WE ARE

A small, senior studio. On purpose.

The people you meet at the start are the people who work on your brand.
Strategists, designers, engineers and storytellers.

25+

years building brands
and websites

1,000+

projects shipped

50+

industries served

3

cities: Brisbane, Sydney,
Melbourne

COMPANY SNAPSHOT

Evolut at a glance.

The company	Detail
What we are	A brand and growth studio
Studios	Brisbane, Sydney, Melbourne
Founder	Ben Stokes
The team	Strategists, designers, engineers and storytellers

The market	Detail
Industries	50+ served
Method	Measure, vary, select, inherit
Pricing	Every price published, AUD ex GST
Partnership	Implementation partner for RocMode
Ways of working	In person where it helps, online where it doesn't

01

How we work.

Variation makes something new. Selection keeps what works. We run both, every month, aimed at the moments where buyers choose.

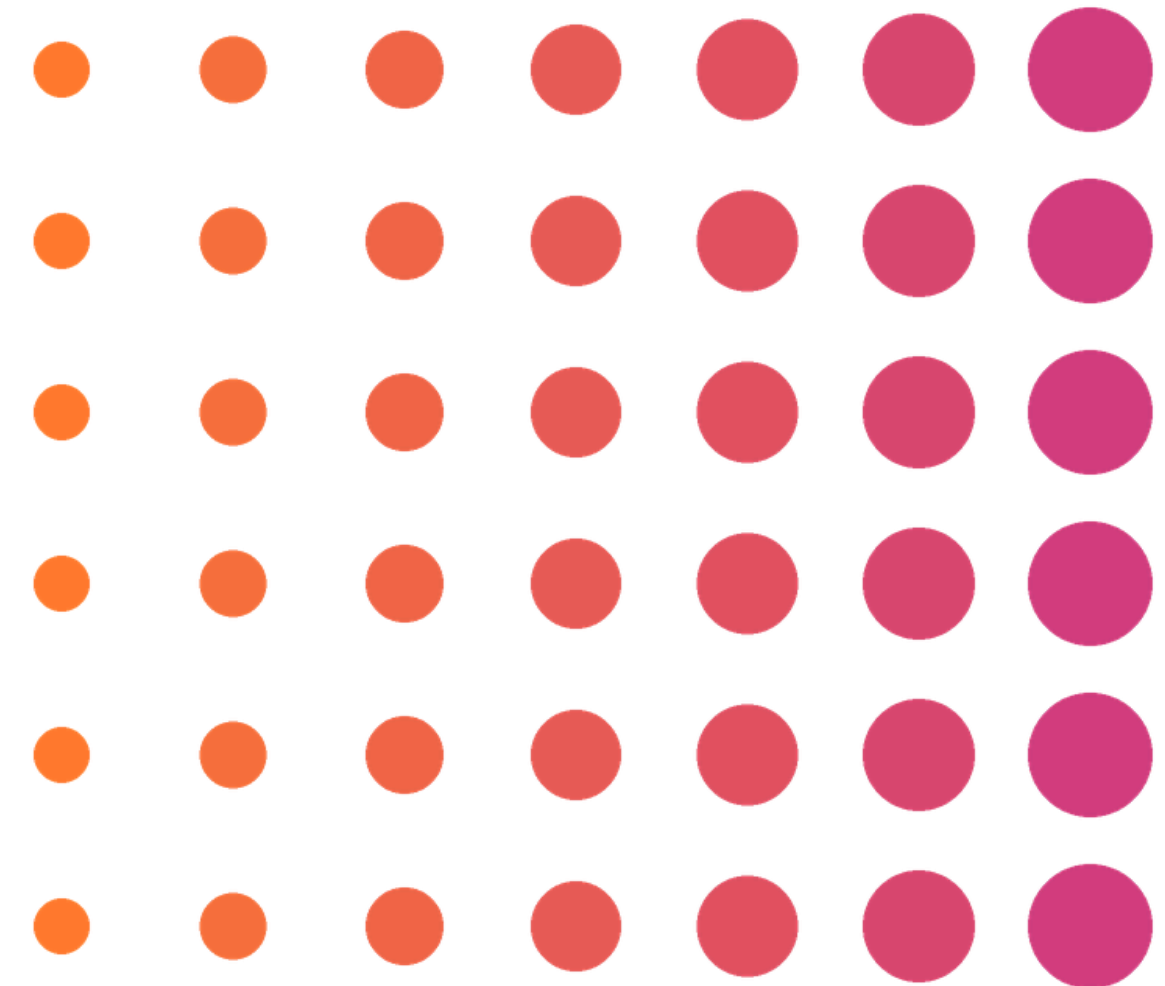
WHERE DEALS ARE DECIDED

You don't win a deal once. You win it 42 times.

A typical buying group has six buyer types, and each one moves through seven stages. That's 42 moments where you're chosen or cut, each with five or more questions to answer.

Known · Found · Answered · Believed · Preferred · Bought · Kept

The CFO checking your price page at midnight. The sceptic searching your name plus “problems”.



6 buyers × 7 stages = 42 moments

Measure, vary, select, inherit. Then again.

01

Measure.

Score all 42 moments with RocMode. That's the baseline.

02

Vary.

Make several genuinely different answers to the weakest moment.

03

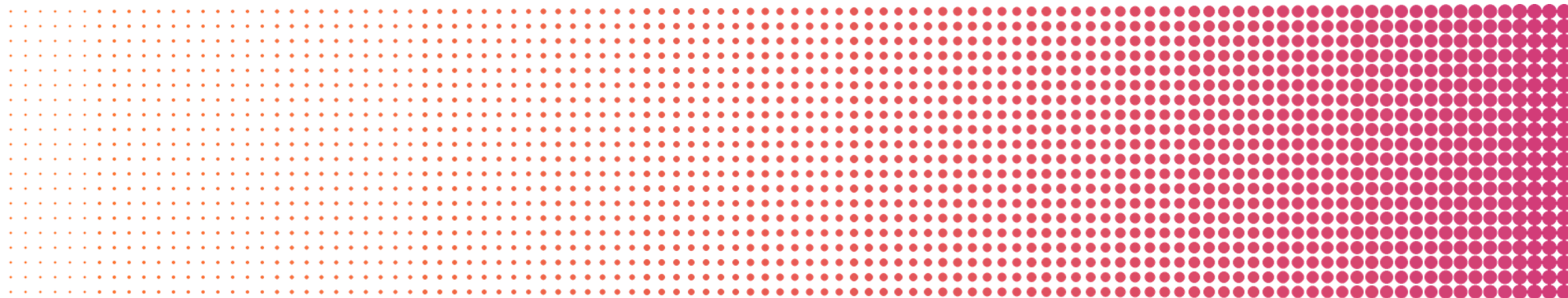
Select.

Real buyers choose. We write the prediction first and keep the winner.

04

Inherit.

The winner becomes the new normal: site, sales deck, ads and AI answers.



PREDICTIONS IN WRITING

Every change ships with a prediction.

Misses included.

Before anything launches we write down what it should move and by when. Then we check it, and publish the ones we got wrong.

02

Four steps to the evolutionary peak.

What we do, what each step answers, and why it holds up. Start with a Fitness Test; Generations keeps you at the peak as it moves.

EVERY PRICE PUBLISHED · AUD EX GST

Four steps. Stop after any of them.

Step	What you get	Time	Price
1 · Fitness Test (recommended start)	All 42 moments scored, five real rivals, 200+ buyer questions, a 12-month plan	2 weeks	\$2,900, credited in full within 90 days
2 · Niche	Positioning, the Orchid Test, your story and identity: a market of one	2 to 8 weeks	Sprint \$7,900 · Full Niche from \$19,900
3 · Adaptations	Websites, answer pages, campaigns, content, CRM and sales collateral	2 to 8 weeks	From \$4,900 · Websites from \$14,900
4 · Generations	Monthly RocMode measurement and sprint, quarterly re-test and report	Monthly	\$2,900 / \$5,900 / \$9,900 a month

WHAT EACH STEP ANSWERS

One question per step, measured one way.

Step	The question it answers	What you walk away with	How it's measured
Fitness Test	Where are buyers cutting us, and what do we fix first?	42 moments scored, real rivals compared, a 12-month plan	Your RocMode baseline
Niche	Why should buyers choose us over everyone else?	Positioning, three directions and one chosen with evidence	The Orchid Test, with real buyers
Adaptations	What do we change to win the weak moments?	Websites, answer pages, campaigns, content, CRM and sales collateral	Variations tested before launch
Generations	How do we keep winning as rivals move?	A monthly sprint, a quarterly re-test and a board-ready report	Prediction against result, every month

ADAPTATIONS

The work that changes the result.

Each build aimed at named moments, each with a prediction attached. Variations tested before launch, and 30 days of tuning after.

FROM

\$4,900

Websites, the hero adaptation, from \$14,900.

01

Websites

Built for people and for AI answers.

02

Answer pages and AEO

Answer pages, schema and search, done properly.

03

Campaigns

Aimed at the moments you're losing.

04

Content and storytelling

Stories with real characters, told as scenes.

05

CRM and sales collateral

Sales decks, CRM, automation and dashboards.

PARTNERSHIP

RocMode keeps score. We do the work.

ROCMODE

Measures.

Asks your buyers' real questions of AI and search, and scores every moment.

SEEN ISN'T SELECTED

Explains.

Seven stages, one buyer question at each. Written by our founder, Ben Stokes.

EVOLUT

Changes.

Builds against your weakest moments, then measures again.

We're an independent studio and the implementation partner for RocMode and the Seen Isn't Selected method.

HOW WE'RE DIFFERENT

Same senior craft. More rigour. Half the wait.

We find the moments where buyers cut you, change them, and prove what moved. Four choices make that possible.

-
- 01 We measure being chosen, not being seen.**
Every moment scored chosen, cut or invisible, against real rivals and doing nothing.

 - 02 Buyers pick the winner.**
Genuinely different options go in front of real buyers. We keep what they choose.

 - 03 Every change carries a prediction.**
Written before launch and checked after. Our own misses are published in Generation One.

 - 04 Every price is published.**
A fixed-price start, credited in full if you go ahead within 90 days.

Each claim, and how you can check it.

Claim	Evidence you can check	Status
Measured at 42 moments	Every moment scored, with the evidence linked, in your Fitness Test	Delivered in every test
Buyers pick the winner	Three creative directions, one chosen with buyer evidence	Delivered in every Niche
A prediction on every change	Our own scores, cuts and misses in the Generation One diary	Live now on evolut.com.au
Every price published	Every range on our pricing page, AUD ex GST	Live now on evolut.com.au

Four kinds of market in our client list.



Food and beverage

Manassen Foods, Parmalat, Breaka

Crowded shelves and trade buyers. A story buyers can repeat is what gets you chosen.



Technology and manufacturing

Philips Dynalite, Emesent, LAVO, Hettich

New technology has to be explained before it can be bought. Answered and Believed decide it.



Government, health and education

Queensland Government, Health and Wellbeing Queensland, Griffith University

Many stakeholders and public scrutiny. Clear explanation wins the room.



Financial and data services

Experian, Finlease

Careful buyers checking proof and price. Believed and Bought carry the weight.

Inferred: grouped by us from our published client list.

WHO WE WORK WITH

The people we're built to help.



The marketing lead.

CMO or head of marketing

WHERE IT HURTS

Reach and traffic are up, and still nobody can say why the last deal was won.

HOW WE HELP

A score for every moment that decides deals, and predictions you can take to the board.



The CEO or founder.

Owner of the growth number

WHERE IT HURTS

The next spend needs a reason, and the market looks crowded.

HOW WE HELP

A fixed-price diagnostic, a 12-month plan and a market of one to aim at.



The sales lead.

Head of sales or growth

WHERE IT HURTS

Good deals stall in no decision, and the sales story isn't landing.

HOW WE HELP

A sales narrative and collateral built for the moments where buyers drop out.

03

Every case study is an evolution story.

Habitat, pressure, adaptation, selection: the challenge, where buyers cut it, what we changed and the result. Results appear only once a client confirms them.

OUR PROOF STANDARD

Five rules for every claim we make.

The same rules apply to this deck, to our case studies and to our own Generation One.

01

Every figure has a source.

Named on the slide or in the notes, or it doesn't appear.

02

Results only once confirmed.

Until a client signs off a number, it doesn't appear.

03

Quotes stay verbatim.

Attributed by name and role. Never paraphrased, never composed.

04

One fact, said one way.

The same number everywhere it appears, from the same source.

05

Inference is labelled.

Where we've drawn a conclusion rather than measured it, we say so.

IF YOU REMEMBER ONE THING

Claim, evidence, outcome.

01 Claim

We get businesses chosen at the moments that decide deals.

02 Evidence

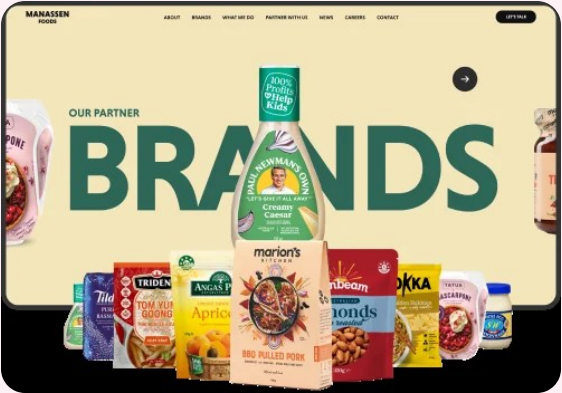
Every moment scored against real rivals, a RocMode baseline, and a prediction written before each change.

03 Outcome

Moment scores before and after, against what we predicted.

WORK

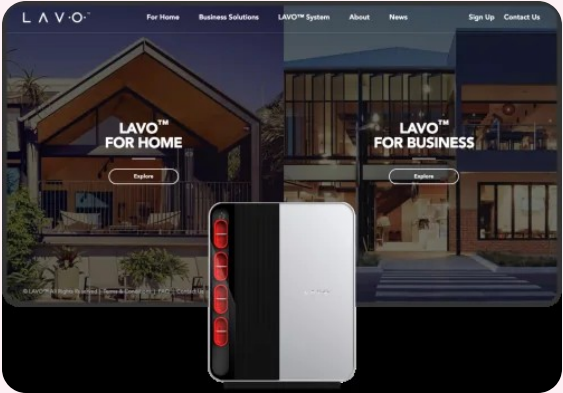
Five stories, told the way they evolved.



Manassen Foods

Brand · Website

A brand that puts its partners' brands first.



LAVO

Website · Education

Explains new tech, then walks buyers to a decision.



Mia Kai

Website · Bookings

Islands and a superyacht, built to win bookings.



Curio Projects

Website

Projects shown so communities see the impact.



HUPO

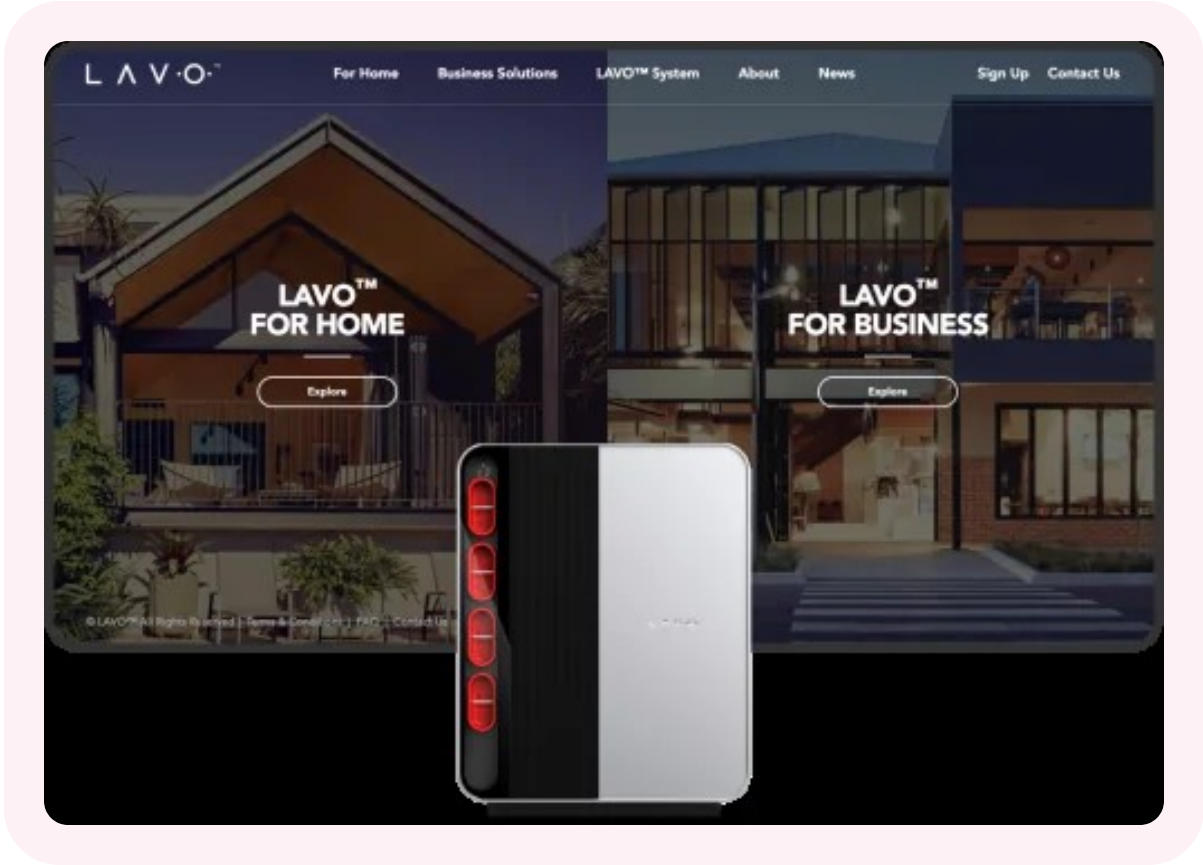
Interactive

Interactive, showing everything HUPO offers.

Three of these in full on the next slides. Results appear once each client confirms them.

LAVO.

Website · Education journey



Story: published on evolut.com.au.

01 Habitat · the challenge

A new kind of energy storage that buyers had to understand before they could buy it.

02 Adaptation · what we changed

A website and education journey that explains the technology, then walks buyers through to a purchase decision.

EVOLUT

Habitat · the challenge

A food company whose partners' brands are the heroes, and whose own brand had to serve them.

Adaptation · what we changed

The brand and website re-imagined as a vibrant experience that puts partners' brands at the fore.

Mia Kai.

Website · Bookings



Story: published on evolut.com.au.

01 Habitat · the challenge

A Phuket offer spanning the islands and a luxury superyacht, competing for the same guests.

02 Adaptation · what we changed

One website bringing Phuket, the islands and the superyacht together, built to win more bookings.

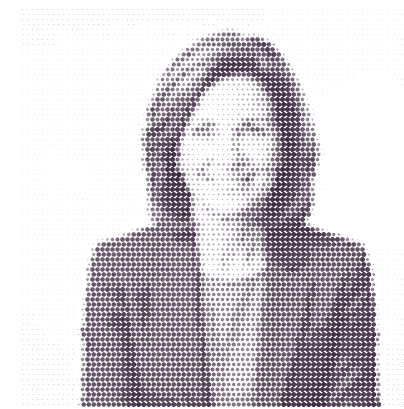
IN THEIR WORDS



Theme · Commercial and creative

“They have a great balance of being both commercial and creative.”

Matthew Muller
CMO, LAVO



Theme · Clarity and partnership

“The team has been amazing to work with. They make things very easy to understand, and they're agile and responsive to our needs.”

Robyn Littlewood
CEO, Health and Wellbeing Queensland

CLIENTS

Some of the teams we've worked with.

**Experian • Hettich • Philips Dynalite • Griffith University •
Parmalat • Emesent • Manassen Foods • Feynlab • Humaine •
Health and Wellbeing Queensland • Breaka • Finlease •
Comics Etc • LAVO • Queensland Government • FBF**

THE TEAM

The people you meet are the people who do the work.



FOUNDER

Ben Stokes

Adapted for finding the moment a buyer decides.



STRATEGY

Strategy lead



DESIGN

Design lead



BUILD

Build lead

Strategists, designers, engineers and storytellers in Brisbane, Sydney and Melbourne.

GENERATION ONE

We run the method on ourselves first.

Live now · Generation One

Fit to be chosen. We're our own first client.

Evolut, run through the same eleven steps we'd run for you. Every score, every cut and every miss, published as it happens.

Follow along at evolut.com.au

HOW TO START

Know your odds before you spend a dollar.

STEP 01

Free RocMode Score.

A first read of how AI and search see you, and where your odds look weak.

Free

STEP 02

Fitness Test.

Two weeks. All 42 moments, five rivals, 200+ buyer questions and a 12-month plan.

\$2,900

STEP 03

Your next step.

Start Niche, an Adaptation or Generations within 90 days and the fee comes off it.

100%

EVOLUT

Evolve into the *obvious choice.*

Being seen was never the job. Being chosen is.

evolut.com.au · Start with a free RocMode Score

Where every claim in this deck comes from.

Claim	Source	Status
1 in 5 suppliers chosen	6sense buyer survey, 2025, about 4,000 buyers, via Seen Isn't Selected	Third party
40-60% of deals end in no decision	Dixon and McKenna, about 2.5 million sales calls	Third party
25+ years, 1,000+ projects, 50+ industries, 3 cities	evolut.com.au	Published
Belief, mission, method, prices	evolut.com.au, AUD ex GST	Published
Client list, two quotes	evolut.com.au, quotes verbatim	Published
Vision, industries, who we serve	Drawn from the above	Inferred