



Bravo  
Charlie

# CAPABILITY STATEMENT

2020-21



Targeted video communication for  
impact investors and their portfolios



**Bravo Charlie specialise in targeted video communication for impact investors and their portfolios, using marketing, business development, investing and production skills to engage stakeholders and amplify returns.**

Above: Philip Bateman (Managing Director) interviewing Gonul Serbest, CEO of Global Victoria, on behalf of International Chamber House

At the apex of social change, we exist as the possibility of world leaders in business, politics and society being engaging, powerful communicators, and work to accelerate the transition of our world into a more environmentally aware, sustainable and loving place.

## CAPABILITIES

Bravo Charlie work best with companies at a tipping point, with strong offerings, ready to launch into the next stage of their greatness.

From strategic consulting with your senior leadership, to team members on the factory floor and clients in the field, we specialise in:

- Documenting your Impact Measurement and Management
- Making complex businesses and technologies simple to understand
- Coaching senior executives to deliver at their best on camera
- Creating compelling pitches and content, to support Seed/series funding and IPOs
- Crafting digital marketing systems, engagement and growth strategies
- Capturing the passion of your team and clients

## DIFFERENTIATORS

- Business development and digital marketing specialists; not Art Students making cinema
- Extensive consulting experience from ASX top 50 to startup
- Deep Australian-Asia networks in government, business, digital marketing and production
- Rapid response, answers and turn around
- Working from C-level and board consulting to project delivery, we do not give advice; we discuss, design and implement
- Can scale from 2 person production teams to 20+ at short notice
- Yearly contracts with quarterly production to ensure we grow with you
- Best Practice remote-team production systems; Trello, Slack, Confluence and Jira
- \$10M Public Liability and equipment insurance



# ASK US ABOUT

Angel Investing  
Brokers and Business sales  
Director Liability  
Effective Pitching  
Export Market  
Development Grants  
Government Funding  
Impact Investing  
Initial Public Offers (IPO)  
Intellectual Property  
Protection  
International Engagement  
Leveraging Networks  
Negotiation  
Project Management  
Public speaking  
Risk and Governance  
R&D Tax Incentives  
Seed Capital  
Small scale offers for ASIC  
Strategic Relationships  
Technology Licensing  
Venture Capital Funding  
Web software and technology

Client Engagement Systems  
Competitor and Market  
Research  
Content Creation and  
Management  
Domains, hosting and  
data centres  
Ecommerce and Payment  
Gateways  
Eastern and Western  
digital ecosystems  
Facebook marketing  
Google Adwords and Analytics  
Lead nurturing automation  
Leveraging Influencers and  
KOL's  
LinkedIn leverage and marketing  
Search Engine Marketing  
Search Engine Optimisation  
Social Media Systems  
Website technologies  
Weibo and Wechat  
YouKu and YouTube

Animation and 3D graphics  
Audio capture and mastering  
Augmented Reality  
Colour grading  
Digital camera systems  
Graphics and Animation  
Grooming and Makeup for film  
Editing and distribution  
Lighting equipment  
Music licensing  
Performing on camera  
Video Production  
Virtual Reality

## CORPORATE DATA

### 2009

Incorporated in Melbourne

### 2012

Commenced as Tailored Advisory Service (TAS) providers for Australian Federal Government Entrepreneurs Programme

### 2015/17

Contracted as Video and Digital educators for the Federal Governments Business Advisor Network's Annual Conference in Canberra

### 2016

Incorporated in Hong Kong

### 2017

Appointed to the ICT Services Panel as Provider to the Australian Government Department of Infrastructure and Regional Development

### 2018

Appointed as Boost Your Business \$50K Marketing and Branding Strategy Grant Providers for Hong Kong / China, by Global Victoria and Victorian State Government



## BUSINESS DEVELOPMENT, DIGITAL MARKETING, CONSULTING, MEDIA PRODUCTION AND INTERVIEW CLIENTS

Agri Investor	Executive Flights	QBE
AIG	From Picture to Page	Rainbow Serpent Festival
Aran	Geelong Manufacturing Council	Ranger Industrial
Atlassian	Gibson AV Electrical	Richard Martin
Australia-China Economic Trade and Investment Expo	Global Victoria	RMIT Space program
Aus. Association of Angel Investors	Greatest Show on Earth	Rocklyn Yoga Ashram
AusCol	GrainCorp	SafeMate Antislip
Australia China Business Council	Guru Disco and Silent Disco	Shareable Apps
Australian Business Deans Council	Hoop Lovers	ShineWing Australia
Australian Business Forum	Hub Melbourne	Sir Philip Wollen OAM
Barunah Plains Estate	Hyllion	Sonny Neale
BDO	Int. Mining and Resources Conference	Starlight Children's Foundation
Beauty in Movement	International Chamber House	Steinert
Bogan Bingo	Kindred Spirit Festival	Swinburne
Business Boroondara Network	Madi Homes	Tailored Marine
CEO Institute	Mediq Financial Services	Tantric Blossoming
Con Boutsianis and Learn Football	Moulamein Grain Cooperative	The Kindness Trust
Conscious Futures	Moving Essence	The Knight
CPD Health Courses	Nourishme Organics	Top Dog Entertainment
Dawsons Engineering	Nulab Group	Uniting Care
Design Industries	Panorama Synergy	Victorian Chamber
Engage at Disengo	PEI Media	WasteExpo
Australian Federal Government-Entrepreneurs Programme	Prickle Community Acupuncture	Written in Stone
	Pro Wellness	Yoga Camp Australia
		13 Moons Blood Mysteries

## MUSIC CLIENTS

Charlotte Roberts	Jamé Forbes	Reflejos Musique
Daquqi	Janelle Da Silva	Tasha Zappala
Fox Road	Katei Chang	The Pierce Brothers
Heart of Spades	Owen Campbell	
Hugo and Treats	Rainee Lyleson	

Click here to view over 80 projects in the portfolio on our website:  
[bravocharlie.global](http://bravocharlie.global)



# RECOMMENDATIONS

“

As CEO of a company raising capital and going through the IPO process, in our initial meeting I did a massive brain dump and within 10 minutes Philip had completely scripted up a presentation, pulled out all the salient points and helped me improve my pitch. He has upped our video game and been instrumental in helping me distribute our message to shareholders, clients and staff.

**ADAM FRIEDMAN**

CEO, SHAREABLE APPS & AMPLIFIER

“

Philip has interviewed around 40 people for us over the last two years. They've ranged from government to business leaders across a wide variety of sectors and his interviews are always very well researched. If you're looking for someone to produce a video for you, I do recommend Philip. He's easy to work with, has a quick turnaround and the end result is a very good one.

**VIRGINIA BIRRELL**

CEO, AUSTRALIA CHINA BUSINESS COUNCIL VICTORIA

“

We came to Philip Bateman and his team with short notice, a tight time frame and broad requirements, then used the videos created to summarise and sell the future of our business unit nationally. Clients and internal stake holders loved it and the program is ongoing; I'd highly recommend Bravo Charlie if you want serious engagement and acceptance for your initiatives.

**GREG BRERETON**

INTERIM NATIONAL BUSINESS MANAGER,  
GRAINCORP OILS

“

People want to engage and people are really drawn to video, it's integral for us and we see no other way. Evinced with the the number of people looking at our videos and the comments that I've received in industry, already I've seen it pay off and the value there.

**GREGOR EVANS**

CEO, THE KNIGHT

“

I cannot rate Bravo Charlie and Philip Bateman too highly. Given only limited notice and provided with scant notes, it took Philip only 2 weeks to develop a highly professional and polished corporate promotional video that captured the core of what our company is about (for usage at our AGM to shareholders).

**PETER LEWS**

CEO, HYDRIX

“

... the video's put together told our story of providence with great content, color and vibrance, with out doubt giving immeasurable support to our marketing and exposure all over China.

**PETER KAYLOCK**

CHAIRMAN, MOULAMEIN GRAIN CO-OPERATIVE

“

Philip and the team at Bravo Charlie were fantastic to work with. We were extremely happy with the results of the employee videos he filmed and edited for us and wouldn't hesitate to recommend him to anyone needing corporate videos created.

**LISA ROSE**

NATIONAL CORPORATE COMMUNICATIONS MANAGER,  
AIG AUSTRALIA

View 50+ recommendations via:  
[linkedin.com/in/philipbateman](https://www.linkedin.com/in/philipbateman)

Click here to let us know what you are working on and find out how we can help you make it a great success