COVE

Brand Profile

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BRAND ANTHEM

You've done the polished trip.
Crew in white. Everything perfect. The kids on iPads, someone on a call.
You came home feeling like you'd bought a holiday, not had one.

That's staged. That's all it is.

There's a better week.

BRAND ANTHEM

It’s the one where the skipper checks the weather and the boat’s somewhere kind by morning. Nobody asks what we’re doing tomorrow, because nobody has to.

It’s the one where a kid gets up on a foil, falls off, and gets back up. Nobody says a word about screens. The water does that. No rule needed.

BRAND ANTHEM

Most boats have a paddleboard and a sad kayak. Everyone else is stuck in Airlie whether it's blowing 30 knots or not.

We go where it's good.

BRAND ANTHEM

No uniforms. No staging. A crew who know the water, real kit, and nothing for you to organise.

The week the whole family's a kid on the water.

BRAND ANTHEM

A mate with a very nice boat. Come on out.

01

The Business

Craft over status, not some brochure.

THE BUSINESS

Business Name	Cove Yacht Charters (working name, not sold on it)
One-liner	“a mate who happens to have a very nice boat”
Business Type (B2B/B2C/Mixed)	B2C. People booking for themselves, rich families mostly.
Industry/Sector	Private crewed charter. Luxury travel if you have to.
Business Phase (Pre-Launch / Active / In-Between)	Pre-Launch. First charters planned for March next season.

THE BUSINESS

Core Offerings

Crewed catamaran charter business, fully crewed, all inclusive

- 2 to 7 nights, max 8 guests
- Follows the weather up and down the east coast March to November instead of sitting in one spot
- Day charters only to fill gaps
- Freediving or wellness groups are a maybe

THE BUSINESS

Core Offerings

Boat	2022 Lagoon 50, under contract pending survey. 4 guest cabins, separate skipper cabin.
Price	10k a day AUD, all inclusive except premium alcohol
All inclusive means	the skipper, a deckhand/host, food and all the toys – efoil, wing foil gear, a zero jet tender with a sailing rig, paddleboards, kayaks, freediving gear
Food	gourmet meals made onshore by a commercial kitchen, vac sealed or snap frozen and finished by the crew

02

Dream Client

They came home feeling like they'd bought a holiday rather than had one.

DREAM CLIENT

Who They Are

NAME

The Hendersons, the Restless Founder. He’s still on his phone even at the bar, and he asks the bartender where the good surf is, not what the priciest whisky is.

DREAM CLIENT

Who They Are

A couple in their mid-forties to fifties, one of them runs a company, with kids between 10 and 16, old enough to get up on a foil.

KEY POINTS

- They've done Qualia-type resorts and a Med superyacht charter that felt like a floating hotel: crew in white, everything perfect, kids on iPads, dad on calls.
- They came home feeling like they'd bought a holiday rather than had one.
- Not a guess: the owner knows people like this.
- Who does the research and books the trip is probably her, but the owner reckons it varies (a guess).

DREAM CLIENT

Their World

The business never switches off for him, he’s on calls, and the kids are on screens.

KEY POINTS

- The business never switches off.
- He’s on calls and the kids are on screens.
- Luxury travel feels staged to them. Staged, that’s all.
- The kids’ schedules probably run the calendar (a guess).

DREAM CLIENT

Drivers & Cravings

Probably he could step away from the business and just can’t switch off, and underneath that, the owner reckons what they’re craving is the feeling of being a kid on the water.

KEY POINTS

Probably he could step away, he just can’t switch off. This is a hunch, mostly from the owner and a couple of mates.

Pain points: holidays that feel bought, not had. Everything’s staged. Someone always has to organise the next day. The kids are glued to screens. He can’t put the phone down.

They want one week where the family actually does something together and nobody organises anything: no drivers, no bookings, no “what are we doing tomorrow.”

The kids get off their devices without it being a rule, because the water does that.

The owner reckons the craving is the feeling of being a kid on the water.

DREAM CLIENT

Success Signals

A few weeks after the charter, the kids are still bringing it up, and he went a whole day without his phone and didn’t notice.

KEY POINTS

- The kids still bring it up weeks later.
- He goes a day without his phone and doesn’t notice.
- The owner reckons they come back and book again.

DREAM CLIENT

Buying Patterns & Dealbreakers

They want to talk to a real person before they commit, and the owner reckons they find it through travel advisers and word of mouth.

KEY POINTS

- Travel advisers and word of mouth, the owner reckons, but is guessing.
- They want to talk to a real person first.
- They bail the second it smells like a brochure.
- The owner worries that food that sounds cheap or pre-packaged could put them off. This is the owner’s fear, not something seen. There are no customers yet.

DREAM CLIENT

Day-in-the-Life Narrative

Day three on the water

He wakes before the alarm to water slapping the hull. For a second he can't work out why the room is moving. The phone's on the shelf by the bed. He picks it up out of habit, scrolls, takes one short call on deck while the coffee's being made, and puts it down. The skipper has already looked at the weather and moved the boat overnight to a bay where the wind will be kind. Nobody asked him to decide anything. The deckhand asks what everyone wants for breakfast, and that's the whole of the planning.

The kids come up one at a time in last night's T-shirts. Nobody says a word about screens. One of them spots the efoil sitting on the back and doesn't leave it alone until it's in the water. The deckhand shows them the wing foil gear, and by mid-morning the kids are up on the foils and falling off them, shouting at each other across the bay. Nobody had to tell them to put the iPads down.

DREAM CLIENT

Day-in-the-Life Narrative

After lunch they pull on masks and freediving gear and drop in over a reef. Later the kids take the little tender with the sailing rig off the beach, arguing about who's steering. He stands on deck with a cold drink and watches them. The phone is somewhere below.

Dinner comes out of the galley and it's properly good. They eat it on deck while the light goes. Nobody says "what are we doing tomorrow?" because nobody has to. The skipper will have a look at the weather, and that's his job, not theirs.

It's dark by the time he's brushing his teeth. He reaches for the phone and realises he hasn't touched it since breakfast. He didn't notice. He puts it back down.

DREAM CLIENT

Ultimate Testimonial

We came home and the kids are still banging on about the foil. Best week we've had in years. Nobody organised anything, and I went a whole day without checking my phone and didn't even notice. Just book it, mate, don't overthink it.

03

Insight

Go Where It’s Good plans every day around the conditions.

INSIGHT

Audience Insights (stuff most miss)

Most people would say a wealthy family wants a more polished holiday.

The Hendersons have already done polished, and came home feeling they'd bought a holiday rather than had one.

INSIGHT

Non-Obvious Truths

They've done Qualia-type resorts and a Med superyacht charter that felt like a floating hotel. Luxury travel feels staged to them. Staged, that's all.

Probably he could step away from the business and just can't switch off. A hunch, from the owner and a couple of mates, not data.

Someone always has to organise tomorrow. A pain point for them.

The owner reckons what they're craving is the feeling of being a kid on the water. The kids get off screens without it being a rule, because the water does that.

INSIGHT

Signature Approach (your weird edge)

METHOD NAME

Go Where It’s Good

Everyone else is stuck in Airlie whether it’s blowing 30 knots or not. Go Where It’s Good plans every day around the conditions.

INSIGHT

Key Differentiators

Every day is planned around the conditions, not a fixed itinerary. You go where it's good.

You follow the weather up and down the east coast, March to November. Everyone else is stuck in Airlie whether it's blowing 30 knots or not.

The skippers are watermen first, not waiters.

The toys are the real kit: efoil, wing foil gear, a zero jet tender with a sailing rig, freediving gear. Most boats have a paddleboard and a sad kayak.

INSIGHT

One-liner

The week nobody organises anything. We just go where it’s good.

INSIGHT

One Big Problem You Solve

The Hendersons can’t get the family doing something together. It matters because he’s with them but not there.

The screens, the phone, the staged resort and someone organising tomorrow all get in the way.

INSIGHT

Emerging Patterns

No data yet.

Hunch: Luxury travel feels staged to more people than the Hendersons, particularly people who’ve done plenty of the top shelf.

Hunch: People want something real and physical, stuff you can’t do on a phone. AI is part of it, but not all of it.

INSIGHT

Opportunity Areas

Thin for now. No read on the market beyond the one benchmark boat.

Freediving groups. Still a maybe.

The benchmark is a Whitsundays boat charging about $16,500 a night, stuck in the Whitsundays. The owner only uses it for the price and doesn't know the market beyond it.

04

Message and Promise

The week the whole family's a kid on the water.

MESSAGE AND PROMISE

Core Message

The guests this is built for have done the polished trips and came home feeling they'd bought a holiday rather than had one. This is the feeling they walk off the boat with instead.

"The week the whole family's a kid on the water."

MESSAGE AND PROMISE

Brand Promise

The week only works if nobody's organising it and the crew actually know the water. That's what this promise is built on.

> **"A fully crewed catamaran that follows the weather up the east coast, run by watermen first, not waiters, so your family goes where it's good and nobody organises a thing."**

MESSAGE AND PROMISE

Messaging Pillars

These four pillars hold the promise up. The weather and the crew sort the days, the kit fills them, and nobody in the family organises a thing.

01

Go Where It’s Good

02

Watermen first, not waiters

03

Real kit

04

Nobody organises anything

MESSAGE AND PROMISE

Go Where It’s Good

SUPPORTING POINTS

Every day is planned around the conditions, not a fixed itinerary.

The boat follows the weather up and down the east coast, March to November.

The skipper checks the weather and picks where to go, so the guests don’t have to.

“Everyone else is stuck in Airlie whether it’s blowing 30 knots or not.”

WHY IT MATTERS

Someone always has to organise tomorrow. Here the weather and the skipper settle it, so the family doesn’t have to.

EXAMPLE PHRASES

“Blowing 30 in Airlie? We’re somewhere else.”

MESSAGE AND PROMISE

Watermen first, not waiters

SUPPORTING POINTS

The skippers are watermen first, not waiters.

The skipper reads the weather and moves the boat, so the guests don’t have to decide anything.

The deckhand/host shows the kids the efoil and wing foil gear and gets them in the water.

WHY IT MATTERS

The guests this is built for have been on charters where the crew were in white and it felt like a floating hotel. Here the crew are on the water with the family, which is what makes it feel like a mate with a very nice boat.

MESSAGE AND PROMISE

Real kit

SUPPORTING POINTS

The kit is real: efoil, wing foil gear, a zero jet tender with a sailing rig, paddleboards, kayaks and freediving gear. All of it is included.

“Most boats have a paddleboard and a sad kayak.”

“The moment a kid gets up on the foil for the first time and screams, that’s the whole thing for me.”

WHY IT MATTERS

The kids get off their devices without it being a rule, because the water does that.

EXAMPLE PHRASES

“Heaps of toys. Zero sad kayaks.”

MESSAGE AND PROMISE

Nobody organises anything

SUPPORTING POINTS

All inclusive: the skipper, a deckhand/host, food and all the toys. Only premium alcohol is extra.

No drivers, no bookings, no “what are we doing tomorrow.”

WHY IT MATTERS

Someone always has to organise the next day. Here nobody in the family does, so they spend the week doing something together instead of running the trip.

MESSAGE AND PROMISE

Bonus Example Phrases

> “A mate with a very nice boat.”

05

Values

A mate with a very nice boat doesn’t put on whites.

VALUES

Core Values

The owner’s ashore when these trips run, so the crew are the trip. These four values are what they run it by, and what gets a booking knocked back when the money’s good.

01

No status bullshit

02

No shit trips

03

Crew get treated properly

04

Leave it better than you found it

VALUES

No status bullshit

WHY IT MATTERS

It’s staged. A mate with a very nice boat doesn’t put on whites.

VALUES

No shit trips

WHY IT MATTERS

They only get one week. A bad one can’t be fixed after.

PROOF IN ACTION

The Lagoon 50, under contract pending survey, has four guest cabins and a hard cap of eight. Nothing else yet.

VALUES

Crew get treated properly

WHY IT MATTERS

The owner’s ashore, so the crew are the trip.

PROOF IN ACTION

Above-average pay plus profit share after two years, agreed with the skipper lined up. Agreed, not signed.

VALUES

Leave it better than you found it

WHY IT MATTERS

The owner grew up on that water, and it’s the product. Wreck it and there’s nothing to sell.

VALUES · DEEPENING TOOLS

Scenario Testing

A family wants a fixed itinerary no matter the weather.	**The trip gets moved or refunded, never run just to bank it.**
Someone offers more money for a ninth guest.	**No. Eight is the cap.**
A client is rude to the crew.	**No booking, whatever they're paying.**
Two skippers want the job, one a gruff waterman and one polished but only decent on the water.	**The waterman gets it.**
A skipper wants to drop anchor on coral "just this once".	**Never.**

VALUES · DEEPENING TOOLS

Values in Action (behaviours, language, habits)

No uniforms and no “sir”.

Crew are on the water with the family, not staff in costume.

Anchor never goes down on coral.

Places get left better than they were found.

“No shit trips” is what gets said to a skipper.

Ops Integration Notes

Hiring	watermen first. Above-average pay, with profit share after two years.
Client screening	a guest who’s rude to crew doesn’t get the booking.
Booking	the Lagoon 50 sleeps eight guests in four cabins, so the cap is built into the boat.
Conditions	if the weather’s bad, the trip is moved or refunded.

06

Purpose

People have forgotten how to be on the water without a screen.

PURPOSE

Core Purpose

This is the reason it exists, boat or no boat.

“People have forgotten how to be on the water without a screen. We get them back out there.”

PURPOSE

Mission Statement (One Sentence)

The purpose becomes a week: a crewed cat that follows the weather, a crew who know the water, and a family with nothing to organise.

“Go where it’s good, get the family in the water, we handle the rest.”

PURPOSE

Purpose In Action

Nothing's run yet, so these are what every trip is built to make happen, not things that have already happened.

PROOF POINTS

The kids get off their devices without it being a rule, because the water does that.

The moment a kid gets up on the foil for the first time and screams.

A whole family goes quiet when a manta goes under the boat.

07

Voice

Calm and casual, like a good skipper.

VOICE

Brand Voice Profile

Calm and casual, the way a good skipper talks: plain words, dry humour, nothing brochure.

“Calm and casual, like a good skipper. A mate with a very nice boat.”

Tone

Casual end. Grounded, not flashy. Craft over status, not some brochure.

Energy

Calm mostly. Like a good skipper, doesn't need to show off. The stuff we do is a bit bold – foiling, freediving, chasing the weather – but we don't need to shout about it.

Reference brand (tone only)

Patagonia

VOICE

Voice Do’s + Don’ts

Talk like you’re texting a mate who’s thinking of booking. Name the real kit, keep the humour dry, and keep anything that reads like a superyacht website out.

DO’S

Plain talk, like you’re texting a mate who’s thinking of booking.

Name the real kit (efoil, wing foil, freediving gear) instead of vague “water activities”.

A bit of dry humour, like the sad kayak line. Never at the guests’ expense.

VOICE

Voice Do’s + Don’ts

DON’TS

- bespoke
- curated
- elevated
- exclusive
- anything that whispers exclusive
- “sir” and “madam”
- anything that sounds like a superyacht website

VOICE

Consistency Guidelines

The voice comes easy on the phone with a parent and when saying the price. It wobbles on the food, where the pull is to over-explain.

Price: just say the number.

Talking to a parent on the phone comes easy.

Food is where it wobbles: over-explaining the vac sealing and commercial kitchens before anyone's asked. Say what it's like to eat, and only get into how it's made if they ask.

VOICE

We Are / We Are Not Contrast

We are	We are not
We are plain talk, like texting a mate who’s thinking of booking.	We are not a superyacht website.
We’re watermen first, not waiters.	

VOICE

Brand Language Lexicon

THINGS WE SAY

mate

heaps

reckon

“Most boats have a paddleboard and a sad kayak.”

“Everyone else is stuck in Airlie whether it’s blowing 30 knots or not.”

“A mate with a very nice boat.”

“We go where it’s good.”

VOICE

Brand Language Lexicon

THINGS WE DON’T SAY

- bespoke
- curated
- elevated
- exclusive
- anything that whispers exclusive
- “sir” and “madam”
- “water activities” (brochure crap)
- anything that reads like a superyacht website
- **Luxury:** only when we have to, never with guests if we can help it.

VOICE

Tone Variations

Parent on the phone	warmest, easy.
Travel adviser	tidier, quicker to the facts, no swearing.
Weather turns	straight, say it once, no sugar coating.
Crew	bloody’s fine with guests, the stronger stuff stays with the crew.

08 · Positioning

Market Positioning Conclusion

We’re not selling you a holiday. We’re getting your family back in the water.

POSITIONING

Polished isn’t the point.

If you’ve done the resorts and the superyacht charter, you’ve already had polished. You know how it ends. You come home feeling you bought a holiday.

We’re after something else. A week where the family actually does something together, and nobody organises any of it.

POSITIONING

So there’s no fixed itinerary. We plan every day around the conditions. We follow the weather up and down the east coast, March to November, and go where it’s good. Everyone else is stuck in Airlie whether it’s blowing 30 knots or not.

POSITIONING

The crew are watermen first, not waiters. They read the weather, move the boat, and get your kids up on the efoil and the wing foil. The kit is the real kit, and all of it’s included: efoil, wing foil gear, a zero jet tender with a sailing rig, freediving gear, paddleboards and kayaks.

POSITIONING

It’s $10,000 a day, AUD. Skipper, deckhand, food and all the toys are in. Only premium alcohol is extra. Two to seven nights, eight guests at most. Eight is the cap, and it doesn’t move.

POSITIONING

We’re not selling you a holiday. We’re getting your family back in the water.

The week nobody organises anything. We just go where it’s good.

Ring up and talk to a real person first. We'd rather you did.