

CONTINUED PARTNERSHIP / 2026

# Beyond the build: a continued *partnership*.

A proposal for how Gravitas and Aurora Avionics keep building momentum once the new website is live, bringing holistic marketing delivery and consultancy alongside Judith and the internal team.

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CLASSIFICATION

Confidential  
FOR DISCUSSION

## 01

## CONTEXT

CONTINUED  
PARTNERSHIP  
2026

## WHERE WE ARE

# From a standout website to a standout brand.

Over recent months we have worked together to give Aurora Avionics a digital presence worthy of its ambition: a distinctive, considered website that positions Aurora as the standard for modular avionics in NewSpace.

That build is the foundation, not the finish line. A website launches a brand into the world, but the work of building recognition, authority and momentum begins the moment it goes live.

Aurora is entering a critical growth phase. As you take the brand to market, the question becomes how to sustain a consistent, credible marketing presence, one that keeps pace with the technical authority of the product, without overloading a lean internal team.

This document sets out one clear way forward: bringing Gravitas in as an ongoing marketing and brand partner through our **Enterprise360** service, working alongside you rather than in place of you.

## 02

## THE OPPORTUNITY

CONTINUED  
PARTNERSHIP  
2026

## THE OPPORTUNITY

# Momentum is easy to lose and expensive to rebuild.

A launch-stage company in a technical sector lives or dies on consistency. The brands that win are the ones that show up, again and again, with a clear and confident voice.

Between funding milestones, product announcements, industry events and the day-to-day demands of growth, marketing is often the first thing to slip. Not through lack of will, but lack of capacity.

You already lead marketing and growth at Aurora with a clear vision. What an external partner adds is delivery capacity, specialist craft and an outside perspective, so that vision is consistently and professionally realised without stretching the internal team.

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## The aim is simple

Keep the brand moving at the pace of the business, hold a consistent standard across every touchpoint, and give you a senior partner to think alongside as Aurora scales.

## 03

## THE PROPOSAL

CONTINUED  
PARTNERSHIP  
2026

## THE PROPOSAL

## Enterprise360: an embedded marketing partner.

Enterprise360 is our flagship consultancy service. Holistic marketing delivery and on-call advisory, designed for leadership teams who need senior marketing capability without building it all in-house.

It is built around a single principle: we work as an extension of your team, not an agency at arm's length. One flat monthly fee, no time caps, no service ceilings.

### Holistic 360 coverage

Full-spectrum marketing support, with no time caps or service limitations.

### Integrated partnership

We operate as an extension of your team, sharing your vision and goals.

### On-call advisory

Senior counsel whenever you need it, not only in scheduled meetings.

### Strategic alignment sessions

Regular sessions to review progress, remove barriers and surface opportunities.

### Monthly pulse reports

A curated digest of the shifts, trends and innovations shaping NewSpace.

### Real-time monitoring

BI tooling that flags issues early and identifies opportunities as they emerge.

### Frictionless communication

Reach us on Teams, Slack, email or phone, whichever suits your workflow.

### Confidentiality by NDA

Every engagement is underpinned by a non-disclosure agreement.

## 04

WORKING  
TOGETHERCONTINUED  
PARTNERSHIP  
2026

## THE WORKING MODEL

## Built around your team, not over it.

This is a collaborative role. You continue to lead marketing and growth at Aurora Avionics; we plug in alongside you as a dedicated delivery and consultancy partner.

You set direction and we help carry it, adding capacity, craft and specialist support across the full marketing and brand remit. Nothing is handed off or taken away. Everything is shared.

## WHAT WE'D SUPPORT

- Brand strategy and governance
- Design and creative direction
- Website and digital delivery
- Content, copy and campaigns
- Social, PR and announcements
- Access to our partner network, such as Clay10 for 3D and motion

## HOW WE'D WORK TOGETHER

- You lead direction, we deliver alongside you
- Regular strategic alignment sessions
- On-call support between sessions
- Monthly pulse reports and monitoring
- Frictionless communication on your channels

## 05

## INVESTMENT

CONTINUED  
PARTNERSHIP  
2026

## INVESTMENT &amp; NEXT STEPS

## One partner. One flat fee.

Enterprise360 is a single, flat monthly fee. No hourly billing, no time caps, no service ceilings.

## FLAGSHIP SERVICE

PROPOSED

### Enterprise360

£3,000 / month

Billed monthly or annually. No time caps or service ceilings.

Holistic marketing delivery and consultancy, working as an embedded partner alongside your team.

- Full branding and marketing delivery
- On-call advisory and strategic alignment
- Monthly pulse reports and monitoring
- Access to the wider Gravitas partner network
- Underpinned by a mutual NDA

For less than the cost of retaining a single high-calibre marketing executive, Aurora gains award-winning delivery and senior strategic support, scaled to the moment.

If this feels like the right way forward, the next step is a short call to confirm scope and a start date, and we'll prepare the engagement letter.

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