

Starting State Snapshot

Redstone Civil Pty Ltd

Baseline capture — before running the 7 CDD AI-powered business tools

■ BEFORE

Date: 07 June 2026

★ Fictional — Training

01 BUSINESS OVERVIEW — AT A GLANCE

|                 |                 |               |                     |                  |
|-----------------|-----------------|---------------|---------------------|------------------|
| <b>\$2.4M</b>   | <b>7</b>        | <b>13 yrs</b> | <b>5</b>            | <b>0</b>         |
| Annual Revenue  | Total Staff     | In Operation  | Completed Projects  | Tier 1 Panels    |
| FY2025 estimate | 4 FT + 3 casual | Est. 2013     | \$180K–\$620K range | Not prequalified |

| Metric                  | Current State               | Target (18 months)                      |
|-------------------------|-----------------------------|-----------------------------------------|
| Annual revenue          | \$2.4M                      | \$4M                                    |
| Max project value       | \$700K (bonding to \$900K)  | \$2M as primary / \$5M as sub to Tier 1 |
| Operating area          | Townsville + 250km radius   | NQ corridor — Cairns to Mt Isa          |
| Current client mix      | 60% council / 40% developer | Tier 1 contractors added                |
| Prequalification panels | 0                           | CQMS Raize + McConnell Dowell panel     |
| LinkedIn profile        | 40% complete                | All-Star status                         |
| Formal documents        | 0                           | 13 PDFs (6-Day Accelerator)             |
| Grant applications      | 0 submitted                 | First-draft grant application ready     |

APPLICATION READINESS SCORE — MCCONNELL DOWELL PREQUALIFICATION

02 PANEL

What this score measures

Readiness against the McConnell Dowell NQ Civil Subcontractor Prequalification Panel (Haughton Pipeline Stage 2). Score is calculated from 12 compliance and capability criteria. Critical blockers must be resolved before any application can be submitted.



03 COMPLIANCE & CERTIFICATION STATUS — 12 ITEMS AUDITED

| Compliance Area              | Status   | Detail / Gap                                                                        |
|------------------------------|----------|-------------------------------------------------------------------------------------|
| X WHS Management System      | Missing  | No formal WHS MS. Basic task-level SWMS for excavation and traffic management only. |
| ■ Public Liability Insurance | Basic    | \$10M GIO — EXPIRED 30/06/2025. Must renew before any application.                  |
| ✓ Workers Compensation       | Complete | WorkCover QLD — current. All 7 staff covered including casuals.                     |
| X Professional Indemnity     | Missing  | Not held. Required for McConnell Dowell and John Holland panels.                    |
| ■ Plant & Equipment Ins.     | Partial  | Major plant insured. E07 Water Truck and E08 Roller NOT insured.                    |
| X Quality Mgmt System        | Missing  | No ISO 9001. No quality plan, ITPs, or defect register.                             |
| X Environmental Mgmt Plan    | Missing  | No EMP. Erosion and sediment controls used on site but not documented.              |
| X Prequalification Panels    | Missing  | Not on TCC, DTMR, HSC, or any Tier 1 contractor panel.                              |
| ■ LinkedIn Profile           | Partial  | 40% complete. No photo, no About, no skills, no recommendations.                    |
| X Capability Statement       | Missing  | No formal capability statement. Uses a basic 1-page quote letterhead.               |
| X ISO 9001 Certification     | Missing  | Not certified. Not required immediately but needed for 10-Week Program phase.       |

✗ DCWC Prequalification

Missing

Not registered with the Dept of Transport prequalification scheme.

✓ Complete

■ Partial / Basic

✗ Missing / Expired

Red left border = Critical blocker

04 LINKEDIN PROFILE ASSESSMENT — MARK REDSTONE

Profile Strength

40%

40% — Intermediate

|                           |                                                                                       |
|---------------------------|---------------------------------------------------------------------------------------|
| ✗ Profile Photo           | No photo uploaded. Profiles without photos receive 14× fewer views.                   |
| ■ Headline                | "Director at Redstone Civil Pty Ltd" — functional but no keywords or differentiators. |
| ■ About / Summary         | 2 basic sentences. No value proposition, no achievements, no procurement keywords.    |
| ✗ Experience Descriptions | Job titles only. No project descriptions, no achievements, no scope examples.         |
| ✗ Skills                  | 0 skills listed. Not discoverable in procurement keyword searches.                    |
| ✗ Recommendations         | 0 received. Tier 1 procurement uses recommendations as a trust signal.                |
| ✗ Education Section       | Not filled in.                                                                        |
| ✗ Featured Section        | No capability statement, project photos, or links featured.                           |
| ✗ Company Page            | No Redstone Civil company page. Personal profile is the only presence.                |
| ■ Connections             | ~17 connections. Insufficient reach for procurement visibility.                       |
| ✗ Post Activity           | 0 posts. No content signals = not visible in feed of procurement contacts.            |
| ✗ LinkedIn All-Star       | All-Star status not achieved. Below the threshold for LinkedIn search priority.       |

05 DOCUMENT LIBRARY INVENTORY — STARTING COUNT: 0

| Document                     | Tool   | Status                                                  |
|------------------------------|--------|---------------------------------------------------------|
| ✗ Business DNA Profile       | Tool 1 | No structured business context document exists          |
| ✗ Target Client Worksheet    | Tool 3 | No ICP or audience profile documented                   |
| ✗ Audience Definition        | Tool 3 | No audience segments or language profile                |
| ✗ Personal Value Proposition | Tool 4 | No documented PVP for Mark Redstone                     |
| ✗ LinkedIn All-Star Copy     | Tool 4 | LinkedIn at 40% — no optimised copy prepared            |
| ✗ Customer Persona           | Tool 5 | No persona document exists                              |
| ✗ Value Proposition          | Tool 5 | No formal VP statement                                  |
| ✗ Brand Identity             | Tool 5 | No brand guidelines — informal dark red letterhead only |

|   |                               |        |                                                              |
|---|-------------------------------|--------|--------------------------------------------------------------|
| ✗ | WHS Policy Statement          | Tool 6 | No formal WHS management system                              |
| ✗ | Grant Research Report         | Tool 6 | No grant research conducted                                  |
| ✗ | Capabilities Statement        | Tool 7 | No formal capability statement — uses basic quote letterhead |
| ✗ | Application Readiness Chklist | Tool 7 | Not prepared                                                 |
| ✗ | Prequalification Draft        | Tool 7 | Not prepared — 5 critical blockers unresolved                |

**Target after 6-Day Accelerator: 8 core PDFs | Target after 10-Week Program: 13 PDFs**  
The 7 Tools program systematically produces every document above. By Tool 7, Redstone Civil has a complete document library ready for grant applications and Tier 1 prequalification submissions.

06 PROJECT EVIDENCE — 5 COMPLETED PROJECTS (CAPABILITY ASSET)

**Existing strength**  
Redstone Civil has a solid delivery track record — 5 completed projects with references available. This is the primary capability asset at the starting state. The gap is documentation: these projects are not yet formatted into a capability statement or tender evidence package.

|   |                                                                                                                                                                                      |                                |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 1 | <b>Mount Louisa Road Pavement Maintenance</b><br>Townsville City Council   2024<br>Re-sheet 4.2km unsealed road, drainage reconstruction, compaction to 98% MDD, line marking.       | <b>\$280,000</b><br>Complete ✓ |
| 2 | <b>Jensen Drainage Channel Earthworks</b><br>NQ Water Infrastructure Corp   2024<br>Construct 1.8km open drain, bulk excavation 18,500m³, batter shaping, rock ripping.              | <b>\$390,000</b><br>Complete ✓ |
| 3 | <b>Bohle Plains Subdivision Stage 2</b><br>Cube Property Developments   2022<br>47-lot subdivision earthworks — cut/fill 42,000m³, stormwater drainage, kerb subgrade. 1 week early. | <b>\$620,000</b><br>Complete ✓ |
| 4 | <b>Murray Road Drainage Upgrade</b><br>Townsville City Council   2023<br>Replace 340m failed drainage infrastructure, excavate, backfill, reinstate road surface.                    | <b>\$180,000</b><br>Complete ✓ |
| 5 | <b>Lannercost Road Gravel Reseal Prep</b><br>Hinchinbrook Shire Council   2023<br>Prepare 6.8km gravel road for bitumen seal — pavement rip, reshape, drainage corrections.          | <b>\$210,000</b><br>Complete ✓ |

|                                                    |                    |
|----------------------------------------------------|--------------------|
| <b>Total project value delivered (5 projects):</b> | <b>\$1,680,000</b> |
|----------------------------------------------------|--------------------|

07 GAP SUMMARY — WHAT THE 7 TOOLS WILL ADDRESS

| Tool | Name | What it closes |
|------|------|----------------|
|------|------|----------------|

|        |                   |                                                                                      |
|--------|-------------------|--------------------------------------------------------------------------------------|
| Tool 1 | Business DNA      | Formalise the business context block used in all downstream prompts and documents.   |
| Tool 2 | Prompt Assembler  | Load the Business DNA context and run the first round of AI prompts for Tools 3-7.   |
| Tool 3 | Audience Defn.    | Define and document the ICP (Craig Mitchell profile). Target Tier 1 procurement.     |
| Tool 4 | PVP Builder       | Build Mark Redstone's LinkedIn from 40% to All-Star. Close the LinkedIn profile gap. |
| Tool 5 | Blueprint Builder | Produce Customer Persona, Value Proposition, and Brand Identity PDFs.                |
| Tool 6 | Chaining Wflows   | Produce WHS Policy, Grant Research Report, Market Intelligence via cloud workflows.  |
| Tool 7 | Application Sys.  | Assemble all outputs into McConnell Dowell prequalification first-draft application. |

★ Fictional — Training Use Only

This Starting State Snapshot is a training document for the CDD 7 Tools case study exercise. Redstone Civil Pty Ltd does not exist. All data — ABN, ACN, project details, financials, and references — are fictional and created solely for training purposes.