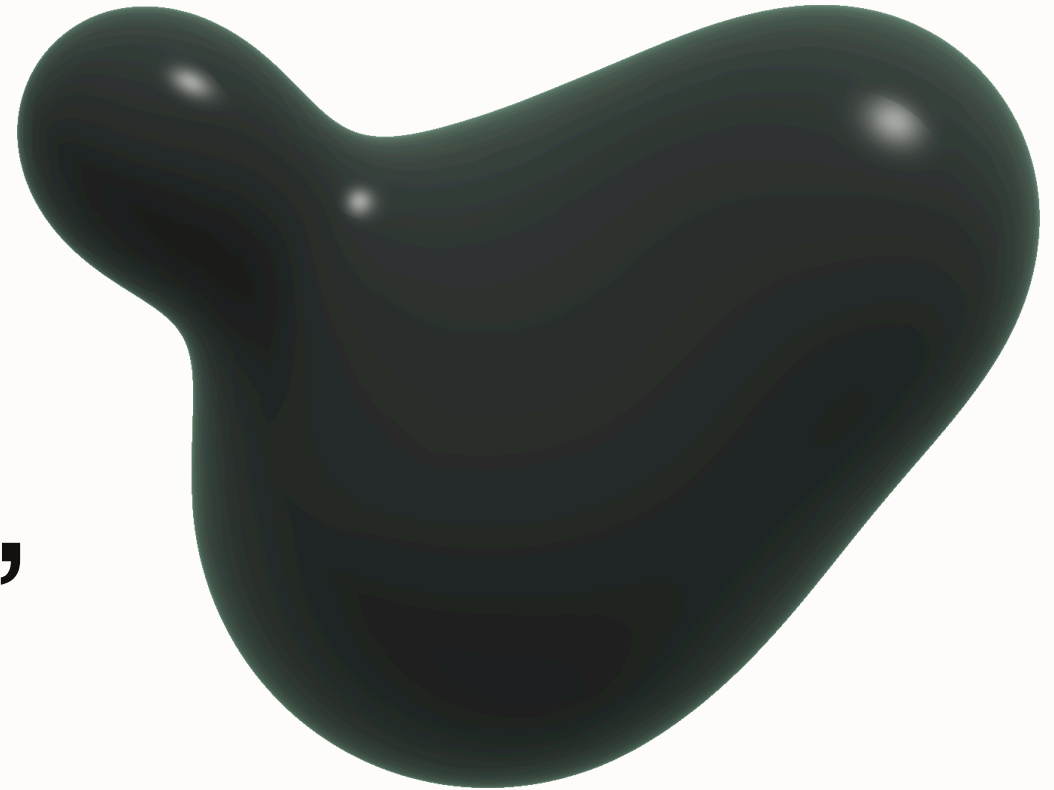


CREATIVE & TECHNOLOGY STUDIO

**We build how
businesses look,
communicate
and operate.**

Brand · Product · Systems · Media · Growth



We design it, build it and stay with it.

Obi Batbileg founded Craefto Works in Sydney in 2025 on a simple belief: businesses deserve better than overpriced templates and a different supplier for every part of the job.

A brand, a website, the systems behind it and the content that fills it too often come from different places, and they never quite fit together. So we brought all five capabilities into one studio, where design and engineering are one discipline and every piece is built to work with the next.

10

PROJECTS SHIPPED

6

FOR CLIENTS

4

PRODUCTS OF OUR OWN

3

LANGUAGES LAUNCHED

01	Services	03
02	How we work	09
03	Working together	11
04	Selected work	13
05	The team	20
06	Start a project	21

Built to compound: everything we make should keep paying off long after launch.

Five capabilities, one team.

Start with one and add others as you grow. Because it's one team, each piece builds on the last.



01

Brand

Identity, strategy, design systems and creative direction.



02

Product

Websites, digital products, applications and digital experiences.



03

Systems

AI automation, integrations, internal tools and business systems.



04

Media

Content creation, channel planning, scheduling, photography, video and motion.



05

Growth

Campaigns, digital growth, optimisation and ongoing creative support.

Launching a business

An identity and visual rules, a website that takes enquiries, and photography and video ready for launch day.

- 01 BRAND
- 02 PRODUCT
- 04 MEDIA

Improving operations

A customer portal on the front, with the dashboards, integrations and automations that run behind it.

- 02 PRODUCT
- 03 SYSTEMS

Growing an existing product

Campaign creative and landing pages, new photography and video, and product changes where analytics shows people dropping off.

- 05 GROWTH
- 04 MEDIA
- 02 PRODUCT

01 Brand

The identity and visual rules everything else follows.

We define how your business looks: the logo, typefaces, colours and the rules for using them together. We document it as a visual system and build it into a design system, so your website, signage, packaging and pitch deck read as the same company.

WHAT WE DELIVER

- ✓ Brand identity and logo suite
- ✓ Visual direction
- ✓ Typography and colour
- ✓ Visual system and brand guidelines
- ✓ Design system and UI components
- ✓ Asset pack for print and digital

INVESTMENT

Brand identity

A\$1,900 to A\$5,500

2 TO 4 WEEKS

AUD, before GST. Or as part of a monthly plan.



WORK THAT SHOWS IT

GlobFam

Logo with animated variants, a 15-colour palette and a two-typeface system.

MNG Steel

A brand mark generated in light, dark and mono variants.

WHEN YOU'D CALL US

You're launching or renaming a business, or your website, proposals and signage each look like a different company.

02 Product

Websites, apps and platforms your customers use.

We design and build what your customers see and use: marketing websites, web and mobile apps, SaaS platforms and MVPs. UX, interface design and development happen together, and creative development covers the interactive and experimental work, from 3D scenes to custom tools.

WHAT WE DELIVER

- ✓ Website design and development
- ✓ UX and UI design
- ✓ Web and mobile apps
- ✓ SaaS platforms and MVPs
- ✓ Creative development, 3D and WebGL
- ✓ Launch, hosting and handover

INVESTMENT

Marketing website

A\$2,900 to A\$8,500

2 TO 5 WEEKS

Web app, SaaS or MVP

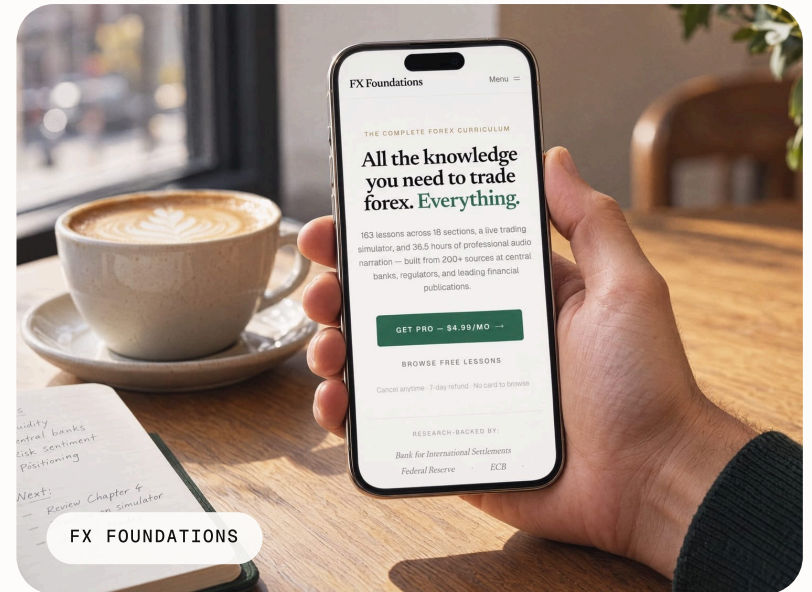
A\$7,500 to A\$25,000

3 TO 10 WEEKS

AUD, before GST. Or as part of a monthly plan.

WHEN YOU'D CALL US

You have an idea to put in front of real users, or a website that no longer explains what you do.



WORK THAT SHOWS IT

FX Foundations

A bilingual education platform with 163 lessons and a trading simulator.

TACTIX

A 3D chess learning platform with interactive lessons.

03 Systems

Software and automation that runs your operations.

We build the tools behind your business: internal software, dashboards, integrations between the apps you already use, and automations that take repetitive work off your team. Where it saves time, we add AI workflows and agents, such as reading incoming documents or drafting first replies for your team to check.

WHAT WE DELIVER

- ✓ Custom software and internal tools
- ✓ Dashboards and reporting
- ✓ Integrations and APIs
- ✓ Workflow automation
- ✓ AI workflows and agents
- ✓ Data imports and pipelines

INVESTMENT

Workflow automation and AI

A\$1,500 to A\$7,500

1 TO 4 WEEKS

Internal tools and dashboards

A\$6,000 to A\$18,000

3 TO 8 WEEKS

AUD, before GST. Or as part of a monthly plan.

WHEN YOU'D CALL US

Your team copies the same information between spreadsheets, inboxes and apps every week, or the business has outgrown the tool it runs on.



WORK THAT SHOWS IT

JapanoMa

A weekly partner-workbook pipeline, a Gemini-assisted floor-plan translation pilot and an admin area.

Artisan

A Supabase backend with 40 SQL functions and an operations dashboard.

04 Media

Content made for each channel, and scheduled for when your audience is there.

We make the content your brand needs and plan where it runs. Photography, video, motion and graphics are produced in the formats each channel uses, then built into a content grid for each feed and a stack of ready-to-post pieces with captions. A content calendar schedules them for when your audience is most active, and on a monthly plan we review what performed and shape the next stack.

WHAT WE DELIVER

- ✓ Content strategy and channel plans
- ✓ Content grids and ready-to-post stacks for each channel
- ✓ Content calendars and strategic scheduling
- ✓ Brand and product photography
- ✓ Video production, editing and captions
- ✓ Motion design and animated logos

INVESTMENT

Brand photography

A\$900 to A\$2,500

1 TO 2 WEEKS

Video production

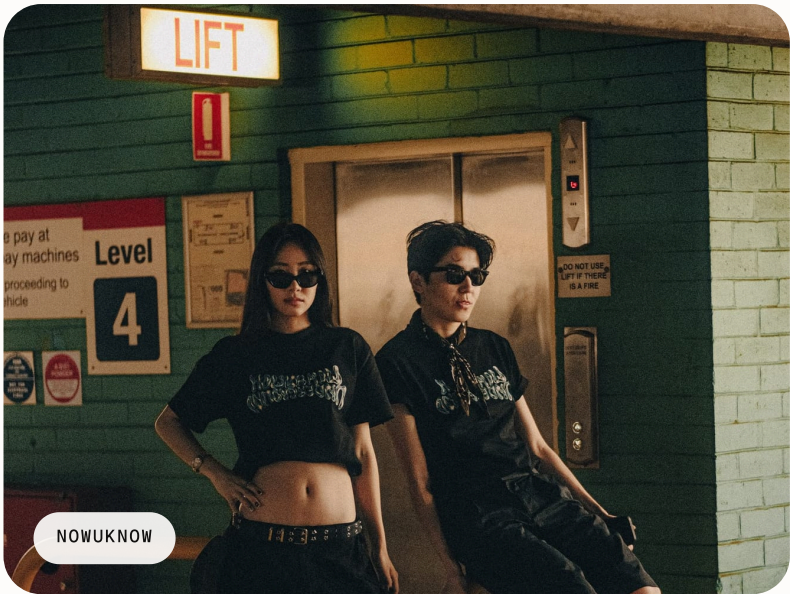
A\$2,500 to A\$9,500

2 TO 4 WEEKS

AUD, before GST. Or as part of a monthly plan.

WHEN YOU'D CALL US

Your channels go quiet for weeks and then get a rush of posts, or you're launching with no photos or video of your team, product or work.



WORK THAT SHOWS IT

Nowuknow

A street shoot for a Sydney event collective's new merch: sixteen photographs across eight setups.

JapanoMa

A 33-second homepage film, and one interview edited into fifteen captioned chapters.

GlobFam

Animated logo variants and a motion language of reusable animation components.

05 Growth

Marketing that brings the right people in and helps them act.

We plan how you reach your audience and make it easier for them to act: marketing strategy, campaign creative, landing pages, SEO foundations and analytics. Then we look at what visitors actually do and improve the pages and messages that aren't working.

WHAT WE DELIVER

- ✓ Marketing strategy
- ✓ Campaign creative
- ✓ Landing pages
- ✓ SEO foundations
- ✓ Tracking, data analysis and reporting
- ✓ Conversion improvements

INVESTMENT

Landing page
A\$1,200 to A\$3,500

1 TO 2 WEEKS

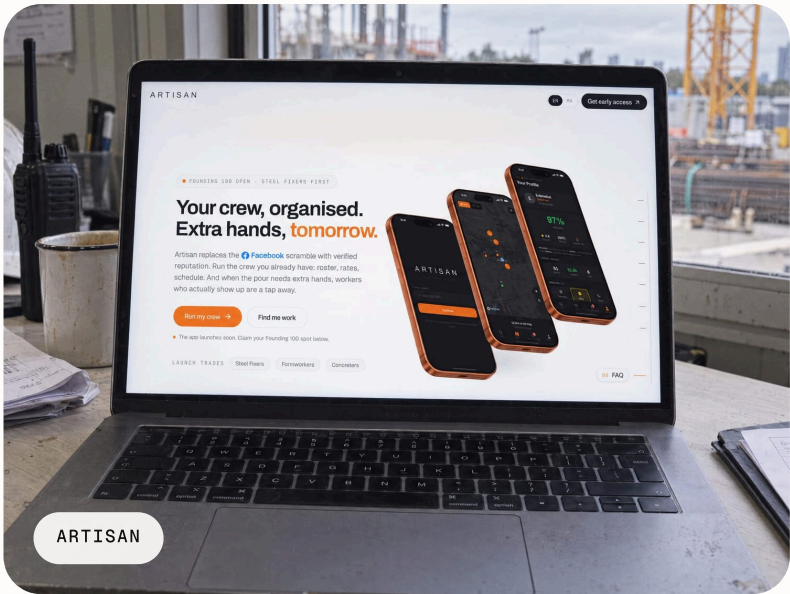
SEO and analytics setup
A\$1,500 to A\$4,500

1 TO 3 WEEKS

AUD, before GST. Or as part of a monthly plan.

WHEN YOU'D CALL US

People visit your site but few get in touch, or you're launching and need a plan for the first campaign.



WORK THAT SHOWS IT

TAV & Partners

Metadata, sitemap, social card and structured data set up so indexing was switched on at launch.

Artisan

A bilingual marketing site with SEO and a live Founding-100 counter.

Six stages, shaped to the work.

Every engagement moves through the same six stages. What happens in each, and how long it takes, depends on the work. It starts with a free 30-minute call, and you get a fixed price before any work begins.

01

Discover

Understand the business, the people it serves and what success looks like.

02

Define

Agree the scope, the approach and the price before anything is made.

03

Create

Explore and design with you until the direction is right.

04

Build / Produce

Make it real: build it, shoot it, edit it or set it up.

05

Launch

Put it into the world, carefully.

06

Evolve

Learn from what is live, and keep improving it.

01

Clarity over cleverness.

If it can't be explained simply, it isn't ready.

02

Systems over shortcuts.

Foundations that hold as you grow, not fixes that turn into debt.

03

Craft over speed.

We ship when it's right, not when it's rushed. The details are the work.

04

Partnership over transactions.

We work with you, not just for you, and plan for the years after launch.

What you can count on.

The same commitments on every project, built into how we quote, bill and hand over.



A fixed price before we start

We scope the work with you and give you a fixed price before any of it begins.



You pay as work is delivered

Projects run in milestones, typically 30% upfront, 40% at design approval and 30% on launch, so you never pay ahead of the work.



One team, no handoffs

Design and development happen in the same studio, as one continuous conversation, so nothing gets lost between teams.



No surprises

Your timeline is confirmed in the proposal, and we keep you informed throughout, in plain language.



We stay after launch

Every project includes 30 days of support. After that, a monthly plan covers fixes, updates and new work.



What we make is yours

On full payment, the final work belongs to you, and we hand over the accounts we set up for you.

Fixed-price projects.

Every project is scoped with you and priced in full before work begins, then paid in milestones as the work is delivered. These are our published ranges; your proposal gives one fixed price and a confirmed timeline.

01	Brand	Brand identity	A\$1,900 to A\$5,500	2 TO 4 WEEKS
02	Product	Marketing website	A\$2,900 to A\$8,500	2 TO 5 WEEKS
		Web app, SaaS or MVP	A\$7,500 to A\$25,000	3 TO 10 WEEKS
03	Systems	Workflow automation and AI	A\$1,500 to A\$7,500	1 TO 4 WEEKS
		Internal tools and dashboards	A\$6,000 to A\$18,000	3 TO 8 WEEKS
04	Media	Brand photography	A\$900 to A\$2,500	1 TO 2 WEEKS
		Video production	A\$2,500 to A\$9,500	2 TO 4 WEEKS
05	Growth	Landing page	A\$1,200 to A\$3,500	1 TO 2 WEEKS
		SEO and analytics setup	A\$1,500 to A\$4,500	1 TO 3 WEEKS

GOOD TO KNOW

Prices are in Australian dollars, before GST. Running costs such as hosting, software and AI usage are separate from our fees.

Monthly plans.

Studio time each month across all five capabilities, billed monthly in advance. We agree the priorities with you and plan the work within that budget.

Essential

For small businesses with a foundation in place and a short list of improvements.

A\$1,900 a month

- ✓ 10 hours of studio time a month
- ✓ One active task at a time
- ✓ Monthly planning
- ✓ Estimates agreed before we start

01-05 ALL FIVE CAPABILITIES

Studio

For consistent work across your website, brand, content and systems.

A\$3,900 a month

- ✓ 30 hours of studio time a month
- ✓ One active workstream
- ✓ Fortnightly planning
- ✓ Shift priorities month to month

01-05 ALL FIVE CAPABILITIES

Partner

For teams with a sustained roadmap and more to deliver.

A\$6,900 a month

- ✓ No monthly hour limit
- ✓ Milestones coordinated across design, development and content
- ✓ Weekly planning
- ✓ Larger work delivered in stages

01-05 ALL FIVE CAPABILITIES

ONE-OFF PROJECT

AI Automation

For businesses ready to take repetitive work off their team. A\$1,500 to A\$7,500, 1 to 4 weeks.

- ✓ We start with one workflow and measure the time it saves
- ✓ A fixed price agreed before we start
- ✓ Built, tested and handed over to you
- ✓ AI and software running costs billed to you directly



GO&C PARTNERS · 2026

JapanoMa

A decision-aid platform helping Australian skiers weigh a Japan snow-country home base, from quiz to purchase.

PRODUCT

SYSTEMS

MEDIA

BRAND

GROWTH

PROPERTY / CROSS-BORDER LIFESTYLE REAL ESTATE

THE BRIEF

Go&C Partners wanted to help Australian skiers decide whether to buy a home base in Northern Japan without behaving like a listings portal or a broker. The audience is roughly 184,500 Australian skiers who distrust hype and need honest total-cost figures, due diligence and local execution before they talk to anyone selling. The engagement had a thirteen-week timeline, a two-person Craefto team, a client with no existing brand guidelines, and content still to be written. The platform also had to meet the Australian Privacy Act, Japan's APPI and GDPR from day one, hold up under launch traffic, and hand over cleanly to Go&C as a documented codebase.

THE RESULT

JapanoMa launched publicly on 26 May 2026 at japanoma.com.au, thirteen weeks after kickoff, and has been extended every month since. Production load testing drove the site to 2,000 concurrent users with zero failed requests. Go&C now runs its own editorial in Sanity, ingests partner stock weekly, and books and bills consultations through the platform. The quiz, once anonymous, now attaches every completion to a contactable account.

13 weeks

Kickoff to launch

2,000 users

Load tested, zero failures

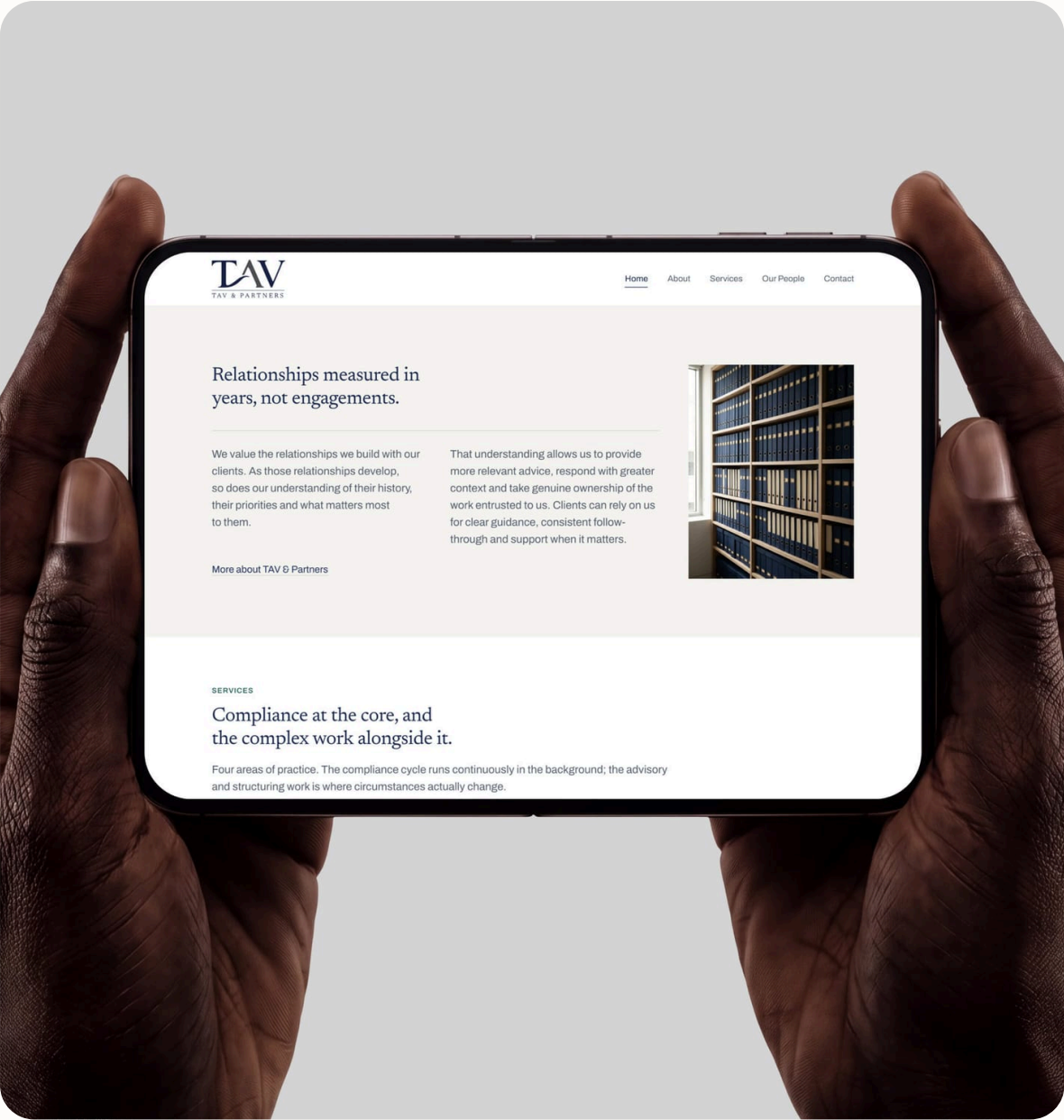
49 / 19

Pages / API routes

37

Database tables





TAV & PARTNERS PTY LTD · 2026

TAV & Partners

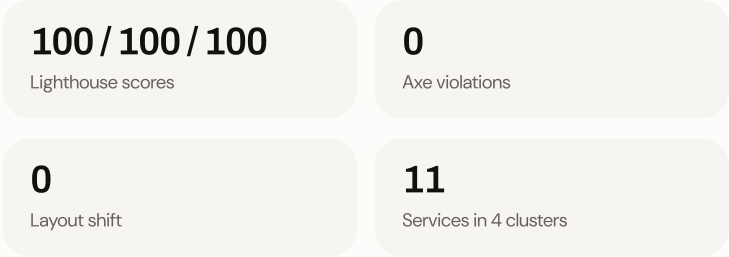
A typography-led static site and brand system for a new Sydney chartered accounting and tax advisory firm.

- PRODUCT
- BRAND
- GROWTH

THE RESULT

The first reviewable preview reached the client within days of kickoff, and the client's wording, team roster and regulatory details dropped in as they arrived without component changes. The site is live and indexed at www.tavpartners.com.au, with the enquiry form delivering to the firm and acknowledging enquirers. Recorded verification shows zero axe violations across every route and breakpoint, Lighthouse scores of 100 for performance, accessibility and best practices, and zero layout shift. The firm owns its own Vercel and Resend accounts, and the engagement has continued into team profiles, monthly traffic reporting and a team portrait session.

TAVPARTNERS.COM.AU



MNG STEEL LLC · 2026

MNG Steel

Trilingual website, brand mark and a private DBM financing dossier for a Mongolian grinding-ball plant.

PRODUCT BRAND GROWTH

THE RESULT

MNG Steel now has an identity and a site that presents it as an established supplier in Mongolian, English and Chinese, live on its own domain and ready to index once the founder clears the assumptions register. The dossier gives the founder and advisers one place to check the bank's requirements, track the 65 application documents and draft the loan application against the bank's own form structure. Whether the site has produced enquiries, and how the application progressed, is not recorded in the project files.

MNGSTEEL.MN/EN

3

Languages

24

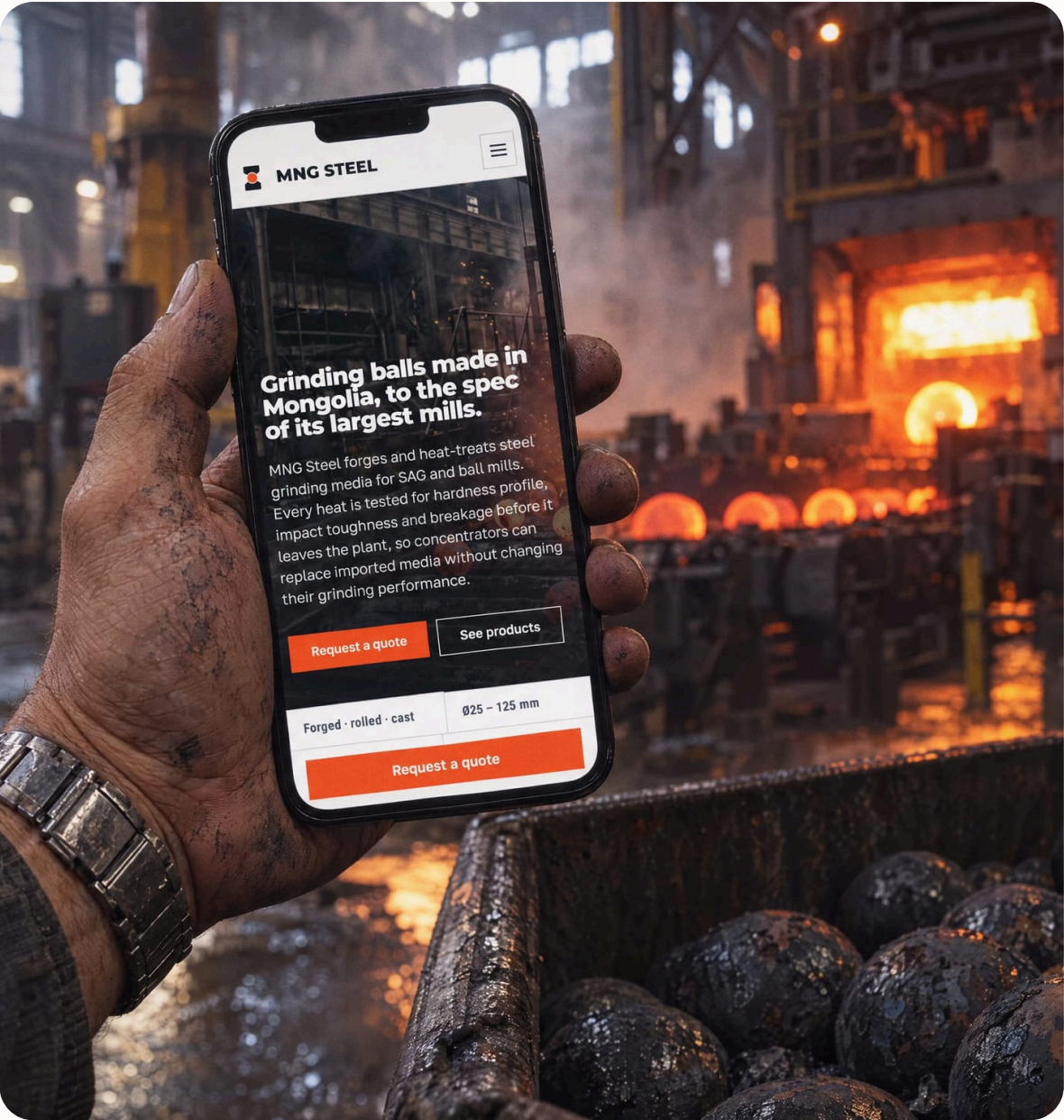
Static pages

52

Bank documents indexed

14

Dossier sections





GLOBFAM FINANCIAL TECHNOLOGIES INC. · 2025

GlobFam

A brand identity, motion language and launch site for a cross-border family finance platform.

- BRAND
- MEDIA
- PRODUCT

THE RESULT

GlobFam has a complete identity, a motion language and a documented design system to build the product on, and its site is live at globfam.io.

GLOBFAM.IO



BLUE

Blue is a deep, rich shade that evokes feelings of trust, reliability, and professionalism.

HEX
1B4E77



CHARCOAL

The Charcoal is the main text color, which adds a touch of sophistication and elegance to the brand.

HEX
1A1A1A



IVORY MIST

Ivory Mist is a versatile secondary colour that can complement a wide range of backgrounds.

HEX
F6F6E4



GREEN

Soft green that conveys a sense of stability, warmth, and growth.

HEX
76C893

364+

Animations

15

Brand colours

80+

Components

9

Motion components

NOWUKNOW SYDNEY · 2025

Nowuknow

A merch shoot for Nowuknow, the Sydney collective behind hip-hop, R&B and underground club nights.

MEDIA

THE RESULT

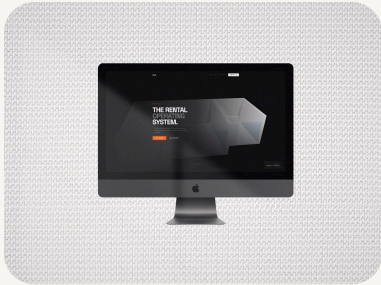
Sixteen finished photographs across eight setups, from close-ups of the front print to full-length frames of the pair on the street.

INSTAGRAM.COM/NOWUKNOW.SYD



More work, including our own products.

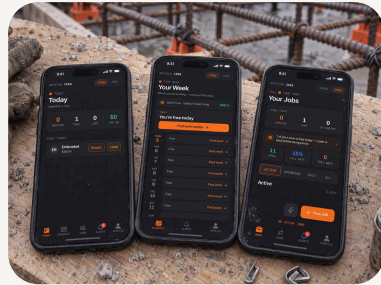
We build products of our own as well as for clients. They keep the studio sharp on the work clients hire us for, from 3D on the web to the backends behind marketplaces.



CLIENT · 2025

NUU

A rental search for the Australian market: renters describe what they want in their own words and get scored matches.



OUR PRODUCT · 2026

Artisan

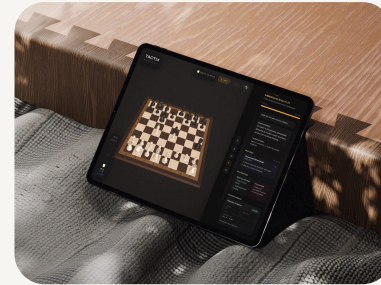
Crew OS and spot marketplace for construction labour, built as a mobile app, site, deck and backend.



OUR PRODUCT · 2026

FX Foundations

A bilingual forex education platform with 163 researched lessons, a trading simulator and Pro plans.



OUR PRODUCT · 2025

TACTIX

A 3D chess learning platform with more than 25 interactive lessons and a Stockfish opponent that runs in the browser.



OUR PRODUCT · 2026

Fontkin

A font pairing tool for designers and developers: 34 curated pairings, live previews and one-click code exports.

The people you'll work with.

A small team by design, so you work directly with the people doing the work.



Obi Batbileg

FOUNDER & DESIGN TECHNOLOGIST

Coffee snob. Pixel perfectionist.



Enkhbold Altangerel

SECURITY ENGINEER, OSCP

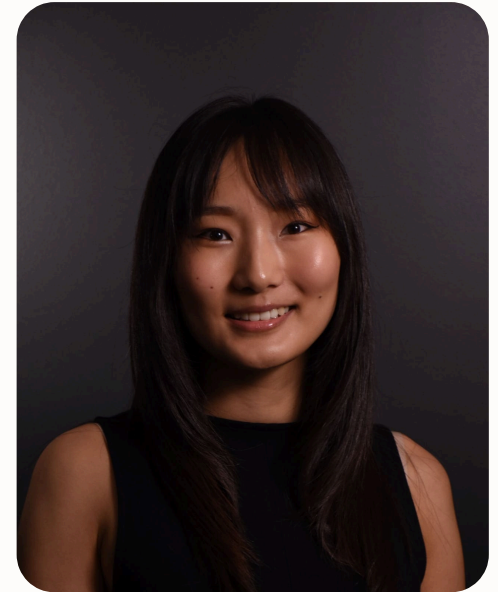
Defence minded. Always vigilant.



Sara Chinzorig

CREATIVE

Visual thinker. Always exploring.



Urna Ganbat

FINANCIAL ACCOUNTANT

Numbers driven. Detail oriented.

Tell us what you're working on.

You don't need a finished brief. Start with what you're thinking about, and we'll shape it together.

BOOK A FREE 30-MINUTE CALL

cal.com/craefto/discovery-call

WEBSITE

craefto.com

EMAIL

hello@craefto.com

STUDIO

Sydney, Australia

01

Tell us what you have in mind

A sentence is enough. You don't need a polished brief.

02

We talk it through

A free 30-minute discovery call on Google Meet, about your business and your goals.

03

You get a proposal

A fixed price and a timeline, so you can decide with everything on the table.

04

We get to work

You work directly with the people doing the work, and hear from us throughout.



Craefto Works

CREATIVE & TECHNOLOGY STUDIO

We build how businesses look, communicate and operate.

[CRAEFTO.COM](https://craefto.com) · [HELLO@CRAEFTO.COM](mailto:hello@craefto.com)