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# Smartlox: Revolutionising Industrial Safety from Concept to Global Scale

How A.I. LAMB partnered with a safety-tech pioneer to digitise a 30-year-old legacy process and build a hardware-enabled SaaS powerhouse.

## The Situation

For 30 years, lockout-tagout (LOTO) relied on physical locks and manual paperwork. While critical for safety, the process was historically inefficient, creating a massive administrative burden for frontline workers.

## The Opportunity

A.I. LAMB saw the potential to turn this "thought bubble" into a digital-first solution that simplified compliance and unlocked real-time safety data in the world's harshest environments.

## The A.I. LAMB Approach: Building the Foundation

A.I. LAMB acted as a hands-on strategic engine, delivering four core workstreams:



**Product Vision & Strategy:** Translated operational pain points into a scalable roadmap for mining, logistics, and heavy industry.



**Brand & Go-to-Market:** Created the full brand identity; naming, logo, and messaging, and built the early marketing assets to secure MVP customers.



**Fundraising & Network Access:** Orchestrated a \$600,000 angel seed round, leveraging A.I. LAMB's private network to secure key industry investors.



**Strategic Partnerships:** Secured a vital US-based hardware partner, allowing the business to bypass manufacturing hurdles and focus capital on high-value software and data.



## The Result: A New Category in Safety Tech

By digitising Lockout-Tagout via Bluetooth-enabled padlocks and a mobile ecosystem, Smartlox didn't just improve a tool, they created a new standard for industrial safety.

### Global Scale at a Glance

**100+**

Global Customers

**10,000+**

Active Users

**25+**

Countries  
Operational

**1,500+**

Daily Lockout  
Activities Captured

### Strategic Milestones

- **Concept to Scale:** Evolved from an idea to a global operating business in under four years.
- **Proven Market Fit:** Rapid adoption across Manufacturing, Mining, Oil & Gas, Rail, and Infrastructure.
- **Data-Driven Growth:** Established a hardware-enabled SaaS model that generates safety data that previously did not exist.

*"The team at A.I. LAMB didn't just advise Smartlox; they rolled up their sleeves and helped build the business from the ground up. From strategy and brand through to fundraising and go-to-market, their work has been deeply practical. Without that support, Smartlox would have remained a thought bubble."*

**Brent Wijnberg**  
Founder, Smartlox

## Build. Launch. Scale.

A.I. LAMB partners with founders to turn ambitious ideas into standout technology businesses.

Let's build yours



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