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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 LOTO 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 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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Perth • Melbourne • Canberra • USA

info@ai-lamb.com

ai-lamb.com



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