



**ACTUAL  
INSIGHTS**  
LOGISTICS • AGRICULTURE • MINING

# Orange Mining: Packaging Proprietary Tech for Global Acquisition

How A.I. LAMB transformed an internal performance tool into a commercially framed technology asset for high-stakes OEM negotiations.

## The Situation

Orange Mining is a premier mining services firm specialising in mine development and fleet tenders across West Africa. While the team held deep operational credibility, they lacked a dedicated sales and marketing function to commercialise their proprietary technology: the Digger Performance Management System (DPMS).

## The Challenge

When deployed, DPMS uncovered machine variances that, once tuned, delivered a 27% productivity uplift—moving more tonnes in a month than the five-year average. Despite this massive value, the technology was not packaged or positioned for the market, specifically ahead of critical meetings with global OEMs and technology providers in the United States.

## The A.I. LAMB Approach: Commercialisation & Readiness

A.I. LAMB acted as a hands-on strategic partner, moving Orange Mining through four distinct phases of commercial preparation:



**Commercial Strategy & Positioning:** Defined the narrative for DPMS, clarifying its differentiation from OEM benchmarks and traditional fleet reporting. We positioned the tool as a high-value asset for both strategic partners and potential acquirers.



**Pitch Development & Sales Enablement:** Designed executive-level pitch decks tailored for global OEMs. We built multiple storylines to address various scenarios, including acquisition-led and partnership-led discussions.



**Executive Coaching & Preparation:** Facilitated rigorous pitch dry-runs with the leadership team. We provided coaching to ensure the team could articulate the broader business case—not just the technical specifications—under high-pressure conditions.



**Sales Frameworks:** Developed supporting enablement materials, including case study narratives and objection-handling frameworks, to ensure commercial credibility during US-based negotiations.



## The Result: Market Clarity & Strategic Optionality

By partnering with A.I. LAMB, Orange Mining moved from an internal operational focus to a commercially ready posture, gaining critical feedback from the world's largest hardware providers.

### The Scale of Success



27% Productivity Uplift proven in live West African mining operations.



Global OEM Engagement: Pitch materials presented to top-tier providers in the US.



Acquisition Readiness: Shifted an internal tool into a commercially framed asset.



Ongoing Utility: DPMS remains a core component of major procurement projects.

### Key Results:

- Executive-Ready Presentation: The team entered high-stakes meetings with professional, structured, and persuasive materials that resonated with global technology leaders.
- Market Intelligence: Gained direct acquisition feedback from potential partners, identifying the exact requirements for a scalable, acquirable version of the solution.
- Preserved Value: While the team chose to maintain DPMS as a private competitive advantage for now, the technology is perfectly positioned for future commercialisation when priorities align.

*"The engagement shifted DPMS from an internal tool to a commercially framed technology asset. We gained a clear view of where the solution sat within the global landscape and delivered high-level pitches with total confidence."*

Leadership Team,  
Orange Mining

## Build. Launch. Scale.

We partner with established technology leaders and founders to navigate complex growth decisions and build standout businesses.

Let's define your next move.



ACTUAL  
INSIGHTS  
LOGISTICS • AGRICULTURE • MINING

Perth • Melbourne • Canberra • USA

info@ai-lamb.com

ai-lamb.com



MEMBER  
2025 / 2026

