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Pitcrew AI: Scaling Autonomous Inspection Globally

How A.I. LAMB transformed a tech-led startup into a market-ready powerhouse with international partnerships and a high-performance commercial engine.

The Situation

Pitcrew AI entered the mining sector with advanced computer vision technology designed for autonomous vehicle inspections. While they had strong technical traction, they faced the classic challenge of the "tech-led startup": the need to professionalise their positioning, build a scalable commercial engine, and expand into global markets.

The Challenge

Pitcrew needed to move beyond being a local technology provider to become a global authority. This required a cohesive brand voice, a structured go-to-market roadmap, and the ability to attract tier-one investors and international strategic partners without losing internal alignment during rapid growth.

The A.I. LAMB Approach: Engineering a Commercial Engine

A.I. LAMB acted as a hands-on growth partner, delivering a comprehensive scale-up program across four core workstreams:



Strategic Foundations & GTM: Facilitated "Insight & Ignite" workshops to align leadership on a clear global roadmap. We defined customer personas, sharpened brand messaging, and built a structured launch strategy for new territories.



Sales & Marketing Activation: Built the end-to-end commercial engine, including executive pitch decks, LinkedIn strategies, and high-impact event presence at MINExpo (USA) and the Brisbane Truck Show.



Team Growth & Recruitment: Supported the expansion of the commercial team by identifying and recruiting key personnel, including a Head of Global Sales and a Business Development Manager in Chile for LATAM expansion.



Strategic Partnerships & Funding: Played a key role in positioning Pitcrew for investment from RCF Jolimont and brokering a global strategic alliance with Kal Tire Mining Group—securing their place in the global supply chain.



The Result: A Validated Global Presence

By partnering with A.I. LAMB, Pitcrew AI successfully transitioned from a specialized technology firm to an internationally recognized category leader.

The Scale of Success



3.5x Increase in brand visibility and LinkedIn audience growth.



Global Alliance: Secured a worldwide partnership with Kal Tire Mining Group.



Capital Secured: Successful investment round from RCF Jolimont in late 2023.



Multi-Regional Scale: Established active operations and personnel in Australia, LATAM, and North America.

Key Results:

- Trade Show Dominance: Led high-impact demonstrations at international conferences, positioning the founder as a thought leader in autonomous inspections.
- Commercial Expansion: Successfully built a global sales structure that operates independently of the founding technical team.
- Internal Alignment: Maintained strong internal culture and communication rhythms throughout a period of rapid headcount growth and international expansion.

"A.I. LAMB helped us transform from a tech-led startup into a market-ready business. They provided the strategic foundations and the commercial muscle needed to secure global partnerships and investment. Their impact on our growth and positioning has been deeply practical and measurable."

Tim Snell
Founder, Pitcrew AI

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.



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