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# Link2Pump: Accelerating Market Entry for Fuel Intelligence

How A.I. LAMB acted as the strategic launch partner for a global fuel management innovator to secure market traction and Tier 1 customers in Australia.

## The Situation

Link2Pump is an international fuel management technology company that develops automated systems to monitor, control, and optimise fuel usage. Originally founded in Brazil as CTA Smart, the company successfully scaled into North America before identifying Australia as a high-priority growth market. Unlike traditional infrastructure providers, Link2Pump focuses on the digital control layer, allowing businesses to integrate smart tracking into their existing fuel assets.

## The Challenge

Despite its global success, Link2Pump faced the challenge of "market cold-start" in Australia. The local landscape is highly competitive, with nuanced regulatory requirements—such as the complex Fuel Tax Credit (FTC) system—and deeply entrenched logistics and mining incumbents. Link2Pump needed to localise its value proposition, build a digital presence from scratch, and navigate the "who's who" of Australian heavy industry to secure a credible first-mover advantage.

## The A.I. LAMB Approach

A.I. LAMB delivered a comprehensive market entry program that moved Link2Pump from international ambition to operational reality:



**Insight & Ignite – Market Entry Strategy:** Conducted deep-dive research into the Australian fuel-tech landscape. We performed a rigorous competitor audit and identified high-growth verticals within logistics and mining where Link2Pump's "integration-first" model would provide the most immediate ROI.



**Localised Market Adaptation:** Developed a dedicated Australian digital presence and marketing suite. This included the construction of the local website and the translation of global messaging into a narrative that resonated with Australian tax, regulatory, and operational standards.



**Strategic Networking & Partnership:** Leveraged A.I. LAMB's existing relationships within the mining and freight sectors to bypass traditional gatekeepers, facilitating direct introductions to executive decision-makers in fuel-intensive businesses.



**Commercial Launch & Activation:** Orchestrated the brand's official Australian debut at the Brisbane Truck Show in May 2025. We managed the full event strategy, including hosting Link2Pump's international executive team and facilitating high-value stakeholder engagement.



## The Outcome: From Market Entry to Commercial Rollout

Through a structured blend of strategy and boots-on-the-ground execution, Link2Pump moved from market exploration to commercial reality in record time. By acting as the regional extension of the Link2Pump team, A.I. LAMB de-risked the expansion, ensuring the brand was positioned as a local expert rather than a foreign outsider. The partnership successfully converted early industry interest into tangible market traction, culminating in a landmark agreement with one of the country's premier transport operators.

### The Scale of Success



**Tier 1 Customer Acquisition:** Successfully facilitated the entry and initial rollout with Ron Finemore Transport.



**National Event Presence:** High-impact activation at the Brisbane Truck Show and subsequent GRX industry events.



**Localized Digital Authority:** Established a fully functional Australian digital footprint ([link2pump.com.au](http://link2pump.com.au)).



**Intercontinental Growth:** Proven model for Brazil-to-Australia expansion, now serving as a blueprint for further regional growth.

### Key Results:

- **Secured First Major Contract:** Successfully moved from pitch to preparation for a fleet-wide rollout with a major Australian transport leader.
- **Regulatory Alignment:** Effectively integrated Australia's Fuel Tax Credit (FTC) dynamics into the sales narrative to drive customer ROI.
- **Executive Buy-in:** Orchestrated a successful international visit for the COO, maximizing time-in-market through targeted stakeholder sessions.
- **Accelerated GTM:** Reduced the typical market-entry timeline by leveraging pre-existing industry trust and localized marketing assets.

*"A.I. LAMB acted as our market entry partner in Australia, helping us move from international expansion ambitions to real market traction and our first major Australian customer."*

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