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# WearOptimo: Bridging the Gap Between Innovation and Industry

How A.I. LAMB translated a breakthrough medical wearable into a commercially viable safety solution for the mining and resources sector.

## The Situation

WearOptimo, led by Professor Mark Kendall, is an innovation-driven company at the forefront of next-generation wearable technology. Their flagship product—a patented micro-wearable sensor designed to monitor hydration in real time—represents a major breakthrough for high-risk, remote environments. While the hydration sensor had immense potential to solve critical safety issues in mining, the founding team's background was primarily academic and medical.

## The Challenge

The challenge was not the technology; it was the lack of alignment with the operational, commercial, and behavioral realities of the mining industry. WearOptimo lacked clarity on where their product fit within existing workflows, who the true decision-makers were, and what a realistic entry point looked like. There was a significant risk of over-engineering a solution for mass adoption before proving value through incremental, operational integration in a highly practical industry.

## The A.I. LAMB Approach

A.I. LAMB partnered with WearOptimo to translate their highly novel innovation into a commercial roadmap through a structured, multi-phased engagement:



**Insight & Ignite - Market Validation:** Conducted a comprehensive audit of current hydration management practices, assessing manual methods versus emerging tech. We evaluated industry readiness for real-time monitoring to identify exactly where the gaps and opportunities existed.



**Commercial Strategy & Positioning:** Challenged the assumption of immediate mass adoption. We reframed the commercial opportunity around targeted, high-value entry points and developed concepts for a "Product-as-a-Service" model rather than a simple device sale.



**Go-To-Market & Implementation Planning:** Built a structured business development roadmap that accounted for the complex change management required in operational mining environments.



**Investor & Stakeholder Readiness:** Developed investor-ready presentations that balanced the team's visionary innovation with a grounded, realistic commercial pathway, ensuring the company was prepared for future capital raising.



## The Outcome: From Innovation Concept to Validated Pathway

The engagement transformed WearOptimo's posture from a purely innovation-led project into a validated commercial business. By providing deep market sensing and real-time competitor analysis at major industry events like the Underground Operators Conference, A.I. LAMB helped the team understand the day-to-day realities of mining operations. WearOptimo gained the clarity required to move forward with a defined approach for an MVP, ensuring that when they entered the market, they did so with a product the industry was actually ready to adopt.

### The Scale of Success



**Market-Ready Positioning:** Reframing of the product from a medical device to a critical mining safety asset.



**Optimized MVP Strategy:** A defined pathway to test and iterate the sensor in live operational environments.



**Strategic Industry Exposure:** Direct validation and introductions within the Tier 1 mining and resources ecosystem.



**Commercial Realism:** Alignment of academic innovation with the practical constraints of remote-site operations.

### Key Results:

- **Actionable GTM Roadmap:** Delivered a structured plan tailored specifically to the unique procurement and safety cycles of the mining industry.
- **Assumption Validation:** Successfully shifted the business model from full-scale rollout to a lower-risk, phased adoption model.
- **Investor Readiness:** Equipped the founding team with the tools to communicate a credible commercial vision to stakeholders.
- **Competitor Intelligence:** Provided a comprehensive view of the competitive landscape, identifying where alternative solutions were already embedded.

*"Success would come not from technological capability alone, but from how effectively the solution could integrate into the day-to-day realities of mining operations. A.I. LAMB gave us the clarity to turn a breakthrough technology into a product the market would adopt."*

Executive Leadership Team,  
WearOptimo

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