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Goldilock: Validating & Positioning Physical Cyber Assurance for Heavy Industry

How A.I. LAMB provided a UK cyber security innovator with the validated entry path into the Australian mining and critical infrastructure sectors.

The Situation

Goldilock is a UK-based cyber security hardware innovator that developed FireBreak—a patented physical network segmentation technology. The solution enables asset owners to physically isolate digital infrastructure and operational networks remotely during a live cyber attack, providing an unalterable 'always off' assurance layer for operational technology (OT) environments.

The Challenge

With mining, oil & gas, and utilities becoming heavily connected and automated, the vulnerability of critical infrastructure to devastating cyber-attacks has escalated. Goldilock recognized a massive market opportunity but lacked direct experience, operational validation, or established trust networks within Australia's highly specialized, deeply risk-averse mining ecosystem.

The A.I. LAMB Approach

A.I. LAMB executed a targeted 'Insight & Ignite' industry validation and strategic mapping program:



Stakeholder Intelligence: Conducted in-depth interviews with mining operators, OT cyber security experts, and network engineers to discover actual site friction points.

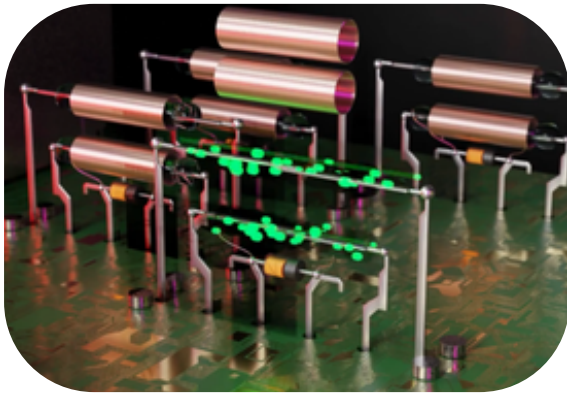
Use-Case Isolation: Mapped exact technical deployment scenarios where physical disconnection provided absolute risk mitigation without breaking critical uptime rules.

Strategic Environment Identification: Secured the Australian Automation and Robotics Precinct (AARP) as the definitive environment for live, low-risk proof-of-market testing.



GTM & Channel Mapping: Constructed an enterprise customer journey and localized channel partner playbook optimized for the APAC critical infrastructure market.





The Outcome: A Validated Entry Path into Critical Infrastructure

The engagement successfully bridged the gap between cutting-edge UK hardware innovation and the rigorous operational demands of Australian heavy industry. By grounding the technology in concrete, industry-specific use cases, A.I. LAMB built the precise framework required to turn cyber protection into a vital operational metric.

The Scale of Success



Definitive APAC GTM Roadmap structured and delivered to UK board leadership.



Strategic Ecosystem Integration secured within the premier AARP testing precinct.



Direct Tier 1 Market Interest activated across major industrial asset owners.



Continuous Stakeholder Engagement sustained through major showcases like GRX.

Key Results:

- Validated Market Suitability: Confirmed massive hidden demand for physical OT protection where production downtime presents catastrophic financial risk.
- De-risked Testing Pathways: Bypassed production-site safety gatekeepers by shifting initial validation to isolated, specialized robotics precincts.
- High-Impact Market Sensing: Showcased the solution directly to industrial buyers at GRX, generating net-new enterprise sales pipelines.
- Commercial Narrative Transformation: Realigned pure IT security language into outcome-driven business continuity metrics that resonate with mining executives.

"The Insight & Ignite engagement provided Goldilock with a structured market-entry strategy for the Australian mining sector, helping us understand where our technology creates the most value and how to position it within a

highly risk-averse industry."

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A.I. LAMB helps founders and innovators align their product, company, and market, building commercial engines that last



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