Company

Laurent Technologies is a Western Australia-based, pre-seed stage technology company building Pilbarina, an asset intelligence platform for mining, energy, marine, and heavy industry sites.

Problem

Industrial sites often operate thousands of dispersed physical assets that need regular condition checks. Manual, paper-based inspection is slow and error-prone, misses early warning signs of failure, and leaves a weak audit trail — driving unplanned downtime and safety risk.

Solution

Pilbarina combines instant asset identification with integrated thermal condition capture and cloud-based reporting, giving field teams a fast, objective, and traceable digital record of every asset's identity and condition at the moment of inspection — at a fraction of the cost of enterprise fixed-monitoring systems.

Target Market

Independent research estimates the global IoT-based asset tracking and monitoring market at roughly USD $5–6 billion in 2025, growing toward USD $9–18 billion by the early-to-mid 2030s, with the adjacent machine condition monitoring market estimated at USD $3.8 billion in 2025. Laurent Technologies' initial focus is Energy & Resource operators in Western Australia, expanding into the broader global industry from there.

Business Model

A hybrid hardware-plus-subscription model: a one-time handheld unit purchase (~AUD $1,799-$3,999), consumable asset tags (~AUD $5 - $25 each), and a recurring cloud platform subscription (~AUD $299 - $999/month per site).

Competitive Position

No competitor currently combines low-cost RFID identification with integrated thermal condition capture in a single field device built for routine industrial inspection. Adjacent players are either tracking/CMMS software without condition sensing (Zebra/Xemelgo, Asset Infinity, Fiix) or enterprise fixed-monitoring hardware built for a small number of high-value assets (Emerson, GE Vernova, Hexagon). Laurent Technologies is exploring provisional patent protection given this gap.

Traction

- Working hardware prototype built, integrating identification and thermal condition sensing.
- Cloud software and dashboard in active development.
- Several candidate sites identified for pilot / proof-of-concept deployment; formal agreements not yet in place.

Financial Snapshot

Pre-revenue. Founder estimates (to be validated through pilots): Year 1 revenue of AUD $15,000–40,000 from 3–5 pilot sites, scaling to an estimated AUD $500,000–900,000 by Year 3 across 25–40 sites.

Funding Required

AUD $200,000 pre-seed funding is sought to support a 12-month pilot and validation phase, including reduced founder compensation, one technical/product support role, pilot hardware production, software development, provisional patent protection, and contingency.

Use of Funds

Approximately 65% team salaries, 15% hardware finalisation and pilot unit production, 10% software/cloud development, 5% provisional patent filing, 5% contingency.

This summary is intended as a brief overview. Full detail is available in the accompanying Business Plan and Pitch Deck.