

Clarity, Connection & Confidence:

SOMAFORM'S GROWTH JOURNEY
IN PARTNERSHIP WITH NO MOSS



Client Overview

Company: SomaForm

Offering: Science-Based Swim Coaching

Founder: Mike Cardno

Location: Victoria, Australia

Industry: Sports Tech - Swim Training

Size: Micro (1-9 employees)

The Challenge

SomaForm faced key early-stage hurdles:

- ▶ Uncertainty around product sequencing
- ▶ Lack of strategic validation and feedback
- ▶ Misalignment on build scope and timing

The Solution

Mike booked a free **45-min consultation** with SMEC AI, which delivered clarity and direction. He received a tailored **Statement of Advice** with actionable recommendations and was connected with No Moss, an **AI solutions provider** aligned with his goals and vision.

Collaboration in Action

With No Moss, SomaForm achieved:



Rapid Prototyping
for faster market launch



Customer Journey Mapping
to prioritise features



A Tech Roadmap
aligned with business goals



“What surprised me most about using AI in the business was realising that it doesn't replace doing the right things in the right order, but augments, in business-critical ways the deliverables and thought processes that every founder must address.”

Mike Cardno
Founder, SomaForm



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The Outcomes

- Growing prospect engagement and active pilot discussions
- Accelerated go-to-market with early traction
- Founder-led rollout ensuring speed and focus
- Strategic alignment with No Moss, on customer journey design

Driving Impact

Funded by the **Australian Government's** AI Adopt Program, our services are free for eligible businesses. We guide you through the AI landscape with tailored insights and trusted vendors aligned to your goals. We **Our mission** is to build strong partnerships and provide practical solutions that drive lasting change.



Charlene
AI Solutions Specialist

"We're not just a referral engine, we're ecosystem builders, helping founders like Mike align with the right tools and partners who truly understand their vision."



Mike
Founder

"SMEC AI connected me into what felt like Australia's Route 180, the intersection of academia, business, consulting, and startups."



Cat
Head of Growth

"We've gained a clearer understanding of SME needs and pricing barriers, which has helped us improve and innovate how we work with this sector."



START YOUR AI JOURNEY

Even the smallest businesses can harness AI with the right support.

- Turn uncertainty into opportunity
- Connect with the right tools and technology partners
- Access government-sponsored AI support
- Scan to book your free consultation