



2026 Awards (2026)

Excellence in Innovation (Region: Far South Coast)

Business NSW - Excellence in Innovation



qGpXWEJL

Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association
Is your business classified as a not for profit?	No

Main office address: Level 7, 8 Chifley Square

Suburb: Sydney

Postcode: 2000

Business trading commencement date: 2020-02-03

Number of employees: 50 to 99

What is the main industry your business operates in? Professional or Scientific or Technical Services

Is your business primarily business to business or business to consumer? Business to Business

Describe your business, product/service you offer to the market or industry

A single belief drives us: no one should die on the job. Our AI-sensing technology protects operators in harsh environments—like mines, manufacturing facilities, and remote roads—by preventing incidents, reducing downtime, and making safety simple. We build custom AI-models that leverage video and sensor data to flag hazards, improve compliance, whilst delivering operational gains. Everything runs at the edge, without the cloud, so it works even in areas with no mains power or signal. From in-vehicle safety and fire detection to PPE, vehicle speed monitoring, and production improvements using existing infrastructure—our systems keep industry safe, efficient, and running.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo.

Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

PROMOTIONAL IMAGE 1

The logo for Business NSW, featuring the word "BUSINESS" in a large, bold, black sans-serif font above the word "NSW" in a smaller, bold, black sans-serif font.

[Download \(19 KiB download\)](#)

PROMOTIONAL IMAGE 2

BUSINESS NSW

[Download \(19 KiB download\)](#)

Full name: Business NSW

Position: Test Entry

Email: test@businessnsw.com

Phone: +61416457854

The business has been trading/operating for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry. ✓

A representative of this business has not been a judge in this category in 2025. ✓

A representative of this business is not a judge in the 2026 Business Awards program. ✓

Excellence in Innovation

Outline the innovation implemented in your business and how it has addressed a new or existing business need.

Shellshock is an innovation born from tragedy and built to save lives. Designed, developed and manufactured right here.

At Business NSW, we're driven by one unshakable belief: no one should die on the job.

That belief became personal after tragedy struck one of our closest clients. People died on-site—doing their jobs—because no one saw the danger coming. Not because they made a mistake, but because the tools to protect them simply weren't there. And to our surprise, they didn't exist. No system to detect the warning signs. No alert to raise the flag. No opportunity to act before it was too late.

We built Shellshock AI to make sure that never happens again.

Most traditional safety systems are passive. They show you a critical event after the fact, through CCTV or logs, when the damage is already done. Shellshock AI is different. It uses custom-trained computer vision models and advanced edge computing to detect risk in real time: vehicle safety insights like proximity to pedestrians, fatigue, seatbelt usage, or in manufacturing facilities converting existing infrastructure to capture speeding, proximity hazards, security risks and even process inefficiencies.

Shellshock AI utilises computer vision and edge computing to identify risks and inefficiencies as they occur. It's onesolution, but it covers a wide spectrum:

- In-vehicle safety: detects fatigue, phone use, seatbelt compliance, and dangerous driving behaviours—inside light or heavy vehicles.

- Facility safety: converts existing camera infrastructure into a solution monitoring speeding, proximity hazards, unsafe movements, whilst supporting production improvements.- Thermal fire detection: picks up overheating machinery and early signs of thermal runaway events using intelligent thermal sensors.
- Operational insights: captures unsafe patterns, workflow inefficiencies, and process breakdowns before they escalate.
- Predictive maintenance: integrates with sensor data and vehicle telemetry (like CAN Bus) to detect failures before they happen.
- Custom AI models: trained on client data to ensure relevance and accuracy for each unique site or process.

We made Shellshock easy to adopt. Clients can send us footage, and we'll run our models over it—proof of concept with zero upfront cost. They see results before committing. That's our way of showing integrity, not just claiming it.

Shellshock has delivered—fast. In 6 months, the shellshock product revenue grew from \$25K to \$2.75M (all recurring), production increased 1,700%. Shellshock is scaling because it solves two significant problems: preventing incidents in real-time and increasing detection capabilities remotely, without requiring new hardware or downtime.

Describe why the innovation is unique within your industry and how it differentiates your business from its competitors.

Most vision systems in industry today are built to record. They capture footage of critical incidents and give you something to review after someone's been injured or killed. They show you what went wrong when it's too late. Shellshock AI flips that model. It's not built to record tragedy—it's built to prevent it. The Shellshock AI system features custom electronics that integrate with new or existing infrastructure, hosting the 'AI intelligence' models our team develops right here in Newcastle. These models monitor key safety risks and take action to prevent incidents that have the most significant impact on our customers.

In an industry where the typical model is to sell hardware and then sell more hardware when an upgrade is needed, we've done something unheard of: we've created a physical system as flexible as software. Where our competitors need to rip out old systems and install new ones to detect newly identified risks, incurring downtime, delays, and cost in the order of millions, our in-house AI team builds a new detection model and deploys it to our customer's global assets remotely, with zero disruption, zero additional cost.

In other words, every time our customers identify a new risk or opportunity for improving efficiency, we develop an AI model to deliver that value and deploy it to their global assets without interrupting operations for a single second. Instant safety & efficiency enhancements. Nothing on the market offers this level of adaptability.

Shellshock AI simultaneously spans in-vehicle, thermal monitoring, and industrial facility safety and efficiency, integrating with new or existing infrastructure to monitor industrial environments, processes, and perimeters. It supports drivers, passengers, pedestrians, machinery, and improves processes—all at the same time, in real-time, regardless of power & internet availability. It doesn't record, it recognises risks and takes action to keep people alive.

Describe how the innovation was received by the market and external stakeholders.

We launched quietly—no ads, no press, no web updates—just solving a real problem for one client. That single deployment sparked a chain reaction. In a matter of months, Shellshock grew from two customers and \$25,000 to over \$2.75 million (>100x) in recurring revenue & unit production >1700%, with deployments active in eight countries. NOT including our development services. All of this growth has been driven purely by word of mouth.

The reason? Results. One client saved nearly \$8 million in just three months using Shellshock. Another improved efficiency on their production line by 20%. That level of tangible ROI builds trust.

Workforce reception has been equally strong. Our transition from service-provider into a global product scale-up has been deeply motivating. We have grown headcount by 50% to build internal manufacturing capability (here in Newcastle!). Engineers see their work protecting lives globally. The speed and impact of deployments have created a strong sense of purpose within our team.

With respects to external stakeholder - we have formed a partnership with Deloitte whose head of AI stipulated Shellshock will be the platform they use for all AI-vision projects requiring edge processing. We are soon to announce a partnership with a tier-one insurance company who is using Shellshock to reduce customers' injury frequency rates and offering reduced premiums as a result and we've welcomed to our board Michelle Ash, VP of Growth at BHP; Anna Starrett, CFO of MGA Thermal; and Warwick Sommer, Executive GM at SiTech. Our recent partnership with CSIRO further validates the platform's potential, co-funding our in-house manufacturing capability to scale.

Shellshock AI is not seen as just another tech product. It's a new category. One that empowers industry to act, not after the incident, but before it happens.

Demonstrate how the innovation has or is likely to have a positive impact on your business, such as in your industry or community.

Shellshock AI is already delivering transformative impact, both commercially and socially.

In just months, Shellshock has propelled recurring revenues in our business from \$25,000 in annual recurring revenue to over \$2.75 million, with active deployments across 8 countries and a sales pipeline exceeding \$10 million. Our unit production capacity increased by over 1,700%, and our team has grown 50% in the last 4 months—hiring locally to support global operations, while maintaining 100% of our design, development, assembly, and manufacturing right here in Newcastle.

But the commercial success is only one side of the impact.

Shellshock was created to solve a confronting truth: most industrial vision systems show you someone getting hurt after the fact. We knew that wasn't good enough. Shellshock prevents harm before it happens. One early customer saw savings of \$8 million in just three months—not through new infrastructure, but by converting existing assets into proactive safety tools. That kind of ROI doesn't just boost the bottom line—it protects people.

But Shellshock's impact extends far beyond the product. It's creating jobs, accelerating local manufacturing, and cementing the Hunter as a global hub for advanced safety technology. We're not just building systems—we're building the new benchmark. That's not our claim—it's what we're hearing from global leaders. The executive committee at A tier one mining executive committee called Shellshock "the most advanced system" they've seen, while mining tech executives have told us, "You're the company that's going to set the standard for safety."

That's our mission: to define the global benchmark for industrial safety, and do it from right here in the Hunter. We don't take that responsibility lightly. We were recently recognised by Telstra as NSW's top innovation, and CSIRO has co-funded our manufacturing scale-up. But we haven't forgotten where we came from. Our executives still hold volunteer positions with research institutes and NFPs and all spend time advising emerging Hunter-based companies. We're proud board members of the Newwwie tech community (an organically grown community of >1500 Hunter tech professionals). Because we know we're standing on the shoulders of a region that's backed us from the beginning—and it's our job to pay that forward.

This is just the start. Shellshock is already saving lives, driving growth, and reshaping what's possible. And this is just the beginning. As our company scales, we are scaling our community impact. Watch this space.

Provide measurable evidence of how the innovation has improved the new and existing needs, driven growth and contributed to the success of your business.

Shellshock AI was built to solve a specific operational constraint: the inability to adapt safety systems to new risks without installing new hardware. The measurable success of our innovation lies in how completely we've eliminated that dependency.

1. Operational Impact – Faster, Custom, Remote AI Deployment: What previously took clients 9–12 months with other vendors—sourcing new hardware, installing, configuring, and training new AI models—is now handled 75% faster with Shellshock. Clients upload footage; our in-house team builds a model, tests it remotely, and deploys it to the field—zero downtime, no additional hardware required.

2. Detection Accuracy and Breadth: Shellshock systems are running on average 4+ simultaneous AI models, detecting risks ranging from driver fatigue and pedestrian proximity to perimeter breaches and thermal hotspots. With low latency, these alerts are actionable in real time, including in offline environments—a game-changer in remote mining, agriculture, and manufacturing.

3. Business Growth Metrics: Recurring revenue: \$25K → \$2.75M in recurring revenue
Total revenue: Increased by 84% in 12 months
Production Scale: >1700%

Geographical Reach: From nationwide to an international exporter, delivering now into eight countries

Sales Pipeline: Exceeds \$10 million, ALL from inbound from referrals, no active paid advertising, messaging or targeted marketing

Client Retention Rate: 100% of all our Shellshock customers have expanded AI capabilities post-deployment

1. Strategic Outcomes: One customer avoided \$7.9M in losses by identifying inefficiencies Shellshock surfaced within 3 months.

Deloitte's Head of AI adopted Shellshock as their vision AI platform of choice.

CSIRO co-funded our manufacturing scale-up, validating both the tech and the business model.

In cost comparisons across contracts, Shellshock was found to be 50% more cost-effective over the life of the engagement compared to leading legacy systems that only deliver basic telemetry and fixed AI alerts. This is despite Shellshock offering multi-layered detection (safety, thermal, process) and maintaining 100% of development, support, and manufacturing in Australia.

Our pricing advantage isn't driven by offshoring or scale compromises—it's driven by architectural efficiency. Shellshock's ability to remotely adapt to client-specific risks means clients pay for outcomes, not hardware swaps.

We shifted from a service provider to a product-exporting IP company with 100% of R&D and assembly in Newcastle, either in-house or with local partners.

Shellshock didn't just meet the need—it rewrote the rules for how fast, adaptive, and cost-effective safety and process monitoring can be. And we have the metrics to prove it.

Log in to enter.businessnsw.com to see complete entry attachments.

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