Silvermarsh

Product & operational pilots

Test a useful capability before expanding the build

Turn a product idea or connected-operations use case into a focused prototype and a decision about what should happen next.

Who this helps

Founders, product leaders and asset-intelligence teams exploring a new service, integration or operational capability.

The situation

A concept has many possible features but no clear first user. Tracking or sensing data does not yet support a useful action. A pilot demonstrates technology without resolving a commercial or operating question.

How we approach it

Define the user, job and evidence needed for a decision. Map the workflow, prioritize the smallest test and build a prototype with appropriate review controls. Observe use and exceptions, then decide whether to continue, revise or stop.

What you can take away

A focused use-case brief, prioritized scope, working prototype or integration, pilot plan, feedback and limitation log, and a next-step recommendation with handover needs.

Your team's part

Name a sponsor and operating lead. Arrange authorized access to representative users, systems and data. Review the prototype and own any decision to use it in live operations.

A bounded scope

Agree pilot boundaries, data handling, evaluation, cost and support before building. A pilot tests usefulness; it does not establish product-market fit or guarantee commercial results. Joint partnerships are considered separately through Silvermarsh Ventures.

A useful first step

Email Hobson with the intended user, the job you want to improve and the decision a pilot needs to inform.

Illustrative example | From a sensor alert to an action

A fictional equipment service team wants to see whether an alert can help a coordinator prioritize inspection work. Use synthetic event data to prototype an alert queue, explain why an item is flagged and require the coordinator to review it before assigning work. A testable workflow and a log of useful, missed and unnecessary alerts. No reduction in downtime, labor or cost is assumed.

Hobson Bryan | hobson@silvermarsh.com