



Fully Tanked Up - Case Study

After the success of their first product, the Australian start-up - Fully Tanked Up (FTU) is working with EasyIoT to build an entire product lineup.

SUMMARY

With EasyIoT by its side, Fully Tanked Up (FTU) successfully rolled out its flagship product, Tank Level Pro – Bluetooth. The founder of the Australian start-up, David Booth, turned his product idea into reality within one year by commissioning EasyIoT to design and manufacture the product. As their first product is now on the market, FTU is starting to generate sales and revenue and growing exponentially.

CHALLENGES

Founded in 2019, FTU is an Australian start-up aiming to revolutionise how people engage their rainwater tanks. The company is on a mission to bring products to the market that allow property owners to identify their water tank's water level, consumption information, and prediction about future usage at any point with an easy-to-use application.

As the founder of the business, David designed a Proof-of-Concept (POC) prototype all by himself and was looking for a reliable and cost-efficient way to turn it into a manufacturable product.



"We are always looking for a technical partner we can trust to turn our prototype into a real product," he explained. "The first product can determine the future of our start-up, so we need to release our product in the fastest, most reliable, and cost-efficient way possible."

"I was shocked by the resources and effort required to bring a real electronic product to the market. When it comes to deliverables, nobody guarantees project success."

David Booth
Founder of Fully Tanked Up

AT A GLANCE

CHALLENGES

- Not enough confidence in project
- No one-stop technology partner available
- Budget constraint

BENEFITS

- Guaranteed Project Success
- Cheaper without compromising on quality
- Delivered expectation on time

CALL TO ACTION

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SOLUTION

After the first conversation with EasyIoT, David and his team immediately saw the possibilities available with EasyIoT.

“As soon as EasyIoT approached us, we thought, ‘Well, this is the technical partner that we’ve been looking for’,” David explained. “We could see that they can do everything, from concept generation to the manufacturing, and they’re happy to illustrate it with real-world projects as examples.”

“Their proposal was very promising”, David said. “Both the cost and lead time have exceeded our expectations. On top of that, they also guaranteed the project delivery. I don’t see any reason not to work with them.”

CUSTOMER OUTCOMES

David and his team found that EasyIoT was by their side throughout the entire product development cycle. “They have been there every step of the way. These past months have been such a great journey for us, and obviously, EasyIoT has been a big part of that,” he explained. “We are looking forward to the next few years of development.”

NEXT STEPS

After the success of Tank Level Pro – Bluetooth, FTU’s plan is to continue working with EasyIoT to develop several other products to complete their entire product lineup. Currently, they’re working with EasyIoT to sculpture the product requirements for Tank Level Pro – 4G and Tank Level Pro – WiFi.

As FTU continues to innovate, EasyIoT is proud to be by its side.



“We always want to do the best work possible for our clients, using all the power of technology we can offer to enhance their business. The Fully Tanked Up project is pioneering, and we hope to grow even more.”

Edward Liu

CEO and Founder of EasyIoT