

Springtech achieves product-market fit, rebrands to CorePlan and brings Jeff Elliott onboard as Chairman.

Startup quickly rises to top of preferred tools used by mineral exploration and drilling companies.

Perth, WA - Springtech, a West Australian technology company spun out of CSA Global, has completed an extensive rebranding effort. Driven by accelerated adoption from mineral exploration and drilling companies in Australia, the heart of the rebrand is a change of the company name to CorePlan - matching the name of their Digital Operations Platform.

Propelled through word of mouth, CorePlan has attracted new customers in Western Australia, New South Wales and West Africa. Some early adopters of the digital operations platform include Chalice Mining and Raglan Drilling.

When asked about the impact of the platform, Bruce Kendall, General Manager Corporate Development from Chalice Mining said, "We have found CorePlan to be a great 'out of the box solution' to managing and tracking multiple drill rigs performance and costs at our Julimar Project. Our geologists and field staff have found it to be intuitive, easy to use with very limited time required to get it set up and running. All of this has led to considerable time savings and ultimately means that our geologists can spend more time doing geology."

CorePlan has seen rapid adoption across both mineral exploration and drilling companies that wanted to eliminate the chaos of multiple systems and manual workflows. The platform caters to companies both large and small by providing an all-in-one system for their teams to go to work.

"The last 6 months has been absolutely crazy. Covid-19 really supercharged the need for digital tools in the industry. This time last year we were just getting started with our mineral exploration module with AngloGold Ashanti. Then we got asked to help drillers with a way to easily digitise plods. ", said Alex Goulios, CEO of CorePlan.

To assist with the growth, the mining tech startup has brought onboard Jeff Elliott as Chairman of the Board.

"The mining industry's appetite for new technologies has grown rapidly over the last 12 months. And the maturity of digital tools for mining has created the perfect storm in increasing adoption. I'm excited to be part of the journey to help Alex and the team at CorePlan bring a much needed solution to the industry.", said Jeff Elliott.

A geologist by skill, Jeff draws on over 23 years' experience in the industry through his work in exploration mining in the 90s and as Managing Director at CSA Global.

The rebrand efforts set the foundations for the company to scale their operations across the country. "Our early adopters really helped in defining what the product is today. One of the things we noticed was that they were referring to us as CorePlan instead of Springtech. Just like how we let the customer feedback define our product, we decided to use this customer insight to build the foundations to our brand.", Alex said.

About CorePlan

CorePlan is Software as a Service (SaaS) platform designed and built in Perth, Western Australia by Springtech. CorePlan provides a digital workplace for mining and drilling companies to streamline their workflows and collaborate on their operations without the need for multiple systems, spreadsheets and email. The platform utilises both web and mobile apps that work onsite and in office, unlocking efficiencies and reducing costs.

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