

ANTHEM ROSE

Practical automation. International ambition.

Anthem Rose is a business being developed by Ethan Bays, a qualified equipment technician, to help equipment businesses spend less time on administration and finding technical information.

What we plan to offer

Manuals and technical information search: tools that help users find relevant, authorised service manuals, operating instructions and calibration information for their equipment.

Quote and administration automation: streamline enquiries, prepare draft quotes and reduce repetitive paperwork.

Maintenance workflows: organise service records, maintenance reminders and job information.

Technical information tools would support qualified users, with references to the relevant manufacturer documentation.

Who we aim to help

Equipment hire and access equipment businesses, agricultural operators, farmers, and businesses working with farming and milking equipment.

Where we begin

Our initial customer focus is North Auckland, including Warkworth, Snells Beach and surrounding rural communities. Ethan's technical background and knowledge of the area will help identify practical problems and test solutions with potential customers.

Our international ambition

Anthem Rose plans to develop repeatable automation products and services that can expand across New Zealand and into international markets. The approach is to validate customer demand, demonstrate measurable benefits and build from those results.

The meaning behind the name

Anthem Rose honours Ethan's children, Anthem and Saiyla-rose, and his commitment to building something meaningful for the future.

Current stage

Business establishment, customer discovery and investor discussions. The offerings described are planned; investment and commercial results are not yet confirmed.

Mechanical servicing and physical repairs are outside the current offering.