D01 · PHASE 1 DELIVERABLE

Commercial Landscape.

The market, the segments, and where EKU has the right to win · Kanbina Lumina

Commercial Foundation · July 2026 · ready version · verified data

THE CONTEXT

Industrial power generation is in transformation.

Three forces are changing how power is bought and operated: and they open space for an integration layer.



Electrification and decarbonization

Pressure to operate cleaner is driving retrofits and hybrids



Mixed equipment fleets

Operators combine manufacturers and need to integrate them



Rising demand for power

Data centers and industry are raising the need for reliable capacity

THE IMPLICATION

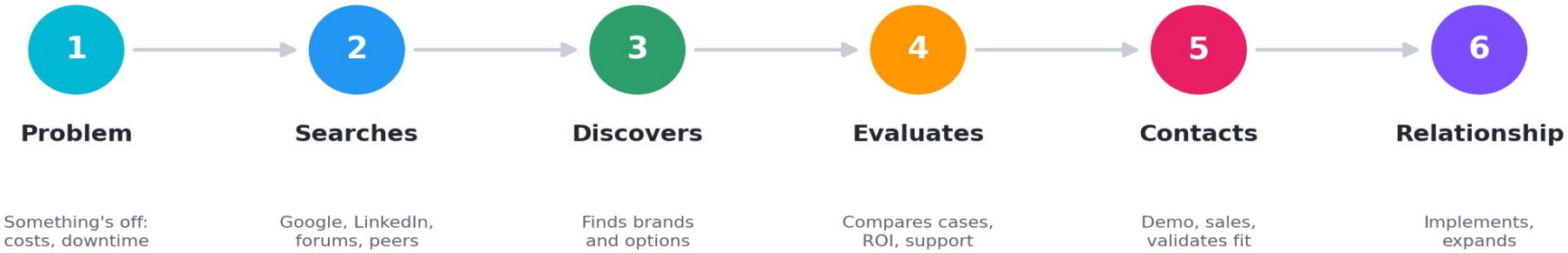
This is not primarily a technology problem. It is a problem of **commercial visibility, positioning, and buyer accessibility.**

Source: Industry context · Kanbina synthesis of public and EKU-approved materials.

THE BUYER JOURNEY · FROM NEED TO FIRST CONTACT

How a customer discovers EKU: and where it's lost today.

The industrial buyer goes through six steps before buying. At each one they decide with different information. Seeing the full journey shows exactly where EKU should be present and isn't.



WHERE EKU MUST APPEAR

Today EKU appears only at step 5-6, once the buyer already knows it.

The opportunity is at steps 2-3: being found when they search the problem, not the brand.

COMPETITIVE LANDSCAPE · VERIFIED PUBLIC EVIDENCE

Four competitors cover pieces. None articulates the complete outcome.

Analysis of the public pages of four direct competitors, verified on July 21, 2026. Each occupies part of EKU's territory: but the integrated operational-outcome space remains empty.

ComAp Specialized power control	Uses "power-source agnostic", "not tied to a specific vendor", and "brand agnostic" in microgrids
Deep Sea Electronics Breadth and depth of catalog	No corporate multi-manufacturer promise; competes on modules and distribution
Relevant Power Packager / EPC / turnkey	Multi-OEM experience in service, not an agnostic control platform
Mesa Power Vertically integrated ecosystem	Proprietary telemetry; integration within the Mesa ecosystem, not interoperable

Source: Research on each competitor's public pages · verified 2026-07-21

RIGHT TO WIN

Where EKU has a real advantage today.

The intersection of EKU's capability and verified demand signals.

Idle management	Recognized leadership* + proven demand (568 appearances/mo, pos. 4-6)	Strong
Multi-generator control and automation	The core of the business and the highest-demand category (1,257/mo)	Strong
Mining / remote equipment	Position 3 in search + large market per EKU*	High potential
Path to software (Maximus/Sophia)	Installed base as the gateway to recurring value	In development
Data centers	Growing macro demand, but fit still to be validated	Hypothesis

(*) Claims from EKU-approved materials. Demand verified in Google Search Console.

Source: Kanbina synthesis · EKU-approved materials + competitive analysis + Google Search Console · verified data.

CONCLUSION

The market is moving toward exactly what EKU does.

Strategic conclusion	The transformation of power generation opens space for an agile, multi-platform integration layer: EKU's space.
Commercial implication	EKU does not need to create demand: it needs to connect with the demand that already exists in idle, control, and mining.
Recommended use	Prioritize territories with a proven right to win; treat data centers as a hypothesis to validate.
Under validation	Final segment ranking, opportunity sizing (Phase 3), and data-center fit.