D02 · PHASE 1 DELIVERABLE

Buyer Intelligence Map.

Who decides, what they need to hear, and where EKU enters · Kanbina Lumina

Commercial Foundation · July 2026 · ready version · verified data

THE PRIORITY SEGMENTS

Five audiences, ranked by where EKU can win.

Entry prioritization based on fit with EKU's capability and buyer accessibility.

Packagers / integrators

Strategic channel (leadership insight): places hardware and opens the door to the end customer

Priority 1

OEM partners / distributors

Multiply reach; documented multi-platform compatibility

Priority 1 · multiplier

Data centers / behind-the-meter

Rising demand for power; visibility and control across mixed assets

Under validation

O&G moving into power generation

Proven in O&G, extending into power generation

Confirmed vertical

Mining / remote industrial

Reliability where support is hardest; digital visibility already exists

High potential

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

THE ROOM WHERE IT IS DECIDED

Six roles, six questions, one shared proof.

In an industrial decision, no one buys alone. Each role needs a different answer from the same proof asset.

CFO

"Is this investment justified?"

Certifications · product-to-outcome summary

Operations

"Will it run reliably?"

GeneSys · Control Box · Maximus

Technical

"Does the architecture hold up under scrutiny?"

Field control unit · Maximus · Sophia

Procurement

"Is this a viable, compliant supplier?"

Quality and validation · ISO/UL/CE

Integrator

"Does it fit my workflow without adding burden?"

Technical datasheets · Control Box

Site operator

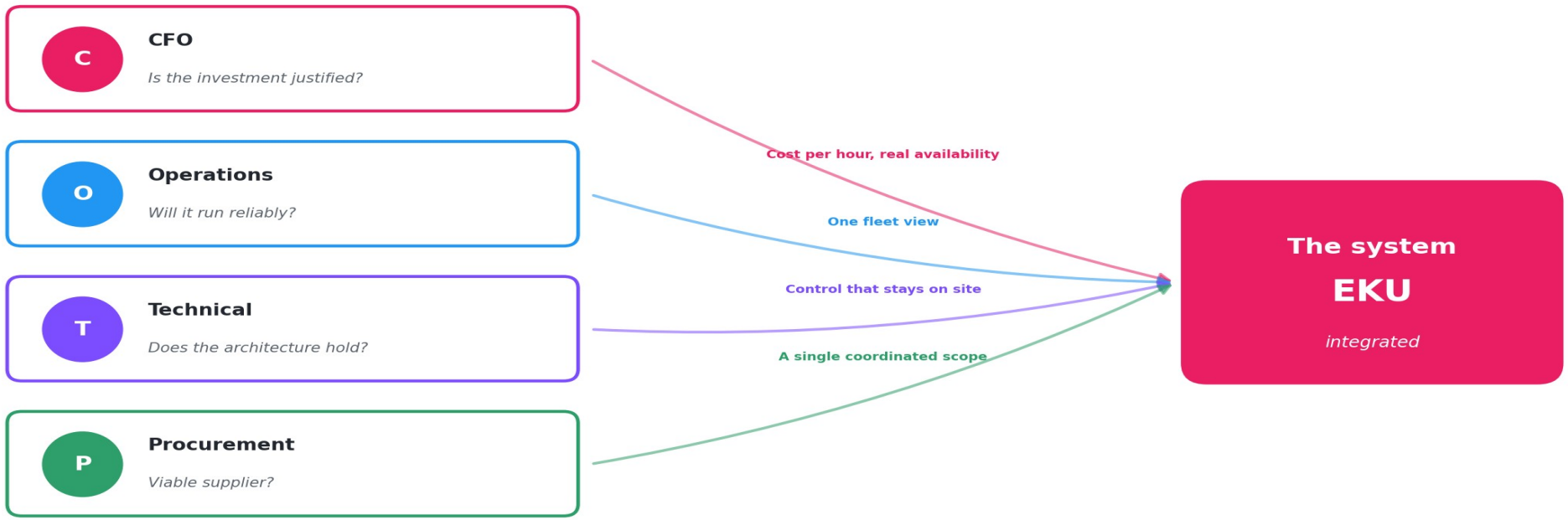
"Does it manage a mixed fleet at scale?"

Maximus · Sophia

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

Four roles, four questions: one single answer.

In industrial buying, no one decides alone. Each role enters with a different concern and needs a different proof. But they all arrive at the same integrated EKU system: and that's the sale.



HOW THEY RESEARCH TODAY

The buyer is already searching. They just don't find EKU yet.

Terms with real demand where each audience lives: verified in Google.

Packagers / operators	**idle management · power plant drive systems**	568 + 97 appearances/mo
Fleet operators	**remote monitoring · fleet management**	354 appearances/mo in the category
Mining	**mining equipment performance**	362 appearances/mo · position 3
Control technicians	**generator control · paralleling**	1,257 appearances/mo in Control/EMS

Each segment has a digital entry point with already-proven demand.

Source: Kanbina synthesis · leadership interview + EKU-approved materials · verified data.

CONCLUSION

The map connects who decides with how they are reached.

Strategic conclusion	Five prioritized audiences, each with its buying committee and its digital entry point.
Commercial implication	The commercial team knows whom to address, with what message, and with what proof.
Recommended use	Prioritize packagers and control/EMS; use the entry points with proven demand.
Under validation	Final segment priority, actual committee composition, and data-center fit.

Ready version · Verified data. Behavioral projections will be refined once Google Analytics (GA4) is connected.