Phase 2 package v1.2 (D05 to D08), delivered 19 August 2026. Handover copy: roles instead of names, one figure corrected. Back to the folder · Start here

Kanbina LUMINA

COMMERCIAL GROWTH INTELLIGENCE · EKU POWER DRIVES

Phase 2 Deliverables Package v1.2

The complete working-final versions of D05, D06, D07 and D08, plus the six active Added-Value artifacts. Every recommendation is built on the normalized evidence layer (reconciled 14–16 Aug 2026) and the approved positioning language (validated 31 Jul 2026). Claims remain gated behind EKU technical sign-off before external use.

DELIVERABLE	TITLE	STATUS IN THIS PACKAGE
D05	Buyer-Facing Messaging System	Complete, pending claim sign-offs noted inline
D06	Channel Strategy & Digital Architecture	Complete, field-channel data inputs flagged
D07	AI & Search Content Framework	Complete, six briefs fully developed
D08	Partner & Distribution Channel Map	Complete, anchored on the 70%-packager channel truth
AV	Added Value Portfolio, AV01 · AV02 · AV03 · AV07 · AV09 · AV10	All six active artifacts, delivered

Working foundation for executive review. Not approved external copy. · 19 Aug 2026

D05 · BUYER-FACING MESSAGING SYSTEM, FRAMEWORK COMPLETE · VALIDATION GATES INLINE

Included in Phase 2 deliverables (SOW · D05)

Messages built from what buyers type, ask and fear, anchored in the founder's own verified language.

This version merges the 3-Aug drafting batch built on leadership's verified 31-Jul transcript quotes. Status tags carried through: READY = usable now · AWAITS MAXIMUS CASE = needs the committed case study · VALIDATE W/ ENGINEERING = needs technical confirmation. QA: zero banned terms.

1 · The messaging house

ROOF, THE MOTHER PHRASE

"Power Asset Readiness: know that every generator in your mixed-brand fleet will start, sync, and carry load when it matters, because you can see all of it, all the time, in one system."

Opening line stays the approved existing message: **"Power generation is becoming more complex. Operating it shouldn't be."**, moved from three clicks deep to the front of every pitch. Beneath both: narrative = Power Asset Readiness · buyer descriptor = controls and monitoring for mixed-brand generator fleets · proof = Chip-to-Cloud, cross-manufacturer integration · entry language = generator controls, remote monitoring, idle management, fleet monitoring.

PILLAR	MESSAGE	PROOF THAT CARRIES IT
1 · One operating layer across your mixed-brand fleet	Mixed-brand fleets shouldn't mean mixed-up operations: one interface, one data model, one way of working, whatever nameplate is on the machine.	Chip-to-Cloud architecture, EKU builds from the controller hardware up through the cloud layer. Train the team once, run the whole fleet. READY
2 · Visibility that replaces guesswork	Answer "why did it shut down?" by looking, not by asking.	Maximus digital twin, a live model of each asset compared continuously against real behavior, flagging drift before it becomes a failure. READY resolution metrics AWAIT MAXIMUS CASE
3 · Readiness you can afford	Unreliable assets get papered over with N+X redundancy and scarce specialist headcount, continuous visibility attacks both costs.	Operators pay on the order of a six-figure annual cost for a single support engineer (Needs Validation) amid a qualified-labor deficit, while data-center SLA penalties dwarf both that salary and the system cost. READY paraphrased named figures AWAIT CASE

2 · Role messages, pain · core message · soundbites · objection

CFO

Pain (in their words): "I'm paying premium salaries for specialists I can barely hire, buying more generators than the load requires, and if the site misses its reliability commitment anyway, the penalty makes both look cheap. I'm paying three times for the same risk."

Core message: Power Asset Readiness turns generator reliability from an insurance problem into a visibility problem, and visibility is far cheaper than insurance. One investment addresses three cost lines: scarce specialists, excess N+X redundancy, SLA penalty exposure.

Soundbites: "You're currently buying reliability three times: in headcount, in redundant iron, and in penalty risk. Buy visibility once instead." READY · "One data-center reliability penalty costs more than this system, and more than the engineer you hired to prevent it." verify figure per prospect contract · "Train your people once, and they can run every generator you own, whoever built it." READY

Objection, "Another software line item; where's the hard ROI?" → "Start with what you already pay: specialist labor, redundant capacity, penalty exposure. Maximus doesn't add a cost line, it consolidates three. We'll model against your actual fleet and contracts, not a generic calculator."

VP Operations / COO

Pain: "Every brand has its own controller, software, quirks. When a unit trips at 2 a.m., we're asking people what happened instead of knowing. Every new hire learns five systems before they're useful."

Core message: one operating picture of the entire mixed-brand fleet, controls, monitoring, paralleling, remote monitoring in a single system built on cross-manufacturer integration. The digital twin finds drift before downtime.

Soundbites: "Stop asking why it shut down. Look at the data." READY · "The digital twin watches everything, live behavior against expected margins, so drift shows up before downtime does." READY · "One operating layer for your mixed-brand fleet: train your team once and run the whole fleet, within the validated controller and protocol set." VALIDATE W/ ENGINEERING

Objection, "Universal platforms have burned me before." → "Most universal platforms are dashboards stapled onto protocols they don't control. Chip-to-Cloud is different by construction: we build the controller layer itself, so integration happens at the controls level, not as a translation layer. We'll prove it on your ugliest mixed-brand site first." pilot mechanics: confirm with leadership

Engineering, the probable veto

Pain: generators from 3–4 manufacturers, each with its own controller, protocol and quirks, every paralleling job and monitoring rollout stitched by hand; the people who know all of them are scarce.

Core message: one control and orchestration layer across the mixed-brand fleet, built on Chip-to-Cloud: EKU designs the interface hardware, firmware, application software, edge nodes and cloud, cross-manufacturer integration is the design premise, not a bolt-on adapter. READY

Soundbites: "From the chip to the cloud, we build it all, there's no third-party layer we can't see into." READY · "Cross-manufacturer integration by design: one orchestration layer over whatever iron you already run." READY

Objection, "Just one more proprietary system." → "The proprietary systems you manage today each control only their own brand, that IS the integration problem. Maximus sits above them. And integration work is never zero, we don't pretend otherwise; EKU delivers that service so the product runs optimally. You're not buying a box and a manual; you're buying an outcome." *(Admitting the integration work is deliberate, honesty that disarms.)*

Proof needed: publishable Chip-to-Cloud diagram VALIDATE W/ ENGINEERING · field-integrated controller list VALIDATE W/ ENGINEERING · real mixed fleet running under Maximus AWAITS MAXIMUS CASE

Purchasing / Executive

Core message: "Instead of buying and managing systems A, B, C, D, E and F, one per brand, you buy one: Maximus. One vendor relationship, one training program, one system. That's Power Asset Readiness: assets ready to perform, regardless of whose name is on the enclosure." READY

Soundbites: "You don't have to buy A, B, C, D, E and F. You buy Z, and it works for all of them." READY · "One training, whole fleet." READY · "Consolidate controls and monitoring under one vendor, without replacing the generators you already own." READY

Objection, "Single vendor = lock-in." → "The lock-in you have today is worse: four or five brand-specific systems, none talking to the others. Maximus consolidates the controls layer while your generators stay exactly as they are, your future equipment purchasing decisions stay open; that's the point of cross-manufacturer integration."

Supporting roles from the buyer-committee map (Data Center Operator, Working Hypothesis segment; HR, talent-cost angle; Packager, served by the sales play below) carry the pillar messages with their respective proofs.

3 · Packager / OEM sales play, one page

Who: packagers integrating generation into delivered systems (data-center backup, microgrids, rental, industrial skids) who work across brands and own the controls scope. **Triggers:** mixed-brand project where the controls-integration scope inflates · customer demands monitoring/paralleling with a hard SLA · can't staff technicians who know every brand in the BOM.

Proposition: "Maximus is the control and orchestration layer you build into what you ship: one system delivering cross-manufacturer integration across mixed-brand generation hardware, within the validated controller and protocol set for each project. Chip-to-Cloud means you integrate against one stack instead of five controller ecosystems. You keep the customer relationship and the margin; EKU provides the integration service so it runs optimally."

Hook: "Your customer asks you for the integrated system. You deliver it, with Maximus inside."

Discovery: "On your last mixed-brand project, how many hours did your team spend making the controllers talk, and who paid for those hours?" · "When a customer specs remote monitoring or paralleling across brands, do you build it in-house, subcontract it, or walk away?"

CTA: "Bring us one live project with a mixed-brand fleet. In one working session, EKU maps it against Maximus and returns an integration scope you can price into your bid." scoping-session viability: VALIDATE W/ ENGINEERING

4 · Page copy blocks and objection bank

The four page copy blocks (homepage hero, Maximus+Sophia ecosystem, Controls/GeneSys, idle management) and the five-entry question-led objection bank stand as delivered earlier in this package, now reinforced by the role soundbites above for tone consistency.

> **Validation status, D05 (v1.0):** messaging house with the founder-derived mother phrase, three pillars, four deep role messages with soundbites, packager sales play, copy blocks and objection bank, complete. Open gates, per item inline: the Maximus case study unlocks all quantified proofs; the integrated-controller list and the publishable Chip-to-Cloud diagram need engineering validation; a ~20-minute session with leadership converts v1.0 into approved copy. No performance numbers appear anywhere without a source.

D06 · CHANNEL STRATEGY & DIGITAL ARCHITECTURE, FRAMEWORK COMPLETE · VALIDATION GATES INLINE

Included in Phase 2 deliverables (SOW · D06)

Every channel gets one job. The site gets an architecture that routes buyers instead of listing products.

1 · Channel role map, what each channel is for, and what it is not for

CHANNEL	ROLE	JOB TO BE DONE	EVIDENCE BASE
Packager channel	PRIMARY	Protect and enable the channel that already carries ~70% of revenue: co-branded spec sheets, integration guides packagers can hand to end customers, fast technical response.	Stakeholder interview, 24 Jul (GREEN, strongest channel evidence)
Organic search	GROWTH	Capture existing buyer language (entry terms) and route it into the readiness story. Non-branded discovery is the growth problem to solve.	99.2% branded clicks and 568-impression idle-management beachhead (GSC clean baseline, 14 Jul–13 Aug 2026); keyword gap vs. cohort (31 Jul 2026)
AI answers	GROWTH	Become citable: extraction-ready pages, valid structured data, definitional statements. AI referrals are a measured channel (the OEM benchmark counts ~56K visits/quarter from it).	0/5,176 unbranded AI answers today; 11 AI Overview slots as toehold
Events & fairs	PROVE	The one channel with organic proof already (a real bauma.de referral, world's largest construction & mining machinery fair). Yotta language map ready for data-center vertical timing.	GA4 referral evidence; AV09 event map
Citations / industry bodies	BUILD	Earn presence where DOE/NERC/EPRI-grade sources and trade press cite vendors, the shortest route into AI answers.	AV10 backlink plan; Set C register
LinkedIn / social	PENDING DATA	Role assignment deferred, needs LinkedIn analytics access before it earns a job. No invented strategy.	Flagged input gap

2 · Digital architecture, pages, owned territory, and routing

PAGE	OWNED SEARCH TERRITORY	ROUTES TO
Home	Brand + the outcome headline (hero, Change 1)	Power Generation → Maximus+Sophia or Controls
Learning Center (PAR home)	Power Asset Readiness, category education, comparisons, glossary	Every product page; the narrative spine
Maximus + Sophia (ecosystem)	Power management, orchestration, distributed-energy coordination, chip-to-cloud	Proof assets → contact/demo
Controls / GeneSys	Generator control panel, genset controller, paralleling, synchronization, ATS terms	Maximus+Sophia (system story)
Microgrid page (new)	Microgrid controller (promoted high-confidence anchor), microgrid management, behind-the-meter educational cluster	Maximus+Sophia
Smart PDU page	Smart PDU, power-distribution terms (480/mo, low difficulty)	Controls + monitoring
Idle management page (new)	Idle management, idle-time reduction, fuel-waste terms, convert the existing impressions	Maximus+Sophia; CFO-angle proof
Segment pages (gated)	Data centers, mining, oil & gas, rental, only after segment validation	Vertical-specific proof

Territory table consistent with the page-keyword ownership layer of the master dataset; "microgrid controller" promoted per the 6-Aug SERP validation (established SERP with enterprise and OEM players present).

3 · Buyer-journey routing, which stage each asset serves

Trigger → no owned touchpoint (by design, this stage happens off-property). **Explore** → entry-term pages + AI-citable definitions. **Compare** → readiness framework, mixed-brand argument, qualification question. **Validate** → Chip-to-Cloud technical depth, compatibility documentation, references (as released by sign-off). **Decide & operate** → lifecycle support content, onboarding clarity, packager enablement kit.

4 · Measurement plan, so Phase 3 can prove what Phase 2 built

- **GA4 key events to configure (named next step):** contact/quote form submit, brochure/spec download, demo request click, packager-kit download, outbound click to portal. *Activation module, scoped on request.*
- **Baselines already frozen:** GSC 297 clicks / ~7K impressions / 4.2% CTR / avg pos 9.1 (14 Jul–13 Aug); 29 US keywords; 248 referring domains / 923 backlinks (12 Aug); AI-answer presence 0/5,176 (defined scope); AI referral traffic ~0.
- **Rule carried from the evidence register:** no trend claims across different scopes/configs, every future comparison is like-for-like or it isn't made.

> **Validation status, D06:** channel roles and architecture complete on digital evidence. Pending inputs that refine (not block) it: LinkedIn analytics, CRM source data, partner interviews for the field-channel picture; GA4 key-event configuration is an EKU-side implementation step and the gate for Phase 3 proof.

Included in Phase 2 deliverables (SOW · D07)

A three-layer content engine: capture the demand that exists, name the gap, own the category.

1 · The governing structure

Layer 1, existing demand: pages built on terms buyers already type (entry-language table, D06 architecture). **Layer 2, the commercial problem:** content that names the gap ("equipment does not equal operational capacity"). **Layer 3, the proprietary category:** Power Asset Readiness education in the Learning Center. The category never replaces demand capture, it organizes it.

2 · The six content briefs, fully developed

Brief 1 · Idle Management, "The cost of doing nothing" BUILD FIRST

Objective: convert the 568 monthly page-one impressions EKU already earns (GSC, 14 Jul–13 Aug 2026) into clicks and enquiries. **Audience:** COO / VP Operations; CFO secondary. **Terms:** idle management · idle management system (20/mo, KD0) · idle time reduction · fuel waste idling. **Intent:** commercial-informational. **Placement:** new /idle-management page, linked from Maximus+Sophia and Controls.

Outline: H1 "Idle management for generator fleets: the cost of doing nothing" → H2 What idle hours actually cost (fuel, wear, overhaul-cycle acceleration) → H2 Why fleets idle more than operators think (visibility gap) → H2 The control loop that removes idle hours (Maximus digital twin, rules-based shutdown) → H2 What changes in month one (claim-safe, qualitative) → FAQ (4 real buyer questions) → CTA.

Extractable definition (AI block): "Idle management is the automated detection and elimination of generator hours that produce no useful load, using continuous monitoring and rules-based control to shut down, stagger or re-dispatch units so fuel and engine life are not spent on standby." **Meta title:** Idle Management Systems for Generator Fleets | EKU Power Drives. **Meta description:** Stop paying for engine hours that produce nothing. EKU's idle management turns fleet visibility into automatic fuel and wear savings, across the mixed-brand fleet you run. **Internal links:** Maximus+Sophia, Controls, Learning Center M4. **CTA:** "See your fleet's idle profile, request a walkthrough." **Claims gate:** no % savings figures until the Maximus case releases them.

Brief 2 · Generator control panel / genset controller cluster BUILD SECOND

Objective: enter the highest-intent, lowest-difficulty specialist territory. **Audience:** Engineering; Packager secondary. **Terms:** generator control panel (260/mo, KD2) · genset controller compatibility · generator control system upgrade · retrofit generator controls. **Intent:** commercial. **Placement:** Controls/GeneSys page, restructured buyer-terms-first.

Outline: H1 "Generator control panels and genset controllers, built for mixed-brand fleets" → H2 What a modern control panel must do (paralleling, sync, protection, remote) → H2 The mixed-brand problem nobody's panel solves → H2 GeneSys architecture: from controller to cloud → H2 Retrofit path: keep the generators, upgrade the control layer → H2 Compatibility (validated list only, engineering gate) → FAQ → CTA.

Extractable definition: "A generator control panel manages starting, synchronization, load sharing and protection for one or more generators; a fleet-grade controller adds cross-manufacturer integration so mixed-brand units operate as one coordinated system." **Meta title:** Generator Control Panels for Mixed-Brand Fleets | EKU. **Internal links:** Maximus+Sophia, idle management, microgrid page. **CTA:** "Map your fleet's control layer, one session." **Gate:** integrated-controller list VALIDATE W/ ENGINEERING before publishing compatibility section.

Brief 3 · Microgrid controller anchor page HIGH-CONFIDENCE ANCHOR

Objective: plant EKU's flag in the promoted category anchor, an established SERP with enterprise and OEM players, proving the demand is real. **Audience:** Engineering + CTO; DC Operator secondary. **Terms:** microgrid controller (260/mo, KD28) · microgrid control system (210/mo, KD18) · behind-the-meter coordination (filtered educational subset only). **Intent:** informational-commercial. **Placement:** new /microgrid-control page.

Outline: H1 "Microgrid controllers: coordinating generation, storage and load as one system" → H2 What a microgrid controller does (plain language) → H2 Grid-tied vs. islanded vs. behind-the-meter (definitions AI can quote) → H2 The mixed-brand microgrid: where single-vendor controllers hit their limit → H2 How Maximus orchestrates a microgrid (site-level, not cloud-dependent) → H2 Choosing a controller: 7 evaluation questions → FAQ → CTA.

Extractable definition: "A microgrid controller coordinates generators, storage and loads so a site can produce, balance and, when needed, island its own power. Fleet-grade controllers coordinate equipment from multiple manufacturers as first-class citizens." **Meta title:** Microgrid Controllers for Mixed-Brand Systems | EKU. **Internal links:** Maximus+Sophia, Controls, Learning Center M1/M3. **CTA:** evaluation-questions download. **Note:** SERP includes enterprise/OEM players, content must out-teach, not out-shout.

Brief 4 · Generator monitoring / Sophia cluster LOW DIFFICULTY, DIRECT FIT

Objective: own monitoring language with the Sophia layer inside the Maximus ecosystem. **Audience:** VP Operations; Engineering secondary. **Terms:** generator monitoring system (320/mo, KD2) · remote generator monitoring (140/mo, KD0) · generator fleet monitoring software · power asset monitoring. **Intent:** commercial. **Placement:** Sophia/monitoring page inside the ecosystem architecture.

Outline: H1 "Generator monitoring that answers 'why', not just 'what'" → H2 From alarms to analytics: what monitoring should tell you → H2 The digital twin: live behavior vs. expected margins → H2 One monitoring layer for a mixed-brand fleet → H2 From monitoring to control: when seeing becomes doing (bridge to Maximus) → FAQ → CTA.

Extractable definition: "Remote generator monitoring collects live operating data from each unit, whatever its brand, and compares it against expected behavior, so drift is flagged before it becomes downtime." **Meta title:** Generator Monitoring & Fleet Telemetry | EKU Sophia. **Internal links:** Maximus, idle management, Controls. **CTA:** "See a live fleet view." **Gate:** screenshots/demo assets need engineering release.

Brief 5 · What is Power Asset Readiness, Learning Center pillar NARRATIVE HOME

Objective: the citable home of the category, every other page links here; AI assistants quote it. **Audience:** all roles; written for the smart non-specialist. **Terms:** Power Asset Readiness (no reported volume in this pull, educational, not capture) + related questions (PAA set). **Intent:** educational. **Placement:** Learning Center M1 (pillar).

Outline: H1 "What is Power Asset Readiness?" → H2 Owning equipment is not the same as being able to run it → H2 The four faces: control, integration, power management, lifecycle → H2 Why mixed-brand fleets made readiness a discipline → H2 How readiness is measured (visibility, coordination, recovery) → H2 Readiness vs. buying more iron (the CFO argument) → glossary links → CTA to readiness conversation.

Extractable definition: "Power Asset Readiness is the discipline of turning purchased power generation equipment into capacity that is ready to operate as one system, connected, visible, coordinated and supported through its lifecycle, regardless of how many brands are in the fleet." **Meta title:** What Is Power Asset Readiness? | EKU Learning Center. **Internal links:** every product page + glossary. **Gate:** none, this is the safest page in the portfolio to publish first.

Brief 6 · Data-center power readiness primer GATED, SEGMENT VALIDATION FIRST

Objective: claim power-specific data-center language once the vertical is validated. **Audience:** DC Operator, CFO. **Terms:** data center backup power management · data center generator monitoring · backup generator data center, power-specific terms only ("data center campus" explicitly excluded as a demoted seed). **Intent:** commercial-informational. **Placement:** segment page, gated.

Outline: H1 "Backup power readiness for data centers: when the queue won't wait" → H2 The math of the moment (demand doubling, equipment lead times, sourced external register) → H2 Why procured generation underperforms without orchestration → H2 Readiness under SLA: visibility, redundancy discipline, drift detection → H2 Mixed-brand reality of fast procurement → H2 What to validate before you buy (checklist) → FAQ → CTA.

Extractable definition: "Data-center power readiness is the ability to prove, continuously, that backup and behind-the-meter generation will start, synchronize and carry critical load within SLA, across every unit and brand on site." **Meta title:** Data Center Backup Power Readiness | EKU. **Gates:** segment validation with EKU leadership; external-claims guardrails (no queue-solving claims, no uptime guarantees, no market-to-revenue conversion).

3 · AI answerability standards, applied to every page above

- One extractable definition per page (a two-sentence answer an AI can quote), FAQ block with real buyer questions, spec/compatibility tables in clean HTML.
- Structured-data fix first: coverage exists, validity is the issue being corrected. Then FAQ/Product/Organization schema on priority pages.
- Descriptive internal anchors replace the 332 non-descriptive links, internal semantic pathways are part of machine readability.
- Citation plan: earn references from the Set C authorities and trade press (AV10 method), the shortest route into AI answers.

4 · Measurement

KPIs, all like-for-like: non-branded impressions and clicks (GSC), entry-page keyword coverage (domain analytics, US scope), AI Overview appearances (from the 11-slot baseline), AI-answer presence in the defined comparison scope, AI-referral sessions (baseline ~0), key-event conversions once GA4 is configured.

> **Validation status, D07:** framework, briefs and standards complete, the strongest evidence base in Phase 2. All six briefs now fully developed (objective, audience, terms, outline, extractable definition, meta, links, CTA, claims gate). Pending: engineering confirmation of the compatibility sections (briefs 2 and 4) and segment validation for brief 6; the framework and the developed briefs are the deliverable, complete.

D08 · PARTNER & DISTRIBUTION CHANNEL MAP, FRAMEWORK COMPLETE · VALIDATION GATES INLINE

Included in Phase 2 deliverables (SOW · D08)

The channel truth first: roughly 70% of revenue flows through packagers. The map is built around them.

1 · The channel model

EKU's go-to-market is packager-led with end-user influence. Packagers assemble and sell; end customers increasingly influence what gets specified inside the package. The strategy is therefore double-sided: **protect and enable the packager channel** (never bypass it) while **building end-user pull** so the spec asks for EKU by name. Every artifact in this deliverable serves one of those two motions.

2 · Partner typology and priority

PARTNER TYPE	PRIORITY	WHAT EKU OFFERS THEM	WHAT THEY CARRY FOR EKU
Genset packagers / integrators	P1, core	Integration layer for mixed-brand fleets (validated compatibility set); co-branded spec content; fast engineering response; margin protection	~70% of revenue today; the fastest route to any new vertical
OEM technical-compatibility relationships	P2	Proven cross-manufacturer integration (compatibility framing only, never partnership claims)	Credibility in mixed fleets; presence in OEM-anchored deals
Rental / temporary-power operators	P3, validate	Fleet-level readiness for constantly re-deployed assets	Volume exposure; event-driven demand (bridge power)
Industry bodies / citation authorities / trade press	P3, build	Genuinely useful technical content worth citing	Authority, backlinks, AI-answer citations (AV10 method)
Event ecosystem (bauma-class fairs; Yotta-class summits)	P3, prove	Presence where the category language is being written	The one channel with organic referral proof already

3 · The packager enablement kit (the P1 artifact)

- **Spec-ready one-pager per product family**, a proposal-ready one-pager for packager-led bids.
- **Compatibility matrix**, brands/protocols supported, claim-safe wording pre-approved.
- **Co-branded integration guide**, the linkable asset that also earns referral traffic from packager domains (mirroring, at EKU scale, the OEM ecosystem-referral model the benchmark revealed).
- **Qualification script**, "how many brands are in your fleet?" turned into the packager's own discovery question.

4 · Public channel visibility, the open decision, with recommendation

Question: should packagers be a visible public segment? **Options:** (1) public segment page · (2) soft public language ("system integrators," "power generation packaging partners") · (3) internal-only. **Recommendation: Option 2** until channel sensitivity is confirmed, packager relationships may be confidential, and public packager messaging could create channel conflict. Validation asks logged: are relationships confidential; would visibility create conflict; does EKU want direct OEM contact; can "genset integrators" be used safely.

5 · Ecosystem discovery method (proxy layer, honestly labeled)

Referring-domain crossover: domains linking to two or more cohort members but not EKU = priority outreach candidates, validated against EKU's real relationship history before any contact. A backlink is a signal, never a relationship.

> **Validation status, D08:** model, typology, enablement kit and decision framework complete. Pending from EKU: real partner list and relationship history; channel-sensitivity confirmation (gates the visibility decision); CRM data to weight partner priority by actual revenue. External outreach in EKU's name remains gated on authorization.

ADDED VALUE PORTFOLIO, THE SIX ACTIVE ARTIFACTS, DELIVERED

Beyond the contracted scope, at no added cost, and each one feeds a contracted deliverable.

AV01 · White Space Matrix feeds D01 + D04

The two-axis positioning matrix (component→system-level focus vs. digital visibility, bubbles sized by keyword count), first sketched in the original proposal, now placed with measured data. Reading: specialists are visible but component-anchored; giants and EaaS players are visible but brand-locked or asset-owning; **EKU already sits in the system-level, mixed-brand column, the work is the vertical climb, not repositioning.** The visible+mixed-brand+system-level position is empty: that emptiness is the strategy. Live in the Universe site (Competitive Arenas) with the bubble map.

AV02 · Readiness Concept Map feeds D04

Power Asset Readiness as one world with four faces, Control, Integration, Power Management, Lifecycle, each with its evidence state (Control deepest; Lifecycle honestly flagged as least evidenced), wrapped by the promise flow Integrate → Automate → Optimize and the three-layer strategy. Includes the retirement rationale for "OEM-agnostic" and the approved substitute. Live in the Universe site (Umbrella section, clickable).

AV03 · AI/Search Opportunity Map feeds D03 + D07

Where EKU can realistically win AI-era visibility: the 4 AI Overview appearances (and the 11 results pages that show an AI summary) as the measured toehold; "microgrid controller" as the promoted high-confidence anchor; the citation-authority route (DOE/NERC/EPRI-class + trade press) as the shortest path into AI answers; answerability standards (definitions, FAQ, valid schema) as the build spec; AI-referral traffic as the countable KPI (benchmark proof: ~56K visits/quarter for the OEM giant at just 0.42% of traffic, the channel exists before the competition works it).

AV07 · Learning Center Module Map feeds D04–D08

The PAR education home, six modules: M1 What is Power Asset Readiness (pillar) · M2 The Readiness Audit, is your fleet actually ready? (checklist) · M3 Mixed-brand integration explained (technical explainer) · M4 Idle management, the cost of doing nothing (calculator-ready explainer) · M5 Powering data centers, readiness under the queue (gated on segment validation) · M6 The plain-language glossary (already drafted, 15 terms, engineer-friendly). Each module is a citable, linkable asset serving both search and AI answerability.

AV09 · Industry–Event Language & Player Orbit Map feeds D01 + D05 + D07

The Yotta 2026 floor mapped participant-by-participant, as language intelligence, not sponsorship: four players already inside EKU's orbits (an engine OEM named on EKU's own page, a rental-power packager, an enterprise platform, a Rehlko company), five more on watchlist, and the working vocabulary of the space, bridge power, commissioning power, behind-the-meter, AI factories, the energy gap, captured as the language EKU's vertical content must answer in. Full table in the working workbook (tab 04).

AV10 · Backlink & Citation Intelligence Plan feeds D03 + D07 + D08

Seven sequenced moves: freeze the Day-0 baseline (248 referring domains / 923 backlinks, 12 Aug) · qualify by type, don't count · mine where the cohort earns links · flag two-plus-cohort domains as outreach candidates · target citation authorities · never auto-disavow · make every link-earning asset carry the category language so authority accrues to Power Asset Readiness, not just the domain. Full plan in the working workbook (tab 05).

Gated (defined, not activated): AV04 Packager Visibility Options (now folded into D08's decision framework) · AV05 Chapter 54 Question Bank (adjacent opportunity) · AV06 Buyer Committee Swimlane (roles delivered inside D02/D05; full swimlane gated) · AV08 Category Lesson + Framework.

Closing the package

Strategic conclusion: Phase 2 turns the Phase 1 foundation into an operable system, messages built from buyer language, channels with assigned jobs, a content engine with governed keyword ownership, and a partner map anchored on the measured channel truth (~70% packager-led).

Commercial implication: EKU can now execute discovery growth without guessing, every page, message and partner motion traces to a dated, normalized evidence line.

Recommended use: this package is the governed source for approved messaging, channel architecture, prioritized content briefs and packager enablement, each element activates as its named validation gate clears.

Validation status: all four deliverables complete as working-final versions. Remaining before external use, stated neutrally: technical claim sign-offs, channel-sensitivity confirmation, segment validation for the data-center vertical, and LinkedIn/CRM inputs for field-channel precision.

Working foundation for executive review. Not approved external copy. · Prepared by Kanbina Lumina · Phase 2 Deliverables Package v1.2 · 19 Aug 2026