12-MONTH COMMERCIAL GROWTH ROADMAP

The team can run the year's work with the files it already has

A plan without a person on each line is a wish list.

> *Who does what on Monday, with which file, and what for?*

October 2026 to September 2027 · working version of 30 September 2026

PDF This page as PDF

1 to 16 Oct 2026

First · inputs and access

Leadership's inputs and the accesses. The team starts on what is known.

Oct to Dec 2026

Q4 · publish

First pages, case one, weekly content, the upsell play and the first two monthly reviews.

Jan to Mar 2027

Q1 · consolidate

Cases two and three, the data-center page if validated, partner activation.

Apr to Sep 2027

Q2 and Q3 · amplify and defend

Press and talks, second content wave, full rival re-sweep, annual re-read.

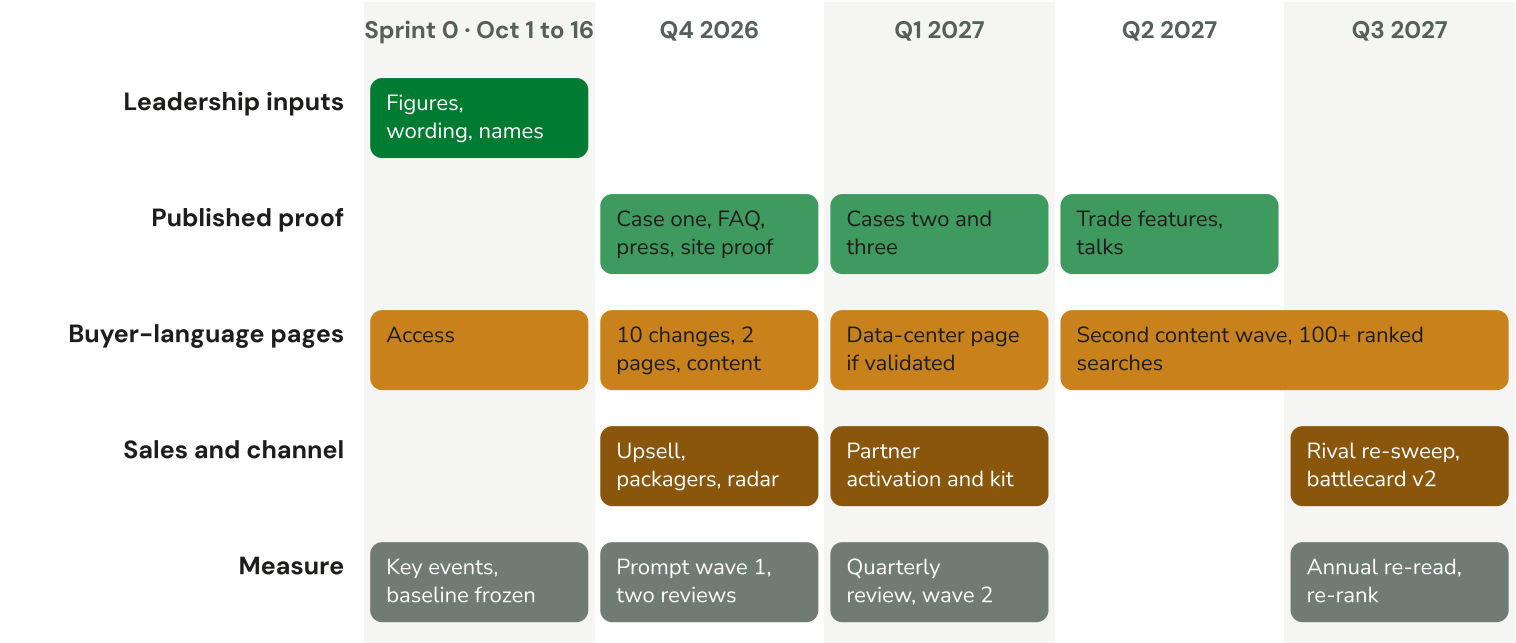
WHAT YOU ARE SEEING

> A recipe book. Each row is one dish: the cook, the steps, the ingredients already in the pantry (the files of this repository) and what the guest gets.

Each line of work has one owner

Line	What it delivers	Role that owns it	Name
Published proof	Cases, FAQ, measured site behavior, press	Marketing lead, with the engineering lead as technical gate	the role, until leadership writes a name
Buyer-language pages	The 42 website changes, new pages, weekly content, profiles	Marketing lead with the web administrator	the role, until leadership writes a name
Sales and channel	Battlecard in use, upsell play, packager list, radar read	Sales lead for Power Generation	the role, until leadership writes a name
Measure	Key events, baseline table, monthly and quarterly reviews	Analytics owner	the role, until leadership writes a name

Twelve months on one line per owner



One row per line of work, October 2026 to September 2027. Working version of 30 Sep 2026; roles own each line until leadership writes names.

First: the inputs and the access that sharpen everything else

1 to 16 October 2026

What	Who (role at EKU)	How	Support in this repository	What for	Done when	Line and date
Return the field case with corrected figures	Leadership	Edit the figures in the editable case file, state which numbers are engine data and which are savings, and return the file.	Case status note, folder 07	Case one, its FAQ and the press path carry EKU's own figures.	The editable file returned, with every figure marked engine data or savings; the case page	**Leadership inputs** *Sprint 0 · 1 to 16 Oct 2026*

					passes the language check.	
Confirm the technical wording with engineering	Leadership with the engineering lead	Go line by line: keep, reword or remove. Twelve message lines, nine compatible brands, the five layers of the diagram and three yes-or-no answers on site logs.	Leadership inputs, with the full list	Website copy, battlecard lines and compatibility statements use the confirmed wording.	Each line of the list marked keep, reword or remove.	**Leadership inputs** *Sprint 0 · 1 to 16 Oct 2026*
Confirm the revenue-map inputs in writing, or share the CRM export	Leadership	Reply to the five inputs in the closing note (size bands, count by band, time to close, segment mix, capacity).	Revenue map closing note	Turns the revenue map from a working document into the ranking that targets use.	One email or export with the five inputs; the ranking re-run and dated.	**Leadership inputs** *Sprint 0 · 1 to 16 Oct 2026*
Name one owner per workstream and set the December review date	Leadership	Fill the four name fields in this roadmap and put three dates in the calendar: 30 Oct, 27 Nov, and December.	This roadmap	Every line below has a person, not only a role.	Four names in this roadmap and three calendar invitations accepted.	**Leadership inputs** *Sprint 0 · 1 to 16 Oct 2026*
Mark the website key events and freeze the measurement baseline	Analytics owner	In site analytics mark the five events of the channel plan: contact or quote form sent, brochure or spec sheet downloaded, demo request clicked, packager kit downloaded, outbound click to the customer portal. Start with	Baseline table Steps in the website plan	Results start reporting business signals, not visits.	The available key events reporting in analytics (the kit event starts with the kit); the 30 Sep column saved as read-only in the workbook.	**Measure** *Sprint 0 · 1 to 16 Oct 2026*

		the downloads. Save the 30 Sep numbers as the baseline.				

Then: publish the first proof and the first buyer-language pages

October to December 2026

What	Who (role at EKU)	How	Support in this repository	What for	Done when	Line and date
Ship the website changes marked ready	Web administrator with the marketing lead	Follow the plan in order: request indexing of the Power Generation page, remove the retired wording live on four pages, fix titles and descriptions.	Website change plan XLSX Backlog sheet in the workbook	The growth segment page enters Google; the site stops contradicting the approved language.	The ready rows marked done in the workbook; a crawl the next day finds zero retired wording on the four pages.	Buyer-language pages *Q4 2026 · October*
Publish the Power Generation landing and the Maximus ecosystem hub, with FAQ and structured data	Marketing lead with the web administrator	Paste the approved blocks, add the structured data, link both pages from the home page, request indexing the same day.	On-page pack Approved language	First pages that answer a buyer's problem. KPI: informational pages indexed, from 0 to 14 or more in 12 weeks.	Both pages live, indexed (Search Console shows impressions), FAQ structured data validated.	Buyer-language pages *Q4 2026 · by 31 Oct*

Publish case one with its FAQ, then open the press path	Marketing lead, technical validation by the engineering lead	Publish the case page, the FAQ and the one-page summary; send three pitches from an EKU address to the outlets on the map.	Press target map FAQ blocks	KPI: named reference cases published, from 0 to 1 in 12 weeks and 3 by mid-2027.	Case page live with confirmed figures; three pitches sent from an EKU address and logged.	**Published proof** *Q4 2026 · November*
Run the 12-week content rollout from the six briefs	Marketing lead	One approved piece per week: idle management first, then generator control panel, monitoring, the Power Asset Readiness pillar. Each piece passes the language check before it goes live.	The six briefs (AI and search content section) Field terms	KPI: US searches where EKU ranks (all intents), from 37 to 55 to 70 in 12 weeks; the four open terms enter pages 1 to 2.	Twelve pieces live, one a week, each passing the language check before publication.	**Buyer-language pages** *Q4 2026 · October to December*
Close the profile gaps: business profile description, four industry directories, one company description everywhere	Marketing lead	Publish the approved description, request the US verification, create the four listings with the same sentence.	The one description	AI assistants and buyers find the same company in every place they check.	Business profile verified in the US; four listings live with the same sentence.	**Buyer-language pages** *Q4 2026 · October*

Run the upsell play on the installed base (fleets already running GeneSys or Sophia)	Sales lead for Power Generation	List the installed sites, open each call with the brand-count question, offer the ecosystem as the next step.	Battlecard Revenue map	Shortest path to connected units in 2027; shortens the 4.5-month cycle.	Every installed site called once; outcomes logged; objections fed into the battlecard.	**Sales and channel** *Q4 2026 · November*
Build the priority packager list with one seller as counterpart	Sales lead with leadership	Rank packagers by bids in the next two quarters; give each one the fleet question and the one description to repeat.	Ecosystem and channel roles Partner map (Partner map section)	About 70% of revenue flows through packagers (leadership interview, 24 Jul 2026).	A list of named packagers with a seller next to each and a first conversation dated.	**Sales and channel** *Q4 2026 · November*
Read the radar every Monday and update the battlecard when an answer changes	Marketing lead runs the sweep; engineering lead validates	Thirty minutes: check the sources listed in the update, log the move with date and source, change the battlecard answer only if the buyer would notice.	Radar update and weekly routine Battlecard	Sales hears about a rival move before the prospect mentions it.	Four dated entries a month in the radar sheet; battlecard version number moves when an answer changes.	**Sales and channel** *Q4 2026 · weekly from October*
Measure and publish how a whole mixed-brand site behaves with the cloud link down	Engineering lead	On one real site record four numbers: response time, hours sustained, repeatability, and the sequence when the link drops. Date it	What the market will ask EKU to publish (radar)	The rival documents read hold no measured report of a whole mixed-brand site with the cloud link down. A measured report	A dated report with the four numbers on one site, confirmed by the engineering lead, and a page that publishes it.	**Published proof** *Q4 2026*

		and state the asset mix.		replaces every exclusivity claim.		
Hold the monthly review with the same ruler	Analytics owner presents; leadership decides	Add one column to the baseline table, re-read the results pages for the two tracked terms, review the claims list, set next month's queue.	Baseline table XLSX Workbook	Every month closes with a written, dated summary.	A new column in the baseline table and a one-page written summary the same day.	Measure *Q4 2026 · 30 Oct and 27 Nov*
Capture wave 1 of the 37 locked prompts	Marketing lead	Follow the protocol sheet: new accounts, one chat per prompt, exact wording, no follow-up questions, all in one or two days.	XLSX AI baseline tracker	Starts series A, the trend line. The short panel of seven questions is run in the same sitting and reported on its own: from 0 of 7 to 2 of 7 in 12 weeks.	111 runs plus 5 stability runs logged and series A reported on its own; the seven short questions run on the three assistants and counted separately.	Measure *Q4 2026 · October*

Next: consolidate what the first quarter proved

January to March 2027

What	Who (role at EKU)	How	Support in this repository	What for	Done when	Line and date

Publish cases two and three, with Spanish versions of all cases	Marketing lead	Reuse the structure of case one: problem, scope, assets, what the site did on its own, result, quote.	Folder 07	Three named reference cases by mid-2027.	Three case pages live in English; Spanish versions attached for the Latin American sellers.	**Published proof** *Q1 2027 · January to March*
Open the data-center subpage once leadership validates the segment	Marketing lead after leadership's decision	Use the gated brief; publish only with a validated case or a measured site behavior.	Brief 6, data-center primer	Enters the segment where rivals already exhibit and advertise.	A written go from leadership, then the page live with one validated proof.	**Buyer-language pages** *Q1 2027*
Activate partners: packager enablement kit and the mining and regional annex	Sales lead	One spec-ready page per product family and a compatibility list confirmed by engineering.	Folder 08	Packagers can repeat the message without EKU in the room.	Kit sent to the listed packagers; annex pages live after approval.	**Sales and channel** *Q1 2027*
Second quarterly review and second prompt wave	Analytics owner; leadership	Same four boards: before and after, claims list, rival re-read, next quarter's order.	Baseline table	First like-for-like reading after publication.	Wave 2 logged; four boards reviewed; next quarter's queue written.	**Measure** *Q1 2027 · March*

Later: amplify, then defend and re-read

April to September 2027

What	Who (role at EKU)	How	Support in this repository	What for	Done when	Line and date
Amplify: trade features, technical talks, partner co-announcements	Marketing lead with the engineering lead	Pitch the measured-site story to the beat journalists on the map; submit one technical talk per event.	Press target map	Third-party citations, the shortest route into AI answers.	At least one published feature and one accepted talk, both logged with links.	Published proof *Q2 2027 · April to June*
Second content wave on what the first one proved; comparison pages only with leadership's approval	Marketing lead	Double down on the pages that reached pages 1 to 2; generic comparisons first, rival-named pages only when approved.	Briefs	KPI: 30 or more informational pages indexed; 100 or more ranked searches.	Twelve more pieces live; any rival-named page carries leadership's approval.	Buyer-language pages *Q2 2027*
Full competitive re-sweep and battlecard rebuild	Engineering lead and sales lead	Re-read every rival in the five tiers, re-rank risk, rebuild the comparison table with measured proof.	Radar	The battlecard enters its second year with evidence, not adjectives.	Every rival re-read with a date; battlecard v2 issued to sellers.	Sales and channel *Q3 2027 · July to September*
Annual re-read against the 30 Sep 2026 baseline and re-rank of the revenue map	Leadership	Read every line of the baseline table again, compare, decide the next twelve months.	Baseline table Revenue map note	A dated answer to: did buyers with a problem start finding EKU?	A dated comparison of every line of the baseline table and a re-ranked map.	Measure *Q3 2027 · September*

The website plan runs in two waves

The first wave carries every page a buyer with a problem can find. EKU sets the pace: its own team knows its own calendar.

Phase of the website plan	Changes
Week 1 after access	10
Weeks 2 to 5	14
Months 2 and 3	16
Later, 2027	2
Total	**42**

Recommendation. Run the first 24 changes in October and November with the team EKU has. Move the other 18 to the first quarter of 2027. The first 24 carry every page a buyer with a problem can find.

The scoreboard: where each number starts and where it should be

Metric (the instrument stays fixed)	Baseline	12-week target	Mid-2027 target
Informational pages indexed	0	14 or more	30 or more
Page 1 to 2 rankings on three target terms, chosen in Sprint 0 from the four open buyer terms	0 of 3	2 of 3	3 of 3, plus the next set
Mentions of EKU in the seven-prompt battleground panel	0 of 7	2 of 7	4 of 7

US searches where ekupd.com ranks, all intents	29 (15 Jul); 37 (30 Sep)	55 to 70	100 or more
Industry directory listings	about 0	4	kept current, with reviews
Houston local results for "generator retrofit"	absent	top 3	held
Named reference cases published	0	1	3
Website key events	0 configured	reporting	growth quarter over quarter

Baselines from the baseline table of 30 September 2026. Targets are working targets and commitments of effort, never revenue forecasts. They are revisited at every quarterly review and updated in place, with a dated note, when the revenue-map inputs are confirmed.

The rhythms that keep the plan running

Weekly · 30 min

Radar read, one content piece approved, website changes of the week.

Marketing lead

Monthly · 1 hour

Baseline table with a new column, claims list, next month's queue. 30 Oct and 27 Nov 2026.

Analytics owner presents; leadership decides

Quarterly · 1 hour

Four boards: before and after, claims validated, rival re-read, next quarter's order with a "not now" list. Dec 2026, Mar, Jun and Sep 2027.

Leadership

The rules that do not change

- Every figure keeps its source, date and scope. Instruments are never merged. Comparisons are like for like.
- Every claim carries its label: Confirmed, Working Hypothesis or Needs Validation.
- Buyer-facing language stays "mixed-brand generator fleets". Compatibility is never claimed for a manufacturer that engineering has not validated.
- Rivals are described by architecture, never attacked: several are also potential channel partners.
- A delivered file is never edited. A dated version is added next to it.

For leadership: four names and the December review date

The input: one name per line of work and the date of the December review. **What it unlocks:** every row above gets a person, and the quarterly rhythm starts.

For leadership: the revenue-map ranges refine the targets

The input: EKU's own ranges for the revenue map, or the CRM export. **What it unlocks:** lead-quality and revenue-linked targets can be added to the scoreboard.

CLOSING

Strategic conclusion

Ninety days built the foundation EKU asked for. This is the twelve months of work, and EKU's own team can run it with the files it already holds.

Commercial implication

One case and the first pages by December. Then a year of adding to them, until a buyer who asks about a mixed fleet gets EKU in the answer.

Recommended use

Open this page every Monday. Track each row in the workbook sheet "Roadmap". Review it at the monthly and quarterly rhythm.

Validation status. Working version of 30 September 2026. It replaces the operating plan of 3 September. Roles own each line until leadership writes names. Targets pending the written Revenue map inputs.
