LEADERSHIP INPUTS

Leadership's inputs make the plan sharper

The plan runs on what is known today. Each line here swaps an estimate for EKU's own figure.

> *Which estimate would you rather see replaced by your own number?*

Leadership sheet of 23 September 2026, restated on 30 September

WHAT YOU ARE SEEING

The plan already runs on what is known. Each line here swaps an estimate for EKU's own fact, and a page, a claim or a target gets more exact.

☆ The inputs, and what each one replaces

Input	Who	What it replaces	Where it is used
The field case with corrected figures	Leadership	Placeholders in the case page. Each figure marked as engine data or as savings.	Case status, folder 07
The technical wording, line by line	Leadership with the engineering lead	Lines labeled Needs Validation in the website copy, the battlecard and the matrix.	The list below
Revenue ranges	Leadership	Estimated ranges in the revenue map. Ranges are enough; exact figures are not needed.	Revenue map note

Access, four names and the December review date	Leadership and the web administrator	Roles in the year plan become people; the website changes start.	The year plan
One version of five public facts	Leadership	Figures that differ between third-party pages.	The public record
The decisions that open later pages	Leadership	Defaults the team works on until leadership answers.	Leadership decisions

The technical wording, line by line

Written from leadership's own words. Three lines were reworked into two options each: a reframe and a question. No savings percentages, no installation counts and no customer names are on this list.

#	Line that sales and the website may use	Status
1	"Power generation is becoming more complex. Operating it shouldn't be."	Keep · Stated by EKU
2	Leadership's line: "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." **A · the reframe.** "Sites now make their own power because the grid cannot connect them in time. Buying the equipment is the easy part. The hard part is knowing that every generator, battery and breaker will start, sync and carry load together. That is Power Asset Readiness: generator controls, remote monitoring and site energy management in one system." **B · the question.** "If the grid dropped tonight, would every generator, battery and breaker on your site start, sync and carry load? And would you know before it happened? Power Asset Readiness is that answer, on one screen: generator controls, remote monitoring and site energy management for the whole site."	Reworked: pick A or B Working Hypothesis · engineering confirms the wording

The first version named no term a buyer types and spoke only of generators. These two carry the buyer terms and cover the whole site: gensets, batteries, solar, switchgear.

3	Leadership's line: Buyer descriptor everywhere: "controls and monitoring for mixed-brand generator fleets". **A · the reframe.** Keep for search: "controls and monitoring for mixed-brand generator fleets". Add the term buyers type for site-level control: "microgrid controller" and "site controller". Use orchestrate as the verb: "Maximus orchestrates the whole site". **B · the question.** "Who decides for the whole site when three brands of generator, a battery and the grid all want to answer at once? Maximus does: one site controller for mixed-brand plants." *"Orchestrator" has no measured search demand in the program's data, and its autocomplete belongs to office software. "Microgrid controller" is what buyers type, almost always with a vendor's name next to it. So the descriptor stays, the buyer term is added, and orchestrate carries the idea as a verb.*	Reworked: pick A or B Working Hypothesis · engineering confirms the wording
4	"Mixed-brand fleets shouldn't mean mixed-up operations: one interface, one data model, one way of working, whatever nameplate is on the machine. Train the team once, run the whole fleet."	Keep Stated by EKU
5	Leadership's line: "Answer 'why did it shut down?' by looking, not by asking. The Maximus digital twin is a live model of each asset compared continuously against real behavior, flagging drift before it becomes a failure." **A · the reframe.** "The engine will not tell you it is about to fail. Its data will. Sophia watches the health and the trends of every asset, so your team sees the drift before it becomes an outage." **B · the question.** "When a unit trips at 2 a.m., how long until someone knows why? With Sophia the answer is already on the screen, with the trend that led to	Reworked: pick A or B Working Hypothesis · engineering confirms the wording

	it." *The first version leaned on a "digital twin". EKU's own technical documents describe predictive diagnostics, health monitoring and trend detection, and do not use that term. These two say what the documents support.*	
6	"Unreliable assets get papered over with extra redundancy and scarce specialist headcount. Continuous visibility attacks both costs." (no figures)	Needs Validation · engineering reads it
7	"From the chip to the cloud, we build it all: interface hardware, firmware, application software, edge nodes and cloud. Engineering confirms which third-party layers remain in the system."	Needs Validation · engineering reads it
8	"You don't have to buy A, B, C, D, E and F. You buy Z, and it works for all of them." and "Consolidate controls and monitoring under one vendor without replacing the generators you already own."	Needs Validation · engineering reads it
9	Home page: "We turn the generation equipment you already bought into a system you can operate, see and control." Second line: "Controls and monitoring for mixed-brand generator fleets, from chip to cloud."	Needs Validation · engineering reads it
10	Maximus and Sophia page: "Maximus orchestrates. Sophia monitors and analyzes. One ecosystem, proven through Chip-to-Cloud integration."	Needs Validation · engineering reads it
11	Honest answer to the integration objection: "Integration work is never zero. EKU delivers that service so the product runs optimally. You're not buying a box and a manual; you're buying an outcome."	Needs Validation · engineering reads it
12	Packager line: "You keep the customer relationship and the margin. EKU provides the integration service so it runs optimally. Your customer asks you for the integrated system; you deliver it, with Maximus inside."	Needs Validation · engineering reads it

Engine brands that may be named as technical compatibility

Caterpillar · INNIO / Waukesha · Jenbacher · MTU · Baker Hughes · Solar Turbines · GE · Vericor · Weichai

From EKU's own Control Box datasheet. Rule for every page: "technical compatibility through standard protocols"; never partner, endorsement or customer. The genset controller families named in the EKU comparison document are on the proof page, for engineering to confirm.

The five layers of the chip-to-cloud picture

1. The EKU-built controller at the engine.
2. GeneSys Control Box: the single point of interface between engine controller, switchgear, battery systems and the operator screen.
3. Medium- and low-voltage switchgear, integrated by EKU.
4. Maximus: site and fleet orchestration, designed to keep running when the cloud link drops.
5. Sophia: edge and cloud analytics, one ecosystem with Maximus.

Three yes-or-no answers from engineering about site logs

- Maximus already logs response time, duration and ramp behavior at site level: yes or no.
- There is at least one site whose logs could be shared without naming it: yes or no.
- Engineering can produce a one-page measured summary: yes or no.

A yes on all three starts the measurement described in the proof plan.

The website actions that tell EKU a buyer is interested

WHAT YOU ARE SEEING

Today the website counts visits. A visit says someone looked. These five actions say someone wants something. Site analytics calls them key events: once an action is marked, every report shows how many times it happened and which page led to it.

1 · A contact or quote form is sent

A visitor fills in the form on the contact page and presses send.

Why it counts. This is a person asking EKU to call back. It is the strongest signal the website can give.

Web administrator adds the form event. Needs website access.

2 · A brochure or spec sheet is downloaded

A visitor clicks a PDF: a brochure, a datasheet, the Control Box sheet.

Why it counts. People download a spec sheet when they are comparing vendors.

Can be switched on in site analytics today. No website change.

3 · The demo button is clicked

A visitor clicks "Request a demo" or "Talk to EKU".

Why it counts. It shows which page convinced them. That page deserves more traffic.

Can be switched on in site analytics today.

4 · The packager kit is downloaded

A packager downloads the integration kit.

Why it counts. It separates channel partners from end

5 · A customer opens the portal

A visitor clicks the link that leaves ekupd.com for the customer portal.

Why it counts. These are existing customers. Counting

buyers, so sales knows who to call and with which story.

Starts the day the kit is published.

them apart keeps them from inflating the new-buyer numbers.

Can be switched on in site analytics today.

The market facts the second line leans on

A line about the market needs a source a buyer can check. These are the ones that held up.

What is happening	The fact	Source	Label
The queue to connect to the US grid is years long	2,061 GW of generation and storage was waiting for a US grid connection at the end of 2025. The median wait from request to agreement was over three years, and over five years to operation.	Berkeley Lab, Queued Up, 1 Jul 2026	Confirmed
US demand forecasts are steep	US utility forecasts add up to 32% more electricity use by 2030, with data centers about 55% of the growth. The authors say the data-center share is likely overstated by about 25 GW.	PDF Grid Strategies, National Load Growth Report, Nov 2025	Confirmed
Equipment takes years to arrive	US generator step-up transformers passed 160 weeks of lead time in early 2026; high-voltage breakers reached 125 weeks. Heavy gas turbines are quoted at five to seven years from order to operation.	Reuters, 9 Jul 2026, citing an industry analyst; ENR, 15 Sep 2026	Observed in trade press
So sites generate their own power	Behind-the-meter generation could supply about 10 GW, roughly a quarter of US hyperscale data-center power, by 2030. This is one firm's projection.	ENR, 15 Sep 2026, citing an insurance broker's projection	Working Hypothesis

And they buy from several makers	Developers are sourcing from several suppliers across regions so that no project depends on one manufacturer.	Reuters, 9 Jul 2026, quoting a sourcing manager at an equipment maker	Observed in trade press
Grid operators are pausing to check	The Texas grid operator is reviewing about 474 GW of connection requests, about 90% from data centers. In August 2026 the state ordered an audit before more advance.	Akin, client alert, 7 Aug 2026	Observed in a law-firm alert

Pages opened 1 October 2026. United States unless stated. Forecasts are forecasts: quote them with their author and date. One widely repeated figure was checked and is not used here: "2,500 GW waiting in queues" was the US peak at the end of 2023; the end-2025 figure is 2,061 GW.

⚖ One version of each public fact

Third-party pages state these differently. The version leadership picks becomes the single one in every document.

Fact	Version A	Version B
Installations	"Over 1,000" (a partner's release, January 2026)	"Over 500" (regional press, April 2026, and the investor material of August 2026), or the exact figure
Idle reduction	90% (trade press, 2019)	80% (trade press, 2023, and the investor material)
Titles	As the investor material states them	As the trade press still states them; and who speaks for EKU in public
Ownership	The statement EKU wants used in public	No ownership statement in any document; business directories still show the former shareholder and need a correction request
Data centers	A named public segment, as the investor material opens	An opportunity served in practice, not yet named in public material

Needs Validation *Third-party statements, shown so leadership can pick one. None of these figures is for publication until leadership confirms it or a confirmed case carries it.*

CLOSING

Strategic conclusion

The plan does not wait. It gets sharper with each answer.

Commercial implication

Each confirmed line moves from a draft to a page a buyer can read.

Recommended use

Leadership and the engineering lead go through the list once. The marketing lead updates the pages the same week.

Validation status. Lines written from leadership's words of 31 July 2026 and the sheet of 23 September 2026. Brands from the Control Box datasheet. Public facts from a review of third-party pages, 17 September 2026.
