EKU POWER DRIVES · REVENUE OPPORTUNITY MAP (D09) · DATA NOTE FOR EDWARD · 9 SEPTEMBER 2026

Three numbers decide whether the revenue map is ranked by where buyers search or by where the money is.

The map is built. Demand, difficulty, who occupies each door and which proof is available are measured and in place. What is missing is the one thing only EKU knows: what a deal is worth and how long it takes to close. This note shows what that data is for, what the map looks like with it and without it, and the two ways to provide it.

Labels: **Confirmed** measured or documented · **Working Hypothesis** assumption stated, sign-off pending · **Needs Validation** requires EKU input. Dashed magenta = the slots only EKU can fill.

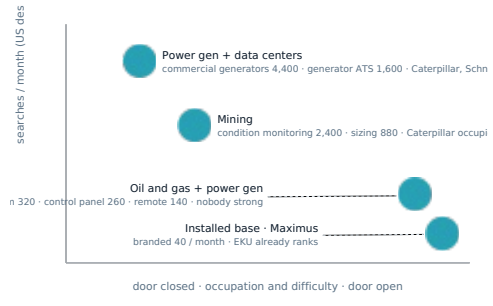
01 What is missing, and what it is for

INPUT	FORMAT THAT IS ENOUGH	WHAT IT CHANGES IN THE MAP
Deal size ranges	Small, medium, large, as approximate ranges (for example "$X to $Y"). Order of magnitude is enough; no contract values.	Bubble size. Turns "how much search exists" into "how much revenue that search can carry".
Typical time to close	One number per deal type (for example "3 to 6 months").	Bubble colour. Separates revenue that lands inside the 12-month roadmap from revenue seeded in 2026 and harvested in 2027.
Installed base for Maximus attach	Approximate count of customers already running EKU hardware, or a band.	The size of the nearest revenue: subscriptions sold to customers who already own the hardware.

What the data is not used for. No number goes into a client-facing or public document. Deal values are never shown; only the order of magnitude they produce, with the formula visible so every reader sees which factor is measurement, which is EKU data and which is assumption. The priority stack (D11) uses the result; the executive handover (D12) keeps the inputs internal.

02 The map today · ranked by demand

Vertical: measured monthly searches, US desktop. Horizontal: how open the door is (difficulty inverted). Every bubble the same size, because value per deal is unknown.



uniform size: value per deal unknown

What this view says

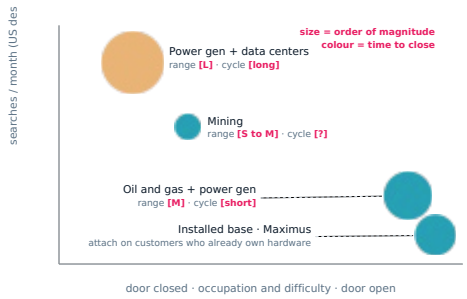
There is a lot of search top-left and little bottom-right. The natural reading is to go after the large terms, which are the most expensive and slowest to win. This map shows where people search, not where the money is.

How it is delivered without the three numbers

Ranked by demand, with the value column carried as an explicit extrapolation from the current reference account in Power Generation, labeled **Working Hypothesis**, and the conditions under which the number is invalid stated on the cover. Defensible, but the ranking rests on judgment rather than arithmetic.

03 The map with the three numbers · ranked by value and time

Same positions. Size becomes order of magnitude (demand × deal range × conservative capture). Colour becomes time to close. Sizes shown here are illustrative of the mechanism; real sizes depend on the ranges.



- short cycle: revenue inside the 12-month roadmap
- long cycle: seeded 2026, harvested 2027

What changes

The three bubbles on the right can weigh as much as, or more than, the large one at the top, and they arrive sooner. That is what justifies the priority stack: open the open doors with a medium deal and a short cycle first, and seed the large one in parallel. Without the ranges, that argument does not exist; with them, the order is defended with arithmetic instead of opinion.

Illustrative reorder

BY DEMAND (TODAY)	BY VALUE AND TIME (WITH RANGES)
1. Power gen + data centers	1. Oil and gas + power gen
2. Mining	2. Installed base · Maximus
3. Oil and gas + power gen	3. Power gen + data centers
4. Installed base · Maximus	4. Mining

The right-hand order is an example of the mechanism, not a conclusion. It may come out differently with the real ranges.

04 The sheet behind each bubble

Rose columns are the slots only EKU can fill. Every value carries its evidence label. The order-of-magnitude column keeps the formula visible so the reader sees which factor is measurement, which is EKU data and which is assumption.

OPPORTUNITY	MEASURED DEMAND	OCCUPIES TODAY	DEAL RANGE	CYCLE	CAPTURE	ORDER OF MAGNITUDE	PROOF AVAILABLE
Power gen + data centers Confirmed	commercial generators 4,400 · generator ATS 1,600 · data center power solutions 1,300	Caterpillar, Schneider, Vertiv, Generac	[L]	[?]	1 to 2% WH	7,300 × [L] × 1 to 2%	None in PG yet NV; case study in progress
Oil and gas + power gen Confirmed	generator monitoring system 320 · control panel 260 · remote monitoring 140	Nobody strong; EKU absent	[M]	[?]	3 to 5% WH	720 × [M] × 3 to 5%	Datasheets Confirmed
Mining Confirmed	condition monitoring 2,400 · sizing 880 · idle management 20 (EKU page 1)	Caterpillar; idle management open	[S to M]	[?]	2 to 3% WH	3,300 × [S to M] × 2 to 3%	Oil and gas and mining cases naming pending
Installed base ·	Maximus controller 40	EKU	[attach]	[?]	n/a: existing	[# customers] × [attach]	Maximus case in progress

Maximus Confirmed	(branded, EKU #18)		customers

05 Two ways to provide it

Option A · Ranges, in dollars

Three approximate ranges and one cycle per deal type, by voice note or text. Two minutes. The map is delivered ranked by value and time, the priority stack is defended with arithmetic, and the inputs stay internal to the handover.

> **Reply format.** "Small: about $__ to $__, __ months. Medium: $__ to $__, __ months. Large: $__ to $__, __ months. Maximus attach: about $__ per customer per year; roughly __ customers on EKU hardware today."

Option B · Relative bands, no dollars

If EKU prefers not to share values, the same map works with relative bands: which deal type is 1x, which is about 5x, which is about 20x, and which closes fastest. The bubbles keep their proportions, the ranking still rests on arithmetic, and no dollar figure exists anywhere in the engagement.

> **Reply format.** "Small = 1x, medium = about __x, large = about __x. Fastest to close: __. Slowest: __. Maximus attach relative to a small deal: about __x."

If neither arrives by 16 September, the map is delivered under the demand ranking of section 02, with the value column as a labeled extrapolation. Nothing in D09 becomes a forecast under any option.

06 Conclusion

Strategic conclusion. The measured demand is real and open in exactly the territories EKU already serves. Whether those doors are opened first or the large data center door is chased first is a question the demand data cannot answer alone.

Commercial implication. Three ranges and a cycle turn the priority stack from an opinion into a calculation, and separate 2026 revenue from 2027 seeding before budget is committed.

Recommended use. Option A or B by 16 September; D09 and D11 are then delivered ranked by value and time on 29 September.

Validation status. Demand, difficulty, occupation and proof status are Confirmed (Kanbina dataset, 31 July and 10 to 13 August 2026, US desktop, modeled monthly volumes). Capture rates are Working Hypothesis. Deal ranges, cycles and installed base are Needs Validation until EKU provides them.