# Dossier: PROPEL, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,549,641.00

**Award Date:** 2024-02-08

**Branch:** NAVY

## AI-Generated Intelligence Summary

**Company Overview:**

PROPEL, LLC, doing business as Propel Fuels, is a renewable fuel retailer and infrastructure provider focused on delivering cleaner, American-made fuels to consumers and fleets. Their core mission is to accelerate the adoption of renewable fuels by building out a convenient and accessible retail network and advocating for policies that support their broader use. The company aims to solve the problems of limited access to renewable fuels, consumer skepticism about fuel quality, and the fragmented nature of the renewable fuel supply chain. Their unique value proposition is offering consumers and fleet operators a reliable, branded source of advanced biofuels like biodiesel and renewable diesel, accompanied by educational resources and partnerships that promote the benefits of these fuels for the environment and local economies.

**Technology Focus:**

* Retail Fueling Infrastructure: Propel operates a network of retail stations offering renewable fuels alongside conventional gasoline. Stations feature branded pumps, fuel quality guarantees, and educational materials.
* Fuel Distribution & Supply Chain: Propel manages the sourcing, blending, and distribution of renewable fuels from various producers to its retail locations, ensuring quality and consistency. They are often involved in regional fuel standards and policy advocacy to support renewable fuel blends.

**Recent Developments & Traction:**

* December 14, 2023: Propel Fuels announced its acquisition of California fuel retail company, Pearson Fuels Corporation, significantly expanding its footprint of retail fueling stations in the state.
* October 2023: Propel continues to expand its network of renewable diesel fueling locations in California, with an emphasis on serving the logistics and trucking industries.

**Leadership & Team:**

* Rob Underwood (CEO): His prior experience includes managing the Renewable Fuels Association (RFA), providing a background in renewable fuel policy and advocacy.

**Competitive Landscape:**

* Renewable Energy Group (REG): While primarily a biodiesel and renewable diesel producer, REG also has a downstream fuel distribution component. Propel differentiates itself through a focused retail branding strategy and consumer education efforts.
* Love's Travel Stops & Country Stores: Love's has a growing presence in renewable fuel offerings at its truck stops. Propel's differentiator is its specific focus on advanced biofuels and a regional concentration in California, offering deeper expertise and a stronger brand identity in that market.

**Sources:**

1. [https://www.propelfuels.com/](https://www.propelfuels.com/)

2. [https://www.prnewswire.com/news-releases/propel-fuels-acquires-pearson-fuels-corporation-302015672.html](https://www.prnewswire.com/news-releases/propel-fuels-acquires-pearson-fuels-corporation-302015672.html)

3. [https://www.businesswire.com/news/home/20231214748873/en/Propel-Fuels-Acquires-Pearson-Fuels-Corporation](https://www.businesswire.com/news/home/20231214748873/en/Propel-Fuels-Acquires-Pearson-Fuels-Corporation)