

# **MKA Critical Power**

## **Consolidated Brand & Positioning Strategy**

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# EXECUTIVE SUMMARY

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Five AI models were given the same prompt about Mike's 9-month track record. Every single one arrived at the same core conclusion:

**Mike is NOT a sales rep. He is an infrastructure ecosystem architect.**

The problem isn't what Mike does — it's how the world sees him. His current LinkedIn says "Expert Sales, On Demand" and his website reads like a basic UPS reseller. Meanwhile, he's assembling \$280M federal consortia and getting meetings with former Stargate CTOs.

This report consolidates all five AI outputs into one actionable playbook covering: identity, positioning, brand tone, visual identity, LinkedIn optimization, website strategy, and content plan.

## PART 1: WHAT ALL 5 AI MODELS AGREED ON

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### **1. Mike's superpower is ecosystem orchestration, not sales.**

He sees how disparate technologies (power, cooling, nuclear, compute, security) snap together into viable systems before anyone else does — and has the technical credibility to get senior people to trust him quickly.

### **2. MKA Critical Power should NOT be positioned as a rep firm.**

It is a strategic advisory and commercialization firm that builds, integrates, and monetizes next-generation critical infrastructure ecosystems.

### **3. Mike is dramatically under-positioned and under-protected.**

He's creating massive value (assembling \$840M+ in pipeline) while being perceived and paid as a contractor. Without clear positioning and legal structure, he risks being written out when the real money arrives.

### **4. The pricing model should be Retainer + Success Fee + Equity.**

All five models recommended: \$10K-\$35K/month retainers, 1-5% success fees on deals, and equity participation in SPVs/platforms he creates.

## PART 2: THE UNIFIED BRAND IDENTITY

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### Core Identity Statement

*MKA Critical Power is a strategic infrastructure integration firm that architects, assembles, and commercializes next-generation AI data center ecosystems — aligning power, cooling, clean energy, and compliance technologies into bankable, deployable solutions for enterprise, federal, and investment buyers.*

### Mike's Title

**Recommended:** Founder & Chief Ecosystem Architect

| Audience             | Title   |
|----------------------|---|
| Federal/DOD          | Principal, AI & Critical Power Infrastructure               |
| Investor/PE          | Managing Director, Ecosystem Alliances                      |
| Industry Conferences | Infrastructure Deal Architect — Power, Cooling & AI Systems |

### Mike's Refined Value Proposition

Mike said: "I'm essentially a technology integrator for AI Factories and HPC Data Centers with power and cooling focus." This is accurate but needs elevation:

*"I architect integrated power, cooling, and clean energy ecosystems for AI factories and HPC data centers — then assemble the teams and close the deals to make them real."*

### One-Liner

*"We turn scattered critical infrastructure technologies into single, bankable, AI-ready ecosystems that hyperscalers, agencies, and investors can buy with confidence."*

### Elevator Pitch (30 seconds)

*"Companies have pieces — a UPS, a cooling system, a reactor, a modular DC. Buyers need integrated solutions. MKA Critical Power assembles these into first-of-kind ecosystems, navigates federal procurement, matches off-takers, and closes deals. We've built an \$840M+ federal pipeline in under a year."*

## PART 3: BRAND TONE & VOICE

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### Current Problem

The website and LinkedIn currently sound like a generic equipment reseller — corporate, passive, and forgettable.

### Target Tone

Mike's actual personality is his greatest brand asset. The brand voice should be:

- **Authoritative but accessible** — veteran and engineer who speaks in plain terms, not buzzwords
- **Mission-driven** — this isn't about selling boxes; it's about national AI infrastructure security
- **Direct and confident** — no hedging, no "we strive to" language
- **Builder, not broker** — emphasize creation and architecture over connection

### Voice Do's and Don'ts

| DO Say  | DON'T Say                                       |
|---|---|
| "We architect ecosystems"                             | "We connect companies" (too weak)               |
| "We built a \$280M federal consortium from scratch"   | "Sales consulting services" (too small)         |
| "Power-to-GPU bottleneck? We solve that."             | "We strive to provide solutions" (generic)      |
| "First-of-kind alliances that didn't exist before us" | "Trusted partner for your power needs" (cliché) |

## PART 4: VISUAL IDENTITY & COLOR PALETTE

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### Current Problem

The website uses a free Webnode template with no cohesive brand identity. For a firm positioning itself at the \$100M+ deal table, this undermines credibility instantly.

### Recommended Color Palette

| Color           | Hex     | Usage   |
|-----------------|---------|---|
| Deep Navy       | #0A1628 | Primary background, headers, authority            |
| Electric Blue   | #0066FF | Accents, CTAs, energy/power feel                  |
| Titanium Silver | #B0B8C1 | Secondary text, borders, technical precision      |
| Signal White    | #F8F9FA | Backgrounds, clean space                          |
| Power Orange    | #FF6B2B | Sparingly — alerts, key metrics, energy highlight |

### Why This Palette

Navy + Electric Blue = authority + innovation (think defense/tech, not corporate boring). Silver = engineering precision. Orange accent = energy, power, urgency — used sparingly. Avoids generic "green energy" clichés.

### Typography

**Headers:** Inter Bold or IBM Plex Sans Bold (clean, technical, modern)

**Body:** Inter Regular or IBM Plex Sans (highly readable)

**Avoid:** Script fonts, serif fonts (too traditional for this space)

### Logo Direction

The "MKA" mark should feel like a circuit/power symbol — angular, technical, confident. Consider incorporating a subtle "power flow" or "node/network" motif. Should look strong on both dark navy and white backgrounds.

## PART 5: LINKEDIN OPTIMIZATION

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### Current Problems

- **Headline:** "Expert Sales, On Demand" — positions Mike as a freelancer, not an architect
- **Title:** Shows as "1099 Contractor" or "Independent Sales Contractor" — credibility killer at C-suite level
- **Content:** Mostly event/conference shares, not thought leadership

### New Headline Options

#### Option A (Strongest):

*Founder, MKA Critical Power | AI Data Center Infrastructure Architect | Power x Cooling x Clean Energy Ecosystems for Federal & Enterprise*

#### Option B (Federal-heavy):

*AI Factory & HPC Infrastructure Architect | Assembling Power, Cooling & Clean Energy Ecosystems for DOE, DoD & Hyperscale*

#### Option C (Investor-inclusive):

*Chief Ecosystem Architect | AI Data Center Infrastructure | Power + Cooling + Modular DC + Clean Energy | Federal - Enterprise - PE/VC*

### New About Section

I build the infrastructure ecosystems that AI factories and HPC data centers need to actually get built.

Most companies in this space have a piece of the puzzle — a UPS, a cooling solution, a transformer, a micro-reactor, a modular data center. What they don't have is someone who sees how all of those pieces integrate into a single, deployable, bankable system. That's what I do.

In the last 9 months, I've:

- Closed \$390K+ in critical power equipment sales (MARTA Atlanta, Trinity River Authority TX)
- Assembled a consortium targeting \$840M+ in DOE national laboratory AI data center projects
- Onboarded 5+ emerging technology companies into the U.S. federal market
- Built first-of-kind alliances combining micro-nuclear reactors, two-phase liquid cooling, hybrid intelligent transformers, and modular data centers
- Presented AI infrastructure blueprints to former Stargate CTO

MKA Critical Power exists because the AI infrastructure race isn't won by individual technologies — it's won by integrated ecosystems with trusted architecture behind them.

If you're deploying AI infrastructure, entering the U.S. market, or investing in critical power — let's talk.

### Profile Settings Changes

- **Title:** Founder & Chief Ecosystem Architect, MKA Critical Power
- **Industry:** Information Technology & Services (not Utilities)
- **Featured:** Add capabilities statement PDF + case study graphic

- **Banner:** Custom branded banner with new color palette and tagline

## PART 6: WEBSITE STRATEGY

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### Current State

mkacriticalpowers.com is built on Webnode (free tier), reads like a generic UPS reseller, and completely fails to communicate the actual scope of what MKA does.

### Quick Fix Option (1-2 weeks)

Rebuild on a modern single-page site (Carrd, Framer, or simple WordPress) with:

1. Hero section — new headline + subhead + "Book Strategy Call" CTA
2. What We Do — 3 service pillars
3. Proof — metrics bar (\$390K+ closed, \$840M+ pipeline, 5+ partners)
4. Ecosystem visual — diagram showing how technologies connect
5. Partners — logo wall
6. About Mike — short bio
7. CTA — "Book a 20-Minute Strategy Call" (Calendly embed)

### Website Hero Copy

**Headline:** AI Data Center Infrastructure. Architected.

**Subhead:** MKA Critical Power assembles power, cooling, clean energy, and modular data center ecosystems into integrated, bankable solutions for enterprise, federal, and investment buyers.

### Three Service Pillars

| Service Pillar                                   | Description  | For   |
|--|--|---|
| Ecosystem Architecture & Alliance Formation      | Design and assemble first-of-kind infrastructure coalitions for developers, operators, and investors.            | DC developers, operators, and investors                         |
| US Market Entry & Technology Commercialization   | Bring international and emerging critical infrastructure technologies to market, including clean energy systems. | Federal government, technology companies, and investment buyers |
| Federal Opportunity Design & Investment Advisory | Shape federal-scale AI infrastructure opportunities, strategic partnerships, and investments.                    | Federal contractors, DOD, DoE, and national lab partners        |

## PART 7: CONTENT STRATEGY (LINKEDIN)

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### Content Pillars (Rotate Weekly)

| Day       | Pillar               | Example Topics  |
|-----------|----------------------|---|
| Monday    | Industry Insight     | AI power demand trends, grid challenges, PUE innovations  |
| Wednesday | Ecosystem Story      | How a cold call turned into a DOE consortium (anonymized) |
| Friday    | Technology Spotlight | Explain one tech in the stack in plain English            |

### Content Rules

- 1. Write like you talk.** Mike's natural voice is his brand.
- 2. Lead with the problem, not the product.** "AI factories need 50MW+ and the grid can't keep up" beats "We sell UPS systems"
- 3. Show the ecosystem thinking.** Every post should reinforce that Mike sees the whole picture.
- 4. One post per week minimum.** Consistency beats volume.
- 5. Engage on 5 posts/day** in data center, critical power, and AI infrastructure spaces.

### Sample Post Template

#### [Hook — Problem Statement]

AI factories are demanding 50-150kW per rack. Traditional cooling can't keep up.

#### [Insight — Your POV]

But here's what most people miss: cooling doesn't exist in isolation. The transformer, the UPS, the rack density, and the energy source all have to be designed as one system.

#### [Proof — Your experience]

That's exactly what we did when we assembled [anonymized] — pairing two-phase direct-to-chip cooling with hybrid intelligent transformers and micro-reactor energy for a DOE AI deployment.

#### [CTA]

If you're building AI infrastructure and your power and cooling teams aren't talking to each other — that's your biggest risk.

## PART 8: IMMEDIATE ACTION PLAN

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### Week 1-2: Foundation

- Update LinkedIn headline, title, and About section
- Order professional headshot (navy/dark background)
- Create branded LinkedIn banner with new color palette
- Publish first LinkedIn post announcing repositioning

### Week 3-4: Website

- Build quick single-page site with hero, services, proof, CTA
- Create downloadable Capabilities Statement (1-page PDF)
- Set up Calendly for "Book Strategy Call"
- Consider registering mkacriticalpower.com (without the 's')

### Month 2: Content & Collateral

- Publish 1 LinkedIn post per week minimum
- Create 3 case study one-pagers (MARTA, DOE consortium, OEM market entry)
- Design ecosystem diagram for website and proposals
- Draft standard engagement letter with retainer + success fee + equity terms

### Month 3: Scale

- Launch automated LinkedIn content pipeline (n8n workflow)
- Develop pitch deck for investor/PE audiences
- Begin outreach campaign to PE/VC firms in DC infrastructure
- Formalize MOU/engagement terms with existing partners

## PART 9: WHAT EACH AI MODEL UNIQUELY CONTRIBUTED

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| AI Model           | Unique Contribution   |
|--------------------|---|
| Copilot            | Most structured service lines and pricing tiers; emphasized legal protection and engagement letters           |
| ChatGPT            | Bluntest feedback — called out "structural danger" of over-delivering; coined "trust arbitrage"               |
| Gemini             | Best elevator pitch framing ("Power-to-GPU bottleneck"); cleanest title options; addressed Blackstar directly |
| Grok (Positioning) | Added PE/VC consulting, legacy DC-to-AI conversions, and off-taker matching as new revenue streams            |

| AI Model            | Unique Contribution  |
|---------------------|--|
| Grok (Super Powers) | Best pricing detail with examples; "alliance alchemy" framing; most website-ready copy |

## APPENDIX: PRICING FRAMEWORK (CONSENSUS)

All five models converged on similar structures. Here's the unified recommendation:

| Revenue Stream                | Range                                  | When to Use                              |
|-------------------------------|--|--|
| Monthly Strategy Retainer     | \$10K - \$35K/mo                       | Every engagement — this is your floor    |
| Hardware/Equipment Commission | 5-10% of closed value                  | Direct sales representation (AEC, etc.)  |
| Success Fee (Large Deals)     | 0.5-3% of contract value               | Federal bids, consortium deals (\$100M+) |
| Alliance Formation Fee        | \$10K-\$50K flat + 3-5% Yr 1 revenue   | When creating new partnerships           |
| Equity/Advisory Shares        | 1-5% in SPVs + board seat              | Platform-level deals you originate       |
| Onsite Technical Consulting   | \$250-\$500/hr or \$5K/day             | Commissioning, integration support       |
| PE/VC Due Diligence           | Retainer \$10K-\$25K/mo or project fee | Investment advisory engagements          |

**The cardinal rule going forward: No more building ecosystems without paper. Every engagement needs at minimum an engagement letter before introductions are made.**

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*This report consolidates outputs from Microsoft Copilot, ChatGPT, Google Gemini, and Grok (x2), cross-referenced against Mike's LinkedIn profile and current website, to create a single actionable brand strategy.*