

MKA Critical Power

Consolidated Brand & Positioning Strategy

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EXECUTIVE SUMMARY

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

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

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

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

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

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

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 (Carrrd, 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	US developers, integrators, AI/data buyers, clean energy
US Market Entry & Technology Commercialization	Bring international and emerging critical infrastructure	Foreign OEMs, emerging tech, clean energy s
Federal Opportunity Design & Investment Advisory	Shape federal-scale AI infrastructure opportunities, structure	Federal contractors, DOE/DOJ, DHS, active

PART 7: CONTENT STRATEGY (LINKEDIN)

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

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

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.

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.