

MARKETING & BUSINESS DEVELOPMENT

Scope	Deliverables
Marketing & Business Development for Global Power Equipment Mfg.	<ul style="list-style-type: none"> • Lead Generation for a wide variety of power generation equipment • Technical Writing & Article Placement • Digital & Email Marketing to Energy Facilities • Conference Planning • Market Research • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing & Sales of Document Control Management Systems to the Power Industry	<ul style="list-style-type: none"> • Lead Generation for a Document Control Management Systems for New Builds & Power Plant Upgrades • Technical Writing & Article Placement • Digital & Email Marketing to EPCs & Developers • Build Proposal Pipeline
Marketing & Sales of SCR Systems for Stationary Diesel Engine Market	<ul style="list-style-type: none"> • Lead Generation for Emission Control on New & Existing Diesel Engines • Technical Writing & Article Placement • Digital & Email Marketing • Conference Planning • Market Research for Stationary Diesel SCR Market • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of AQCS Technologies for Power Plants	<ul style="list-style-type: none"> • Lead Generation for Emission Control from Energy Facilities • Technical Writing & Article Placement • Digital & Email Marketing to Energy Facilities with Combustion Equipment • Conference Planning & Promotion • Market Research & Analysis • Regulatory Assessment for NOx, SO2, PM and Hg Markets • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of Air Preheater Technology	<ul style="list-style-type: none"> • Pilot installation site location & generation of test protocol • Lead Generation for Brush Air Preheater Seals • Technical Writing & Article Placement in Major Power Industry Publications (POWER, Power Engineering, MPS, etc.) • Digital & Email Marketing to Power Plants with Ljungstorm Air Heaters • Conference Planning • Market Research on Air Heater Seals Market in USA, Asia & Europe • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of Boiler Additive Technologies	<ul style="list-style-type: none"> • Pilot installation site location & generation of test protocol at TVA, Southern Company, Georgia Pacific & Capital Power • Lead Generation for Boiler Slag Mitigating Additive • Technical Writing & Article Placement • Digital & Email Marketing • Conference Planning • Market Research & Benchmarking • Set up Client Meetings & Sales Support
Marketing, Business Development & Sales on Circulating Dry Scrubber (CDS) Technology	<ul style="list-style-type: none"> • Lead Generation for CDS Technology • Technical Writing & Article Placement • Digital & Email Marketing to Power Plants for Retrofit Upgrades • Conference Planning

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	<ul style="list-style-type: none"> • Market Research on CDS Technology in USA • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of ePTFE filter media for Baghouse Applications	<ul style="list-style-type: none"> • Pilot installation site location & generation of test protocol at a plant in West Virginia, USA • Lead Generation for ePTFE Baghouse Filter Material • Technical Writing & Article Placement • Digital & Email Marketing • Conference Planning • Market Research • Set up Client Meetings & Sales Support
Marketing, Business Development & Sales of Honeycomb SCR Catalysts for Power Plants	<ul style="list-style-type: none"> • Lead Generation for SCR Catalysts • Technical Writing & Article Placement • Digital & Email Marketing to Power Plants with SCR's • Conference Planning • Market Research & Forecast for Key Global Markets • Set up Client Meetings & Sales Support
Marketing, Business Development & Sales of HRSG Cleaning Techniques	<ul style="list-style-type: none"> • Lead Generation for CO₂ Blast Cleaning of HRSGs and other Industrial cleaning services • Technical Writing & Article Placement • Digital & Email Marketing • Conference Planning • Market Research • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of Hydraulic Tensioning Technologies for Turbines	<ul style="list-style-type: none"> • Lead Generation for Hydraulic Tensioning Tools for Steam Turbine & Gas Turbine Applications • Technical Writing & Article Placement • Digital & Email Marketing to Energy Facilities with Steam Turbines • Conference Planning • Market Research on Turbines Installed by a Global Power Equipment Conglomerate • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of Process Optimization Technologies	<ul style="list-style-type: none"> • Lead Generation for Process Optimization and Measurement Technologies • Technical Writing & Article Placement • Digital & Email Marketing • Conference Planning • Market Research • Set up Client Meetings & Sales Support • Build Proposal Pipeline
Marketing, Business Development & Sales of Sorbent Conveying Systems for Mercury Removal for Power Plants	<ul style="list-style-type: none"> • Lead Generation for Hydraulic Tensioning Tools • Technical Writing & Article Placement • Digital & Email Marketing • Conference Planning • Market Research • Set up Client Meetings & Sales Support • Build Proposal Pipeline

TECHNICAL WRITING & ARTICLE PLACEMENT

Scope	Details
<p>Technical Article Development for Amec Foster Wheeler, Boiler & Environmental OEM</p>	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Upgrade Helps Coal Plant Control Particulate and Air Toxic Emissions Increasing Wet FGD SO2 Removal Efficiency Sizing & Selecting Particulate Control Systems Circulating Fluidized Bed Scrubber vs. SDA The Value Proposition of Circulating Fluidized Bed Technology for the Utility Power Sector Why CFB scrubbing has stepped out in front Petcoke to Power Petcoke: An Alternative Fuel Source CFB Scrubbing: A Flexible Multipollutant Technology CFB set to challenge PC for utility-scale USC installations
<p>Technical Writing & Brochure Development for CORMETECH, producer of honeycomb SCR catalysts</p>	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Authored, designed, created, and printed brochures for new product lines on a tight deadline for use at a major tradeshow Optimized SCR Catalysts Maximize Mercury Removal Co-Benefits SCR Catalyst Management: How to reduce catalyst lifecycle cost, improve reliability Addressing the mercury emissions issue Managing the Catalysts of a Combustion Turbine Fleet Advanced SCR Catalysts Tune Oxidized Mercury Removal Improving SCR Performance On Simple-Cycle Combustion Turbines Predictable SCR Co-Benefits for Mercury Control Catalyst Management: Key to SCR Effectiveness Improved Catalyst Can Clear The Air Long-term catalyst health care
<p>Technical Writing & Newsletter Development for Combustion Components Associates (CCA), an AQCS Technologies Provider for Power Plants</p>	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Designed, created, and sent newsletters that leveraged the developed articles as content for increased visibility HECO Successfully Co fires Biofuel as No. 6 Oil Substitute Switching Boilers to Natural Gas Considerations Practical Considerations for Converting Boilers to Burn Gas Pollution Control Retrofit for Diesel Generators Cleaning Up At A Landfill Economics of Emissions on Heavy-Duty Trucks
<p>Technical Article Development for Krishnan & Associates Market Research Capabilities</p>	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies A land of both opportunities and challenges Energy equals economic strength Power in India: Opportunities and Challenges in a Fast-Growing Market India: Can she make the most of her opportunities? Easing the Exodus
<p>Technical Writing for RJM, ACQS and Mobile SCR Application Provider</p>	<ul style="list-style-type: none"> A Comparison of Clear Skies Act and Clean Power Act to Control Multi-Pollutant Emissions Urea Based SCR Technology Achieves 12PPM NOx on Natural Gas Engine SCR Economics For Diesel Engines Firm Offers up SCR Tid-bit

MARKETING & BUSINESS DEVELOPMENT

Scope	Deliverables
	<ul style="list-style-type: none"> • Coal Fired Plants Reduce NOx Emissions With Staged Combustion • SCR Technology enables Diesel and Gas Engines To be Used for Prime Power Generation
Technical Article Development for Sealeze , Innovative Air Preheater Seal Manufacturer	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Innovative Brush Seals • Adaptive Brush Seals Restore Air Preheater Performance • Air Preheater Leaks: Mind the Gap • Air Preheater Uses New Adaptive Brush-Sealing Design
Technical Article Development for Parker Hannifin , Global Power Equipment Manufacturer	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Non-Welded Connections and Cold Bent Piping Provide Alternative to Conventional Welded Pipe Systems • Options for Integrating Energy Storage • Integrating Energy Storage
Technical Writing & Newsletter Development for Forney Corporation , Provider of Duct Burner Technologies	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Designed, created, and sent quarterly newsletters that leveraged the developed articles as content for increased visibility • Orlando Utilities Commission Ignites Shift to Fuel Diversity at Stanton Energy Center • SCR Reheat Burners Keep NOx in Spec at Low Loads
Technical Article Development for Environmental Alternatives, Inc. (EAI) , a HRSG & Industrial Equipment Cleaning Company	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Clean Bill of Health for HRSGs • Keeping HRSGs Clean
Technical Writing & Newsletter Development for Nooter/Eriksen , a HRSG OEM	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Designed, created, and sent newsletters that leveraged the developed articles as content for increased visibility • Circulating Fluid Bed Scrubbers Bridge the Gap Between Dry and Wet Scrubbers
Technical Writing for NeuCo , Provider of Neural Network Technologies	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Using Neural Network Combustion Optimization for MATS Compliance
Technical Writing & Newsletter Development for Stock Equipment , Electrostatic Precipitator Manufacturer	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Designed, created, and sent newsletters that leveraged the developed articles as content for increased visibility • Fresh Perception of ESP
Technical Writing & Newsletter Development for MetalFab Inc. , Dry Solids Processing Equipment Manufacturer	<ul style="list-style-type: none"> • Fully developed, authored, and secured publication for multiple articles across targeted geographies • Designed, created, and sent newsletters that leveraged the developed articles as content for increased visibility • Proper Design essential for storage, flow and metering of powdered activated carbon

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Scope	Deliverables
Technical Article Development for CMI Groupe , Global supplier of Industrial Equipment	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Repowering Erbil Power Project Adds 500 MW to Kurdistan Grid
Technical Article Development for Zolotech , Provider of Combustion Controls	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Reduce CO₂ Emissions and Boost Generation Efficiency
Technical Article Development for Imerys , Provider of Slag Mitigating Boiler Additives	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies New additives address biomass boiler operational issues
Technical Article Development for Aconex , Project Documentation Management System Supplier	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Web-based Collaboration Works
Technical Writing & Newsletter Development for Reaction Engineering , Environmental Engineering Firm	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Designed, created, and sent newsletters that leveraged the developed articles as content for increased visibility Two pollutants for the price of one
Technical Writing & Newsletter Development for Agrekko, Provider of Rental Power Generation Equipment	<ul style="list-style-type: none"> Fully developed, authored, and secured publication for multiple articles across targeted geographies Designed, created, and sent newsletters that leveraged the developed articles as content for increased visibility

WEBINAR PRODUCTION & PROMOTION

Scope	Details
Webinar Production & Promotion for Amec Foster Wheeler , Global Boiler OEM	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Promoted the Event to Energy Facilities Globally • Produced the live event and provided moderation services for the Q&A session • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinars
Webinar Production & Promotion for a Nooter/Eriksen , a HRSG OEM	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Promoted the Event to Energy Facilities Globally • Produced the live event and provided moderation services for the Q&A session • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinar
Webinar Production & Promotion for a CORMETECH , producer of honeycomb SCR catalysts	<ul style="list-style-type: none"> • Authored all promotion materials • Promoted the Event to Coal Plants, Gas Plants & Refineries Facilities Globally • Created a fully branded console and webinar environment • Produced the live event • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinars
Webinar Production & Promotion for Sealeze , Innovative Air Preheater Seal Manufacturer	<ul style="list-style-type: none"> • Authored all promotion materials • Promoted the Event to Coal Plants & Refineries Globally • Created a fully branded console and webinar environment • Promoted the Event to Energy Facilities Globally • Produced the live event and provided moderation services for the Q&A session • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinar
Webinar Production & Promotion for Environmental Alternatives, Inc. (EAI) , a HRSG & Industrial Equipment Cleaning Company	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Promoted the Event to Energy Facilities Globally • Produced the live event and provided moderation services for the Q&A session • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinars
Webinar Production & Promotion Promecon , for a provider of Process Optimization Technologies	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Produced the live event and provided moderation services for the Q&A session • Promoted the Event to Energy Facilities Globally • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinars
Webinar Production & Promotion for Riverhawk , an OEM of Hydraulic Tensioning Technologies for Turbines	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Produced the live event and provided moderation services for the Q&A session • Promoted the Event to Energy Facilities Globally • Compiled a thorough report of the event enabling quick follow up by client • Link to Webinars
Webinar Production & Promotion for Donaldson , a producer of ePTFE Baghouse Filter Media	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Promoted the Event to Energy Facilities Globally • Produced the live event

WEBINAR PRODUCTION & PROMOTION

Scope	Details
	<ul style="list-style-type: none"> • Compiled a thorough report of the event enabling quick follow up by client
Webinar Production & Promotion for Adani Ports & Special Economic Zone (APSEZ) , a Global Logistics Company	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Promoted the Event to Manufacturers in USA • Produced the live event • Compiled a thorough report of the event enabling quick follow up by client
Webinar Production & Promotion NeuCo , Provider of Neural Network Technologies	<ul style="list-style-type: none"> • Authored all promotion materials • Created a fully branded console and webinar environment • Promoted the Event to Coal Fired Power Plants in USA • Produced the live event and provided moderation services for the Q&A session • Compiled a thorough report of the event enabling quick follow up by client

FULL WEBSITE DEVELOPMENT

Scope	Details
Content & Website Development for a CORMETECH Global SCR Catalyst Manufacturer	<ul style="list-style-type: none"> • Authored all website content and technical writing • Graphic design and layout of the full site • Development of video graphic showing flue gas cleaning process • Developed and coded the full site • Website Link
Content & Website Development IHI Power Services , an O&M Company	<ul style="list-style-type: none"> • Authored new website content and technical writing for select pages • Retooled an entire section of the site to more directly deliver IHI's value proposition • Website Link
Content & Website Development for Environmental Alternatives, Inc. (EAI) , a HRSG & Industrial Equipment Cleaning Company	<ul style="list-style-type: none"> • Authored all website content and technical writing • Graphic design and layout of the full site • Developed and coded the full site • Website Link
Content & Website Development for Airtek, a Construction Service Company	<ul style="list-style-type: none"> • Authored all website content and technical writing • Graphic design and layout of the full site • Developed and coded the full site
Content & Website Development for Combustion Components Associates (CCA) , an APCS Technologies Provider for Power Plants	<ul style="list-style-type: none"> • Authored all website content and technical writing • Graphic design and layout of the full site • Developed and coded the full site
Content & Website Development for ProPower Resources , a Staffing Company	<ul style="list-style-type: none"> • Authored all website content and technical writing • Graphic design and layout of the full site • Developed and coded the full site

INDIA MARKETING

Scope	Details
Marketing & Business Development for Indian SEZs	<ul style="list-style-type: none"> Attracted global industrial manufacturers to a Special Economic Zone for a major Indian Infrastructure conglomerate
Marketing & Sales of innovative American manufactured APH Seals	<ul style="list-style-type: none"> Pilot installation at an NTPC Station Arranged meetings for client with major state owned utilities and independent power producers across India Direct selling to end users and sales established with a number of IPPs
Marketing & Sales of SCR Catalysts to Indian Power Plants	<ul style="list-style-type: none"> Arranged meetings for client with major state owned utilities and independent power producers across India Direct selling to end users Worked with the government to develop new legislation that would require increased pollutant reduction making the client technology more attractive
Marketing & Sales of High Frequency TR Sets	<ul style="list-style-type: none"> Pilot installation at an NTPC Station Arranged meetings for client with major state owned utilities and independent power producers across India Direct selling to end users
Marketing & Sales of Hydraulic Tensioning Turbine Auxiliaries	<ul style="list-style-type: none"> Arranged meetings for client with major state owned utilities and independent power producers across India Direct selling to end users

Vast network in the Indian Power Sector including companies like NTPC, BHEL, Adani Power, Tata Power, Reliance, Lanco, Jindal, JSW, Thermax, etc.

CUSTOM MARKET RESEARCH

Scope	Details
Market Study on Best Practices in US & European Power Trading Models	<ul style="list-style-type: none"> Global IPP
Benchmarking, Voice of Customer & Market Forecast for Generator Services for Thermal Power Plants	<ul style="list-style-type: none"> Global Power Equipment Conglomerate
Market Study on Global HRSG Aftermarket Services Market	<ul style="list-style-type: none"> Global Power Equipment Conglomerate
Market Study on HRSG Boiler Market - Benchmarking of Global Players	<ul style="list-style-type: none"> Global Power Equipment Conglomerate
Market Assessment of Competitive CO2 Capture & Sequestration Technologies in Europe	<ul style="list-style-type: none"> Global Power Equipment Conglomerate
Market Forecast CDS Dry Scrubbers for US Coal Fired Power Plants	<ul style="list-style-type: none"> Nooter/Eriksen
Benchmarking & Competitor Analysis for Generator OEM EPC Services	<ul style="list-style-type: none"> CAT
Market Evaluation of US Baghouse Material Market	<ul style="list-style-type: none"> Donaldson
Market Study on the Heavy Duty Diesel Emission Control Market	<ul style="list-style-type: none"> Cormetech
Grant Application for Mobile Emission Control with Houston Air Regional Council for an Automotive OEM	<ul style="list-style-type: none"> Tenneco
Market Assessment of Jet Bubble Reactor Scrubber Market for FRP Applications	<ul style="list-style-type: none"> AFC
Market Potential for a Multi-pollutant Emission Control Technology in USA	<ul style="list-style-type: none"> Indigo
Market Study on Governmental Agencies Needs for Remote Power Generation Services	<ul style="list-style-type: none"> IAP
Voice of Customer Survey and Business Opportunity Development for Neural Network Technologies	<ul style="list-style-type: none"> NeuCo
Market Study & Benchmarking of Fuel Additive Technologies for Improved Power Plant Performance	<ul style="list-style-type: none"> Imerys

[For Further Details, Click Here](#)

MULTI CLIENT REPORTS

Scope	Details
Market Forecast of the Indian Power Generation Market	<ul style="list-style-type: none"> Performed in depth analysis of past & current market scenarios Forecasted future scenarios based on identified market trends Interviewed dozens of major stakeholders from the government, power producers, fuel suppliers, equipment manufacturers, and service providers
Market Forecast of The Indian and Asian Power Generation Market	<ul style="list-style-type: none"> Performed in depth analysis of past & current market scenarios Forecasted future scenarios based on identified market trends Interviewed dozens of major stakeholders from the government, power producers, fuel suppliers, equipment manufacturers, and service providers
Market Forecast of the Australian Power Market	<ul style="list-style-type: none"> Performed in depth analysis of past & current market scenarios Forecasted future scenarios based on identified market trends Interviewed dozens of major stakeholders from the government, power producers, fuel suppliers, equipment manufacturers, and service providers
Market Forecast of the Vietnam and Indonesia Power Generation Market	<ul style="list-style-type: none"> Performed in depth analysis of past & current market scenarios Forecasted future scenarios based on identified market trends Interviewed dozens of major stakeholders from the government, power producers, fuel suppliers, equipment manufacturers, and service providers

[For Further Details on Purchasing Reports Click Here](#)

CORPORATE TRAINING

Scope	Details
Topic: Specialized Marketing Communication Techniques for the Power Generation Industry	<ul style="list-style-type: none"> Instructed a pre-conference course at numerous global power industry conferences
Topic: Asia Pacific Power Generation Market – Strategic Review & Forecast	<ul style="list-style-type: none"> Instructed a pre-conference course at numerous global power industry conferences

Over 200 Companies Have Utilized Our Corporate Training Services

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MERGERS & ACQUISITIONS

Scope	Deliverables
Buy-side Agreement with a Large International Conglomerate for Acquisition of a US Power Plants	<ul style="list-style-type: none"> Performed due diligence & shortlisted companies matching the requirements of the client Negotiation and finalization of pricing and terms of sale
Buy-side Engagement for Acquisition of Thermal Power Plant in USA	<ul style="list-style-type: none"> Performed due diligence & shortlisted companies matching the requirements of the client Negotiation and finalization of pricing and terms of sale
Buy-side Agreement with a Korean Conglomerate for Acquisition for Thermal Power Plant Assets	<ul style="list-style-type: none"> Performed due diligence & shortlisted companies matching the requirements of the client Negotiation and finalization of pricing and terms of sale
Sell-side Engagement for a Power Equipment Fabricator	<ul style="list-style-type: none"> Performed due diligence & shortlisted companies matching the requirements of the client Developed a valuation model for the client Negotiation and finalization of pricing and terms of sale
Sell-side Engagement for the sales of Elim-NOx Diesel SCR Technology to Tenneco	<ul style="list-style-type: none"> Performed due diligence & shortlisted companies matching the requirements of the client Developed a valuation model for the client Negotiation and finalization of pricing and terms of sale
Sell-side Engagement for the Sales of Stationary Diesel Emission Control Technology	<ul style="list-style-type: none"> Performed due diligence & shortlisted companies matching the requirements of the client Developed a valuation model for the client Negotiation and finalization of pricing and terms of sale

RECRUITMENT PROJECTS

Krishnan & Associates has executed over 250 recruitment projects. Click here for [examples of Recruitment Projects](#).

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