



SALES & PARTNER PLAYBOOK

TheGlobalFuel

TheGlobalFuel gives resource operators one governed record for every asset, so production, contracts, cargo and emissions finally agree.

Asset registry

Offtake contracts

Shipments

ESG records

Open API

PREPARED BY

Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

theglobalfuel.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the problems, the ideal-customer section and the objection handling before your first conversation; those three carry most of the value. Use the discovery questions live, and let the one-question test decide whether to keep going. When something is on the roadmap this document says so, and you should too, because the honesty is what makes the rest of it believable.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01 Product Overview

02 One-Line Pitch

03 30-Second Elevator Pitch

04 Problem We Solve

05 Value Proposition

06 Ideal Customer Profile

07 Buyer Personas

08 Top Use Cases

09 Product Capabilities

10 Pricing & Plans

11 Competitive Landscape

12 Why Us / Differentiators

13 Customer Proof & Credibility

14 Demo Information

15 Sales Talking Points

16 Objection Handling

17 Discovery / Qualification Questions

18 How to Identify a Good Opportunity

19 How to Introduce Us

20 Lead Handoff Process

21 Partner / Referral Commercials

22 Contact Information

23 Useful Links & Sales Assets

24 Product Mockups — Complete Visual Appendix

01 Product Overview

THEGLOBALFUEL.COM

TheGlobalFuel is a management platform for energy, minerals and natural resources. Every producing or holding asset — a well, an oil or gas field, a mine, a quarry, a refinery, a processing or power plant, a storage terminal, a pipeline, a wind or solar farm — is modelled as one structured record. Production volumes, reserve estimates, offtake contracts, shipments, inventory lots, greenhouse-gas emissions and regulatory certificates all attach to that record, so a change in one place is visible everywhere else. It is workspace-native, meaning permissions, audit history and collaboration come with it rather than being configured afterwards, and it is headless, meaning your own control rooms, field apps and ERP can drive it through an API.

CATEGORY

Resources operations platform — an operating record for producers, traders, logistics teams and compliance functions across energy, mining, metals and renewables.

WHERE IT STANDS TODAY

Generally available and early. The platform launched in 2026, sign-up and a free plan are open, and the operating record — assets, production, reserves, contracts, shipments, inventory, emissions and compliance — is built and in use. Several headline items are honestly still ahead: position valuation, settlement depth, supplier registers, maintenance work orders, forecasting and named ESG framework packs. There are no public reference customers yet.

HOW CUSTOMERS GET IT

Cloud subscription with self-service sign-up on the free and paid plans. Enterprise adds custom quotas, single sign-on, data-residency choices, and dedicated-tenant or self-hosted deployment where the contract calls for it. Onboarding is a matter of weeks: model the asset hierarchy, load or import the current registry, connect the systems that feed it, and go live one asset group at a time.

Web application for operations, commercial, logistics and compliance teams

GraphQL API — the primary and most complete surface

Node.js and Python libraries for integration teams

Command-line tool for scripting and automation

Agent connector so Claude or another compatible AI agent can work the same records

Documentation site and public use-case library

In-product assistant available on every screen

02 One-Line Pitch

SAY EXACTLY THIS

"TheGlobalFuel gives resource operators one governed record for every asset, so production, contracts, cargo and emissions finally agree."

SHORTER, FOR A CHAT MESSAGE

One connected record for what you produce, sell, ship and report.

THE CATEGORY SENTENCE

TheGlobalFuel is a resources management platform for companies that produce, move or oversee energy, minerals and natural resources.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most resource businesses keep production in spreadsheets, contracts in inboxes, inventory on a separate ledger and emissions in a document nobody trusts. TheGlobalFuel puts all of it on one record. Every well, mine, field or solar site is a structured asset, and production, reserves, offtake contracts, shipments, inventory, emissions and permits hang off it. Mark a cargo delivered and the contract's delivered volume updates on its own. The result is one number the operations team, the commercial team and the auditor can all read."

IF THEY ARE TECHNICAL

TheGlobalFuel is headless and API-first: every asset, production record, contract, shipment, inventory lot, emission and certificate is reachable through one governed GraphQL API, with role-based access checked on every field before a request reaches the data. It composes into a wider enterprise graph, so identity, files and tags are shared rather than duplicated, and Node and Python libraries, a command-line tool and an agent connector sit on the same interface the product's own screens use.

IF THEY ARE A BUSINESS BUYER

You buy one backbone instead of four point tools, and the teams stop reconciling each other. Operations record output once; commercial see contracted against delivered volume without a manual tally; compliance answer a regulator from maintained records rather than a scramble. Plans start at zero and scale on the number of assets you manage, not the number of people who log in.

04 Problem We Solve

These are the binds that make a resource business slow, and every one of them is something a prospect will describe to you in their own words if you ask about month-end.

Production lives in spreadsheets nobody reconciles until month-end

Who feels it: Site engineers, production accountants, the operations director

What it costs them: Nobody knows how an asset is performing against plan until weeks after the fact, and by then the commercial decisions that depended on it have already been made.

How TheGlobalFuel answers it: Output is recorded against the asset for each period with volume, unit, grade and downtime hours, stamped and attributable. Because the same record feeds inventory, utilisation and contract fulfilment, the picture is continuous instead of reconstructed.

Offtake and supply contracts sit as PDFs in inboxes

Who feels it: Commercial and offtake managers

What it costs them: No one can say quickly whether the business is long or short against its obligations, and a missed delivery window is discovered by the counterparty first.

How TheGlobalFuel answers it: Each contract is modelled as a structured commitment — counterparty, side, contracted volume, pricing basis, delivery location, term — with a lifecycle from draft to completion and delivered volume tracked against contracted volume.

Material goes dark between the pit, the port and the plant

Who feels it: Logistics and supply-chain coordinators

What it costs them: Estimated arrival times become guesses, demurrage and detention costs accumulate, and the paperwork proving a movement lives in a different system from the movement itself.

How TheGlobalFuel answers it: One shipment record carries the transport mode, origin, destination, carrier or vessel, volume and a status timeline from scheduled through loading and transit to delivered, with the bill of lading attached to the same record.

Inventory balances are a stale snapshot

Who feels it: Logistics coordinators and commercial planners

What it costs them: Dispatches and sales are planned against a number that was true last week, so material is double-promised or left sitting.

How TheGlobalFuel answers it: Inventory lots hold quantity, location, grade, status and per-unit valuation. Balances rise as production is recorded and fall as shipments draw them down, so the number moves with the operation rather than with a reporting cycle.

Emissions and permits are rebuilt from memory each reporting cycle

Who feels it: Sustainability leads and compliance officers

What it costs them: ESG figures drift from operational reality, renewals are noticed late, and an auditor's question triggers a search through shared drives.

How TheGlobalFuel answers it: Greenhouse-gas emissions are recorded by scope against the asset and period that produced them, with methodology and a third-party verification flag. Permits, licences and certifications sit in a register with issuing authority, expiry date, owner and the evidence document.

Every commodity and region ends up on its own system

Who feels it: Portfolio executives and heads of digital

What it costs them: A mixed or transitioning portfolio cannot be compared like for like, and adding a new commodity means another procurement cycle and another integration.

How TheGlobalFuel answers it: Thirteen commodity types across twelve asset kinds share one model, so a lithium mine, a gas field and a solar farm are governed the same way and adding a commodity is configuration rather than a replatform.

Operational data is locked inside somebody else's screens

Who feels it: Enterprise architects and integration teams

What it costs them: Data is re-keyed between the field system, the ERP and the partner portal, and every new surface becomes another integration project.

How TheGlobalFuel answers it: Everything the product does is exposed through one governed API with access enforced field by field, plus Node and Python libraries, a command-line tool and an agent connector over the same interface.

05 Value Proposition

Five things a prospect actually buys, and what inside the product stands behind each one.

One connected record instead of four systems

The chain from asset to production to reserves to contract to shipment to inventory to emissions is one record set, not seven tools stitched together. That removes the reconciliation work that sits between every pair of teams. It also means a question asked at the top of the chain can be answered from the bottom of it.

Evidence: Marking a shipment delivered rolls its volume into the linked contract's delivered total in one step, counted once — the behaviour the whole design is built around.

ESG that comes out of operations

Emissions are captured against the asset and reporting period that created them, by greenhouse-gas scope, in tonnes of CO2 equivalent, with the calculation methodology recorded and a flag for independent verification. Compliance certificates carry seven categories including chain of custody. Reporting therefore traces back to operational records rather than to a parallel spreadsheet.

Evidence: Emission and certificate records live in the same governed record set as production and shipments, with evidence documents attached.

Provenance without a separate traceability project

Because production, inventory, movements and deliveries are linked records, the trail from producing asset through grade and every movement to final delivery can be assembled by following those links. Responsible-sourcing programmes and customer due-diligence increasingly demand exactly that, and it falls out of ordinary use.

Evidence: A dedicated chain-of-custody certificate category plus a provenance view over the connected records.

Built to be driven from your own systems

Nothing is trapped behind a screen. Every capability the product's own interface uses is reachable through the same governed API, with role-based access applied field by field. That suits an enterprise division that wants a resources backbone without creating another integration island.

Evidence: A federated API that extends shared platform records for users, workspaces, files and tags, with Node and Python libraries, a command-line tool and an agent connector on top.

Governance you inherit rather than build

Six roles are seeded into every workspace, deliberately separating operations from commercial — the operations lead has no access to contract pricing at all. Audit history, file storage, notifications, tagging, multi-tenancy and usage quotas come with the platform. A mid-market operator gets an enterprise governance posture without staffing for it.

Evidence: Role definitions covering eight resource types at three levels, with denial by omission, and every action attributable.

06 Ideal Customer Profile

A mid-market resource operator with roughly 50 to 1,000 staff, running real physical assets on spreadsheets plus two or three point tools, with an ESG or audit deadline in the next two quarters.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Independent producers and mid-tier miners	50–1,000 employees; typically 5–300 producing assets	They have outgrown spreadsheets but a multi-year ERP or trading-system programme is out of reach financially and organisationally. Budgets in the tens to low hundreds of thousands per year, and the decision usually sits with a VP or director of operations.
Renewable developers and energy-transition portfolios	Small to mid-sized operators with a mixed asset base	They hold fossil, mineral and renewable assets at the same time and hate that each needs its own system. One model across the energy mix is the specific thing they cannot buy elsewhere.
Divisions of larger energy and mining groups	Enterprise divisions inside a group already running a large ERP	The group ERP is fine for finance and immovable in practice. The division needs operational agility and its own surfaces, and the open API lets it build without starting a new integration silo.
Physical commodity traders and offtake aggregators	Small trading and merchant teams, often under 100 people	A full trading and risk system is overkill and spreadsheets are dangerous. Contracts tied to real inventory, shipments and delivered volume covers most of what they need at a fraction of the effort.
Government bodies, regulators and state-owned operators	Ministries, regulators and public-sector enterprises	They receive inconsistent operator reports and reconcile by hand. A standard model across commodities with audit trails and evidence links reduces that overhead, and public-sector terms and data-residency options exist.

GEOGRAPHIES

Sold globally, with pricing set in four regional bands so a customer in India, Southeast Asia or Africa pays a local market price rather than a US one. Data residency is available on Enterprise agreements. Nothing in the product is jurisdiction-specific, though named ESG framework packs are still ahead.

NOT A FIT — DO NOT CHASE

- Financial or paper traders with no physical assets, cargo or inventory — there is nothing for the asset record to hold
- Fleet fuel management, fuel cards and vehicle telematics — that is Samsara, Geotab and Titan Cloud territory, not this
- Utility bill auditing and energy-spend analytics for consumers of energy rather than producers of it
- Anyone whose procurement gate requires a completed SOC 2 or ISO 27001 certificate today; both are on a roadmap, neither is done
- Buyers whose core need is hydrocarbon production allocation splitting or reserves economics depth — Quorum is genuinely stronger there
- Organisations that want a single vendor to replace finance, procurement and HR as well; this is not an ERP

07 Buyer Personas

Six roles you will meet. The hook is the line to open with — say it as written, then stop talking and listen.

Operations director or COO

WHAT THEY WANT

Know how every asset is performing against plan without waiting for month-end, and cut the downtime that costs the most.

WHAT FRUSTRATES THEM

Numbers arrive late and disagree. Site teams re-key the same figures into three places. Nobody can compare two assets like for like.

Open with: How long after the month closes do you get a production number you would defend in a board meeting?

They will ask: How much work is it for my site teams, and what do they stop doing in exchange?

Commercial or offtake manager

WHAT THEY WANT

Meet every contracted obligation, know the long or short position at any moment, and stop chasing delivery status by phone.

WHAT FRUSTRATES THEM

Contracts live as PDFs. Delivered volume is a manual tally against a spreadsheet. Discovering a shortfall late is expensive and public.

Open with: When you are asked today whether you are long or short on a contract, where do you look first?

They will ask: Does the contract update itself when a cargo lands, or is somebody still typing it in?

Sustainability or ESG lead

WHAT THEY WANT

Produce emissions figures that trace to operational reality and survive scrutiny, without a quarterly fire drill.

WHAT FRUSTRATES THEM

ESG data is reconstructed from other people's spreadsheets. Methodology is inconsistent between assets. Verification status is not recorded anywhere durable.

Open with: If an auditor asked how last quarter's Scope 1 figure was calculated for one specific asset, could you show them?

They will ask: Which reporting frameworks do you support out of the box?

Compliance officer

WHAT THEY WANT

Keep every permit, licence and certification current, and answer a regulator from a maintained record.

WHAT FRUSTRATES THEM

Renewals surface late. Evidence documents live apart from the obligation they prove. Chain of custody is reconstructed under pressure.

Open with: How do you find out that a permit is about to expire — a calendar reminder, or somebody remembering?

They will ask: Can I attach the evidence to the certificate and prove who changed what, and when?

Logistics coordinator

WHAT THEY WANT

Follow every movement end to end across whatever mode it uses, and plan dispatch against stock that is actually there.

WHAT FRUSTRATES THEM

Each mode has its own tool or none at all. Bills of lading sit in email. Inventory is a stale snapshot.

Open with: How many different systems does one cargo touch between leaving your site and being signed for?

They will ask: Does it handle rail and truck as well as vessels and pipeline?

Enterprise architect or head of digital

WHAT THEY WANT

Add a resources backbone that the rest of the estate can drive, without creating another closed system to integrate around.

WHAT FRUSTRATES THEM

Every vendor claims openness and ships a thin REST layer. Data is re-keyed between the field system, the ERP and partners.

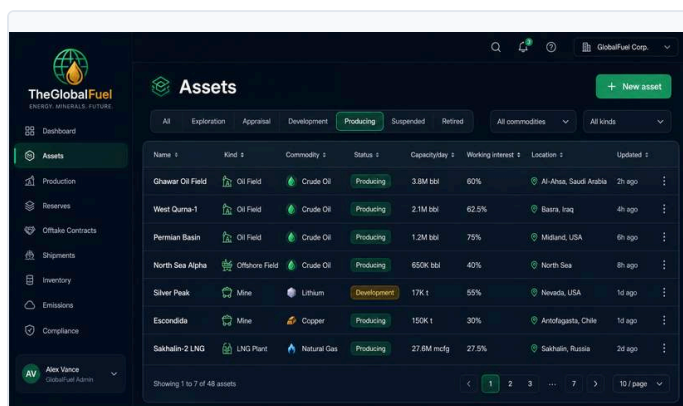
Open with: If you wanted your own control room on top of this data, how much of it could you reach through an API today?

They will ask: Is the API the same one your own screens use, or a reduced version of it?

08 Top Use Cases

14 SCENARIOS

Each of these is a scenario the platform is built to handle, described as a situation you will recognise in a prospect's own account of their week. Where something is still ahead of us, it says so.



OPERATIONS MANAGER

Get every asset onto one register

THE SITUATION

The list of what the company owns and operates exists in three versions: a finance asset register, an operations spreadsheet, and what the site managers actually know. None of them agree on status or capacity.

WHAT HAPPENS WITH THEGLOBALFUEL

Each producing or holding asset becomes a structured record with its kind, commodity, lifecycle status from exploration through to retirement, location and coordinates, nameplate capacity, working interest and the operations lead accountable for it. Names are unique per workspace and the register filters by commodity, kind and status.

One register everyone works from, and the foundation every other record hangs off.



SITE ENGINEER

Capture production as it happens

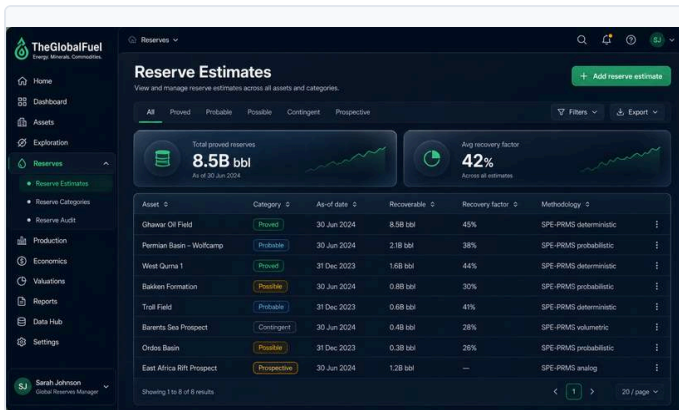
THE SITUATION

Output is written on a shift sheet, typed into a spreadsheet, emailed to head office, and reconciled weeks later. Downtime is remembered rather than recorded.

WHAT HAPPENS WITH THEGLOBALFUEL

Production is recorded against the asset for a daily or monthly period, in the right unit for the commodity — barrels, cubic metres, tonnes, kilograms, megawatt-hours — with measured grade and downtime hours, each entry stamped and attributable. It immediately feeds utilisation, inventory and contract fulfilment.

Performance against plan is a live view rather than a backward-looking report.



RESERVES MANAGER

Keep the reserve base dated and defensible

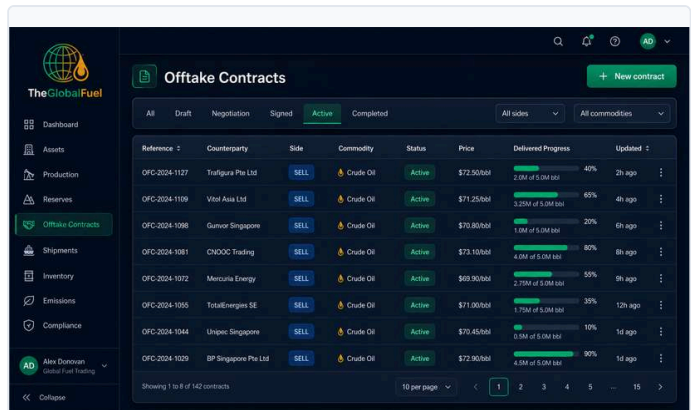
THE SITUATION

Recoverable volumes sit in one analyst's undated workbook, and nobody can say which methodology produced which figure.

WHAT HAPPENS WITH THEGLOBALFUEL

Reserve estimates are booked per asset by category — proved, probable, possible, contingent and prospective — each with an as-of date, recoverable volume and unit, recovery factor and the methodology behind it, sitting alongside what the asset is actually producing.

A dated, categorised resource base that disclosure and offtake commitments can rest on.



COMMERCIAL MANAGER

Run offtake contracts without losing the thread

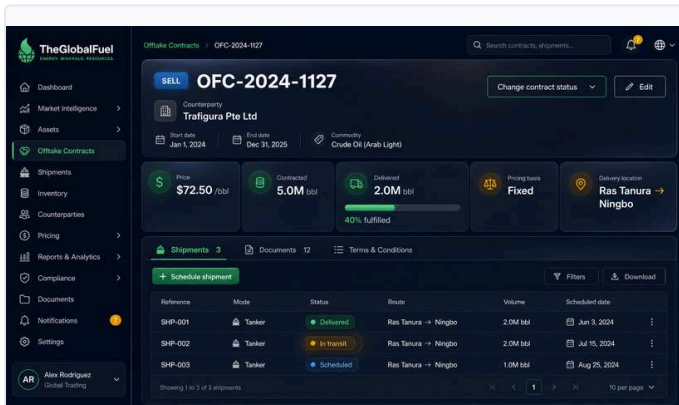
THE SITUATION

Twenty active agreements exist as PDFs and email threads. Contracted against delivered volume is a monthly spreadsheet exercise, and the answer is always slightly out of date.

WHAT HAPPENS WITH THEGLOBALFUEL

Each sell or buy contract is modelled with counterparty, commodity, contracted volume, delivery location, term and pricing basis — fixed, index-linked, spot or formula — with prices or index and currency, and moves through a lifecycle from draft and negotiation to signed, active and completed.

Obligations and position are visible on the record instead of assembled by hand.



COMMERCIAL MANAGER AND LOGISTICS COORDINATOR

Close the loop between delivery and contract

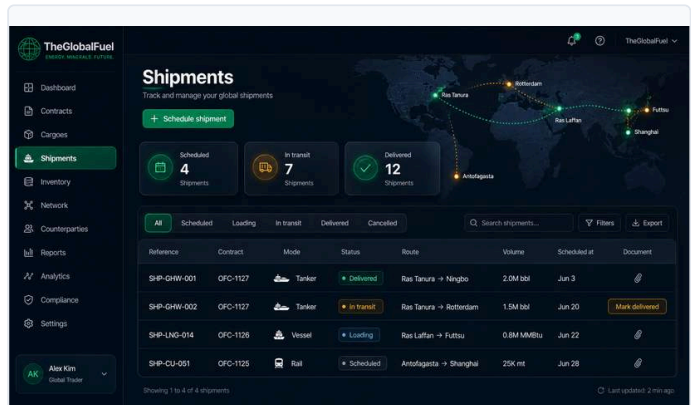
THE SITUATION

Shipments are tracked in one place and contract fulfilment in another, so someone reconciles the two and everyone waits for that person.

WHAT HAPPENS WITH THEGLOBALFUEL

A shipment is scheduled against a specific contract. When it is marked delivered, its volume is added to that contract's delivered total in the same step and counted exactly once, so fulfilment moves without anyone updating a tally.

Contracted against delivered is always current, with no manual reconciliation step.



LOGISTICS COORDINATOR

Follow material from pit to port to plant

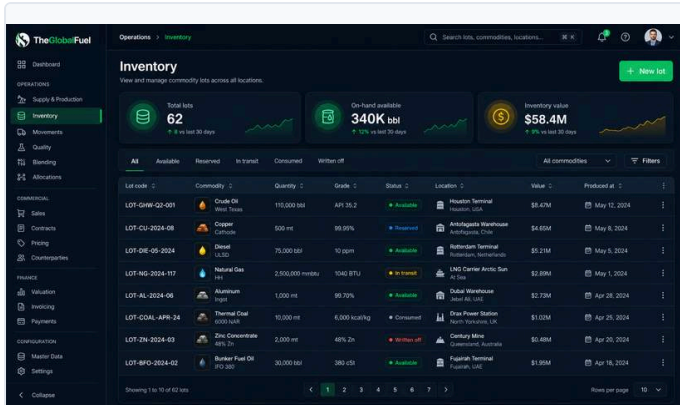
THE SITUATION

A cargo moves by truck, then rail, then vessel, and each leg is somebody else's spreadsheet. The bill of lading is attached to an email nobody can find.

WHAT HAPPENS WITH THEGLOBALFUEL

One shipment record covers six transport modes — pipeline, tanker, rail, truck, grid and bulk vessel — with origin, destination, carrier or vessel, volume, scheduled, departed and delivered timestamps, and the bill of lading or certificate attached to the record itself.

One thread per movement, so nothing goes dark between handoffs.



LOGISTICS COORDINATOR AND COMMERCIAL PLANNER

Trust the inventory number

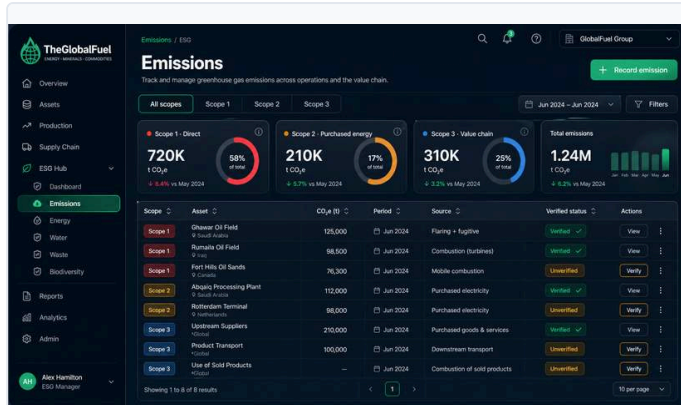
THE SITUATION

Stock levels come from a weekly tank dip or a stockpile survey, and by the time they are circulated the material has moved.

WHAT HAPPENS WITH THEGLOBALFUEL

Inventory lots carry a lot code, commodity, quantity and unit, location, measured grade, status — available, reserved, in transit, consumed, written off — a per-unit valuation and currency, and a link to the asset that produced them. Balances rise with production and fall as movements draw them down.

Dispatch and sales are planned against real stock rather than last week's snapshot.



SUSTAINABILITY LEAD

Measure emissions instead of estimating them

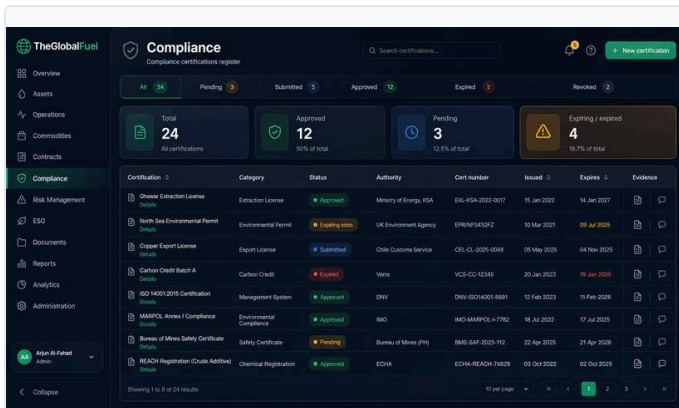
THE SITUATION

The annual ESG figure is assembled at the last minute from operational data that has already been summarised twice, and the methodology is different for each asset.

WHAT HAPPENS WITH THEGLOBALFUEL

Emission records are captured for an asset over a reporting period by greenhouse-gas scope — 1, 2 and 3 — in tonnes of CO2 equivalent, with a source or category label, the calculation methodology or emission factor referenced, and a flag and timestamp when a figure is independently verified.

Sustainability figures trace back to the operational record that produced them.



COMPLIANCE OFFICER

Stay ahead of permits and licences

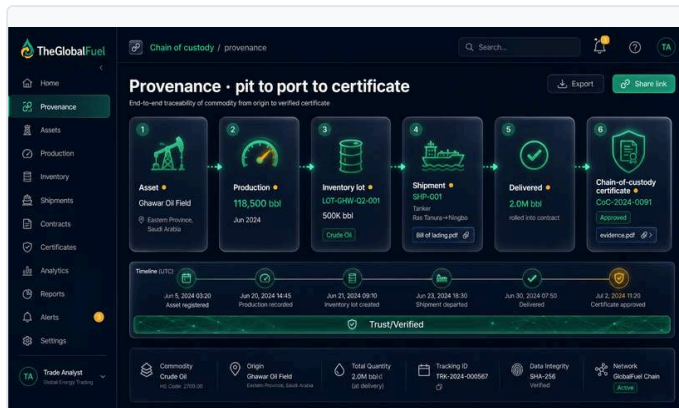
THE SITUATION

Environmental permits, extraction and export licences, safety audits and carbon credits are tracked in a shared workbook, and renewals are noticed when somebody happens to look.

WHAT HAPPENS WITH THEGLOBALFUEL

Each obligation is registered against the asset it governs, across seven categories including chain of custody, with a status lifecycle from pending and submitted through to approved, rejected, expired or revoked, the issuing authority, certificate number, issue and expiry dates, a responsible owner, and the evidence document attached.

Renewals happen on schedule, and an auditor's question is answered from a maintained record.



COMPLIANCE OFFICER

Prove where a cargo came from

THE SITUATION

A customer's due-diligence team asks for the origin and handling history of a specific consignment, and answering means three people digging through four systems for a week.

WHAT HAPPENS WITH THEGLOBALFUEL

The trail is followed along records that already exist: the producing asset, the production entries behind it, the inventory lot and its grade, each movement that carried it, and the chain-of-custody certificate that covers it, with evidence documents attached at each step.

Provenance is assembled from operating normally rather than run as a separate project.



PORTFOLIO EXECUTIVE

See a mixed portfolio in one place

THE SITUATION

The group holds gas, a copper mine and two solar farms. Each sits on its own system, so leadership compares them through slides prepared by three different teams.

WHAT HAPPENS WITH THEGLOBALFUEL

Thirteen commodity types across twelve asset kinds share one model and one set of units, so a barrel, a tonne and a megawatt-hour coexist without being forced into each other's shape, and assets roll up across commodity, region and status.

One portfolio view, and a transition in the asset mix does not mean a change of platform.



OPERATIONS DIRECTOR

Run operations on data rather than instinct

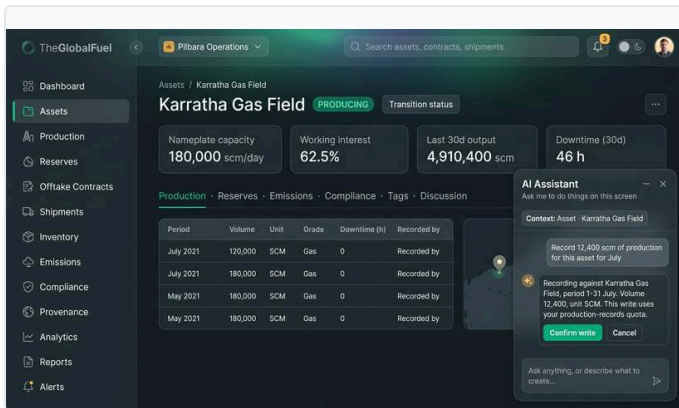
THE SITUATION

Comparing assets means exporting from several tools into a workbook that one analyst maintains and everyone quietly distrusts.

WHAT HAPPENS WITH THEGLOBALFUEL

Operational analytics read the same production, inventory and movement records the teams create — output trends, asset utilisation, downtime and cost per unit — with cross-asset rollups so assets can be compared like for like. Forecasting and network optimisation are named roadmap items, not current capability.

Portfolio comparison from the operating record, with the forecasting layer honestly still ahead.



OPERATIONS MANAGER

Ask the assistant about the record on screen

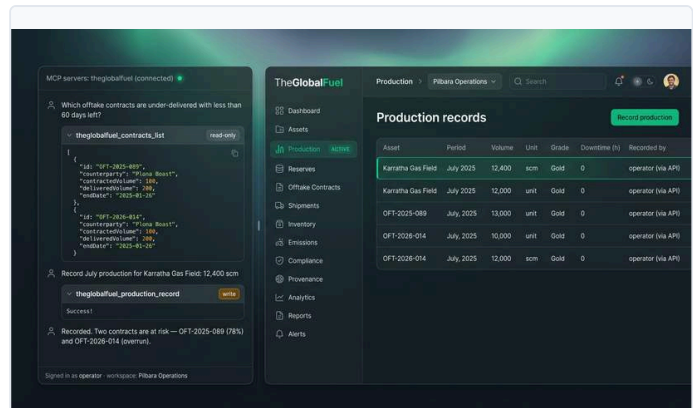
THE SITUATION

Answering a straightforward question about an asset or a contract means opening three views and copying identifiers between them.

WHAT HAPPENS WITH THEGLOBALFUEL

An assistant is available on every screen and recognises the record you have open — asset, contract, shipment, inventory lot, emission entry, certificate or reserve estimate — so 'this contract' is enough. It works under your own permissions, and anything it changes lands in the same history as a change you typed.

Answers without leaving the record, and no separate AI copy of the truth to drift.



ENTERPRISE ARCHITECT

Point your own AI agent at the operation

THE SITUATION

The team wants to automate routine resource-operations work with an AI agent, but every candidate system means writing and maintaining a bespoke tool layer first.

WHAT HAPPENS WITH THEGLOBALFUEL

A connector exposes twenty-nine tools covering the asset register, production capture, reserves, contracts, shipments, inventory lots, and recording, verifying and renewing emissions and certificates. The agent signs in once and then acts as that person, inside one workspace, with exactly their permissions.

Agent automation on governed records, with a note that a confirmation gate for irreversible actions is still to come.

09 Product Capabilities

What exists today, what is part-built, and what is planned. Anything not marked shipped should be described to a prospect as future work.

Asset registry, production and reserves

The foundation — one record per producing asset, with the output and reserve figures that hang off it.

Asset register

Twelve asset kinds across thirteen commodities, with lifecycle status, location and coordinates, nameplate capacity, working interest and an accountable operations lead. Filter and page the register by commodity, kind and status.

Production capture

Measured volume per asset and period with unit, measured grade or quality and downtime hours, each entry attributable.

Reserve estimates

Five categories from proved to prospective, each with an as-of date, recoverable volume, recovery factor and methodology.

Maintenance and work orders planned

Planned and reactive work against assets and equipment, with priority, due window and a history that explains downtime.

Downtime hours are captured on production entries today; the work-order model itself is planned.

Sensor and field-data ingestion planned

Automated production and telemetry capture from field systems, so entries are read rather than typed.

Commercial and contracts

Contracts modelled as commitments the platform can reason about, tied to what actually shipped.

Offtake, supply and sales contracts

Counterparty, side, contracted volume, delivery location, term and full lifecycle from draft through negotiation, signature and activation to completion or termination.

Pricing basis per contract

Fixed, index-linked, spot or formula, with price or index reference and currency held on the contract.

Delivered against contracted volume

A delivered shipment adds its volume to the linked contract's delivered total once, so fulfilment and long or short position stay current without a manual tally.

Position valuation planned

Bringing reference and benchmark prices in and applying pricing formulas to contracts and inventory, so what you hold and owe is valued rather than estimated by hand.

Settlement and invoicing depth planned

Richer delivery-to-cash matching, document generation and payment reconciliation on top of the connected records.

Supplier and service-partner register planned

A structured register of drillers, hauliers, vendors and assayers with their contracts and scope.

Inventory and logistics

What you hold, where it is, and every movement that changes it.

Inventory lots

Lot code, commodity, quantity and unit, location, measured grade, status across five states, per-unit valuation and currency, and an optional link to the producing asset.

Multi-modal shipments

Pipeline, tanker, rail, truck, grid and bulk vessel in one record, with origin, destination, carrier or vessel and volume.

Movement status timeline

Scheduled, loading, in transit and delivered, or cancelled, with scheduled, departed and delivered timestamps on the record.

Shipping documents on the record

Bills of lading and certificates stored in governed file storage and referenced from the shipment they belong to.

ESG, permits and provenance

Sustainability and regulatory obligations kept on the same records as operations.

Greenhouse-gas emission records

Scope 1, 2 and 3 in tonnes of CO2 equivalent against an asset and reporting period, with source category and calculation methodology.

Third-party verification flag

A verified marker with timestamp so an independently checked figure is distinguishable from a self-reported one.

Permit and certification register

Seven categories including environmental permits, extraction and export licences, safety audits, carbon credits and chain of custody, each with status lifecycle, issuing authority, certificate number, expiry, owner and evidence document.

Chain of custody and provenance

The trail assembled by following connected production, inventory, movement and delivery records rather than a separate traceability system. Deeper first-class provenance assembly is on the roadmap.

Named reporting framework packs planned

Framework-aligned disclosure output and carbon-credit lifecycle built on the existing emissions foundation.

AI in the workflow

An assistant and agent access working on the same records under the same permissions — no separate AI copy of the data.

Assistant on every screen

Available across the product's screens, recognising seven record types and every list view, so you can ask about the thing already open without pasting identifiers.

Agent access with twenty-nine tools

Claude or another compatible agent signs in once and works the register, production, reserves, contracts, shipments, inventory, emissions and certificates as that person, inside one workspace.

Alerts that quote their rule

Eleven checks including lapsed certificates, over- and under-delivered contracts, stalled cargo, heavy downtime, unverified emissions and written-off lots — each showing the rule wording and a link to the record that tripped it.

Every AI change on the record

Changes and sensitive lookups are written to the same history the team already reviews, so an entry made by an agent is as traceable as a typed one.

Framework-aligned disclosure figures in progress

Emission totals by scope, verified proportion and certificate counts computed by arithmetic rather than model output. The calculation works; the review-and-finalise screen is still being built.

Confirmation gate for irreversible agent actions planned

A confirmation step before actions such as retiring an asset. Until it ships, treat an agent's access exactly as you would a signed-in operator's.

Decision engine and scheduled sweeps planned

Ranking which contracts are heading long or short, which assets are out of character, which renewals to start, and an unattended daily and monthly run that drafts and proposes.

Platform, governance and integration

The enterprise substrate that arrives with the product rather than being built afterwards.

Governed API over everything

Every entity and operation is exposed through one API, with role-based access checked field by field before a request reaches the data.

Six seeded roles

Portfolio owner, operations lead, commercial manager, ESG and compliance officer, field operator and auditor, created automatically in every workspace. The operations lead is deliberately given no contract access at all.

Audit and attribution

Every change is attributable and searchable, with soft delete so nothing is truly lost, and exportable for compliance.

Single sign-on and machine access

Enterprise single sign-on, plus device-code login for command-line tools and client-credentials access for machine integrations.

Files, tags, conversations and notifications

Evidence documents with signed-URL access, workspace-wide tagging, inline comments on records, and in-app, email and webhook alerts for events such as permit expiry.

Libraries, command line and agent connector in progress

Node and Python libraries, a command-line tool and an agent connector over the same API. The API itself is the mature surface; these wrappers are lighter and still maturing.

Event streaming to downstream systems

State changes publish onto an event stream so ERP, analytics and partner systems stay in step rather than being re-keyed.

10 Pricing & Plans

Priced on the size of the portfolio you manage, measured in managed assets, not on how many people log in — adding operators inside a tier does not change the bill. There is a free plan, three flat-fee tiers, and an Enterprise tier priced per managed asset. Storage and shared API allowances are pooled across the wider Burdenoff account, so subscribing to more products raises the shared pool. AI features run on the customer's own model provider key, so model usage is not marked up.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 No card required	Trying the platform on a single site	3 managed assets; 2 operator seats, 1 workspace; 2 active offtake contracts; 50 production records/mo, 50 emission records/mo; 25 shipments scheduled/mo; 1 GB shared storage; community support
Starter	\$99/mo or \$79/mo annual India example: ₹3,999/mo or ₹3,199/mo annual	A single field, mine or site getting onto a real backbone	15 managed assets; 5 operator seats, 1 workspace; 10 active offtake contracts; 5,000 production records/mo, 500 shipments/mo; 50 compliance certificates; 25 GB shared storage; Email support under 48h
Growth	\$399/mo or \$319/mo annual India example: ₹14,999/mo or ₹11,999/mo annual; 14-day trial	Multi-asset operators trading at volume and running an ESG programme	75 managed assets; 15 operator seats, 3 workspaces; 50 active offtake contracts; 50,000 production records/mo, 5,000 shipments/mo; 365-day analytics history; 99.5% uptime commitment; Priority support under 24h
Business	\$999/mo or \$799/mo annual India example: ₹39,999/mo or ₹31,999/mo annual	Established producers up to roughly 300 assets who need an SLA	300 managed assets; 50 operator seats, 10 workspaces; Unlimited active contracts under fair use; 500,000 production records/mo, 50,000 shipments/mo; 1 TB shared storage pool; 99.9% uptime commitment; Priority support under 8h
Enterprise	From \$45/managed-asset/mo list, or \$36/managed-asset/mo annual at 100+ assets Regional quote outside Band A; annual contract	Larger, multi-region or regulated portfolios	Custom quotas and multi-entity structures; Single sign-on with directory provisioning, audit streaming; Data residency options; Dedicated tenant or self-hosted deployment; Dedicated support options

Add-ons

ADD-ON	PRICE
50 more managed assets	\$39/mo (₹1,599/mo)
250 more managed assets	\$149/mo (₹5,999/mo)
1,000 more managed assets	\$499/mo (₹19,999/mo)
5 more active offtake contracts	\$29/mo (₹1,199/mo)
25 more active offtake contracts	\$99/mo (₹3,999/mo)
5,000 more production records/mo	\$29/mo (₹1,199/mo)
50,000 more production records/mo	\$99/mo (₹3,999/mo)
100 more emission records	\$49/mo (₹1,999/mo)

ADD-ON	PRICE
500 more emission records	\$179/mo (₹7,199/mo)
50 GB more shared storage	\$15/mo (₹599/mo)

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices are set in four regional bands, so the same plan costs less in Band B (for example the Gulf and Eastern Europe), Band C (Latin America, Southeast Asia, Türkiye, South Africa) and Band D (India, Bangladesh, Pakistan, Nigeria, Kenya, Egypt). Quote the customer's own band, never the US figure.
- Prices exclude taxes; the final amount depends on billing country and tax rules.
- Enterprise, dedicated tenancy, self-hosting and compliance packages are always quoted rather than listed — never commit to a figure yourself.
- AI model usage is billed by the customer's own provider, not by us, so it does not sit inside the plan price.
- The quote issued to the customer is the only authoritative price. Anything in this document is background.

11 Competitive Landscape

These are the names a shortlist will contain. Concede the point where the competitor is genuinely better — the concession is what earns the right to make the rest of the argument.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Enverus	The largest energy-focused software company, best known for the PRISM analytics platform built on decades of curated well, production, rig and market data, mainly North American.	Nobody comes close on proprietary market and well data, or on benchmarking and forecasting across plays. If the customer's real need is market intelligence, they should buy Enverus, and we have no data moat to answer it with.	Their subject is the market; ours is your own operation. We are the system of record for the assets, production, contracts, cargo and emissions a company actually owns, and we model the workflow — create an asset, record production, attach a contract, ship against it — which an analytics platform does not.
Quorum Software	A long-established suite for upstream and midstream hydrocarbon workflows: hydrocarbon accounting, production allocation, measurement management and pipeline logistics.	Production allocation splitting across working interests and reserves economics depth are genuinely deeper than ours, and for a North American operator living entirely in that lane Quorum is the safe choice.	They are hydrocarbon-only. We model mining, metals, renewables and hydrogen on the same backbone, tie offtake contracts natively to shipments and inventory, cover six transport modes in one record, and carry emissions and permits in the same record set.
SAP S/4HANA (Energy and Natural Resources)	The default horizontal ERP at most large integrated energy and mining companies, with industry solutions covering commodity management, warehousing, transportation and sustainability.	Unmatched functional breadth across finance, procurement, supply chain and HR, a deep compliance and certification pedigree, and an enormous partner ecosystem. If the customer wants one vendor for the whole enterprise, that is SAP.	The resources shape has to be configured into SAP, and those programmes run into years and millions. We ship the resource records as they are, go live in weeks, publish our prices, and complement the ERP rather than replacing it — the division gets agility without a transformation programme.
IFS Cloud	Industry-specific ERP, enterprise asset management and field service, with upstream production depth from the Merrick lineage and predictive maintenance built in.	Maintenance, asset investment planning and field mobility are stronger than ours — our work-order model is still a roadmap item, and their upstream production operations depth is real.	IFS keeps assets running; we connect what those assets produce to what is sold, shipped, held and reported. We are genuinely multi-commodity across a lithium mine, a copper cargo, a hydrogen terminal and a solar farm, and we are built to be driven from outside rather than integrated around.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Enablon (Wolters Kluwer)	An enterprise platform for environment, health and safety, risk, ESG and governance, widely used in process industries for compliance and sustainability programme management.	Reporting-framework depth and process-safety and incident management are well ahead of us — named framework packs are on our roadmap, not in the product. For a large enterprise whose problem is the ESG programme itself, Enablon is the better tool.	Enablon has to import operational data from somewhere else to work. We capture production, inventory and movements first, so emissions and provenance come out of them, with every emission tied to the asset and period behind it — and there is no separate ESG purchase.
Samsara, Geotab and fuel-management tools	Fleet telematics, fuel-card reconciliation and route optimisation platforms, often mistaken for resources software because of the word 'fuel'.	Telematics, driver behaviour, route optimisation and fuel-variance reconciliation are their entire business and far beyond anything we do. If the prospect's problem is vehicles, this is not our deal.	Our subject is the well, mine or field, its offtake contracts and its emissions — not the vehicle. Where they end at the depot, we run contracted against delivered volume, multi-commodity inventory and the compliance record behind it.

THE POSITIONING LINE TO HOLD

Enverus and Enablon tell you about the market and your obligations; SAP and IFS run your back office and your maintenance. TheGlobalFuel is the operating record for what you actually produce, sell, ship and report.

12 Why Us / Differentiators

If a prospect remembers nothing else, these are the things they cannot get by combining two cheaper tools.

One model across the whole energy mix

Thirteen commodities across twelve asset kinds share the same record. A fossil field, a mineral mine and a renewable site are governed identically, so a portfolio shifting its mix keeps its history instead of moving platform. Competitors are typically oil and gas only, minerals only, or renewables only.

The closed loop from delivery to contract

Marking a shipment delivered adds its volume to the linked contract's delivered total in the same step, counted exactly once. Incumbents approximate this with an integration project or a person with a spreadsheet.

ESG that is a by-product, not a project

Emissions are recorded against the asset and period that produced them, with methodology and verification status, and permits sit in the same register. Nothing has to be imported from an operational system, because it already is one.

Genuinely headless, with access enforced field by field

Every capability on screen is reachable through the same governed API, and permission is checked on each field before data is returned. That is a different proposition from a packaged application with a REST layer attached.

Operations and commercial separated by design

Six roles are seeded automatically, and the operations lead is granted no contract access whatsoever. Deal pricing stays away from site teams without anyone configuring it, which is exactly the separation an auditor asks about.

Provenance assembled from records you already keep

The chain from producing asset through production, inventory, movement and delivery to the chain-of-custody certificate is followed along existing links. No blockchain, no parallel traceability system, no second data entry.

Priced by portfolio, not by seat

The bill follows the number of managed assets, so putting the whole operations, commercial and compliance team on the platform costs nothing extra within a tier. Regional bands mean a customer outside the US pays a local market price.

13 Customer Proof & Credibility

There are no customer references to point at yet, so credibility has to come from what can be inspected: the depth of the record model, the governance posture, the honesty of the roadmap, and how the product behaves in a trial on the prospect's own data. Offer inspection rather than assertion.

THE RECORD MODEL IS THE PRODUCT

Eight resource types — assets, production, reserves, contracts, shipments, inventory, emissions, compliance — with defined lifecycles, unique naming per workspace and structured pagination for large registers. This is a considered domain model, not a form builder with resource labels on it.

ACCESS CONTROL ON EVERY OPERATION

Every read and write carries a permission declaration enforced at the edge before the request reaches the data, and services never validate tokens themselves. Six roles across three levels are seeded into each workspace, with denial by omission.

ATTRIBUTION AND AUDIT THROUGHOUT

Changes are attributable and searchable with soft delete, so nothing is anonymous and nothing is unrecoverable. Changes made by an AI agent land in the same history as a typed one.

DOCUMENTS LIVE WITH THE RECORD THEY PROVE

Bills of lading, certificates and compliance evidence sit in governed file storage with signed-URL access, referenced from the shipment or certificate rather than stored in someone's mailbox.

A PUBLISHED CERTIFICATION ROADMAP, AND NOTHING CLAIMED EARLY

SOC 2 Type II and ISO 27001 are targeted, with a privacy management standard and cloud-specific controls behind them. None of it is claimed as complete, and a documented trust-boundary statement separates what the product controls from what it inherits.

ROADMAP MARKED ITEM BY ITEM

Position valuation, settlement depth, supplier registers, maintenance work orders, forecasting, named ESG framework packs and sensor ingestion are all stated as future work in the product's own public material rather than blurred into the pitch.

Be straight about this. TheGlobalFuel is early. It became generally available in 2026, it has no public reference customers, no published deployment numbers and no third-party certification — SOC 2 and ISO 27001 are on a roadmap, not in hand. The operating record is real and inspectable, but several capabilities a buyer might assume are present are not: position valuation, settlement depth, supplier and vendor registers, maintenance work orders, forecasting and optimisation, named ESG reporting framework packs, and sensor or field-data ingestion. The libraries, command-line tool and agent connector are lighter than the API they wrap. What a prospect should weigh instead of references is the depth of the record model, the governance posture, the honesty of what is marked unfinished, and how the product handles their own first asset in a trial. Say all of this plainly — a partner who oversells here will be found out on the first technical call.

14 Demo Information

The strongest demo follows one physical thing through the platform: an asset produces, the output becomes stock, the stock ships against a contract, and the emissions and permits behind it are already there. Do not tour the screens; tell that story.

HOW TO GET A DEMO

Anyone can sign up on the free plan and model three assets themselves, which is often the most persuasive thing you can offer. For a guided walkthrough or a sandbox workspace with representative data, ask us and we will arrange it. Do not promise Enterprise features in a self-service trial.

Runs about Twenty to thirty minutes for the story, plus fifteen for questions. Cut the AI section first if time is short.

WHERE TO LOOK

- **Product website** — <https://theglobalfuel.com>
- **Sign up or sign in** — <https://app.theglobalfuel.com>
- **Use-case library** — <https://theglobalfuel.com/use-cases>
- **Documentation** — <https://docs.theglobalfuel.com>

The walkthrough, in order

- 1 The asset register, filtered by commodity and status**

Everything starts here. Each of these is a well, a mine, a field or a site, with its lifecycle status, capacity, working interest and the person accountable for it. Nothing else in the platform exists without an asset first.
- 2 A production entry against one asset**

Output for the period, in the right unit, with grade and downtime hours. Recorded once, by the person who measured it. This same entry is what utilisation, inventory and contract fulfilment all read.
- 3 An offtake contract with contracted against delivered volume**

The contract is a record, not a PDF: counterparty, volume, pricing basis, term, lifecycle. Notice the delivered figure — nobody types that in.
- 4 A shipment scheduled against that contract, then marked delivered**

Six transport modes in one record, with the bill of lading attached. Watch what happens to the contract when I mark this delivered — the volume moves across in the same step, and it can only count once.
- 5 The inventory lot the shipment drew from**

Stock by location and grade, with a valuation. It went up when production was recorded and down when that cargo left. This is why the number is worth trusting.
- 6 Emission records and the permit register**

Scope 1, 2 and 3 against the same asset and period, with the methodology and whether it has been independently verified. And here are the permits and licences for that asset, with expiry dates and the evidence attached.
- 7 The provenance trail for the delivered cargo**

That whole chain — asset, production, lot, movement, certificate — is followed along records that already existed. Nobody ran a traceability project to get this.
- 8 The assistant, asked about the record on screen**

It knows what you have open, so you can just say 'this contract'. It works under your permissions, and anything it changes appears in the same history as a change you typed.

15 Sales Talking Points

Eight lines that hold up under pressure, and the reason each one lands.

The asset is the foundation, and everything else hangs off it.

It explains the whole architecture in one sentence and immediately separates this from a bolt-on module. It also sets up the natural first question: what do you actually own and operate?

Mark a cargo delivered and the contract updates itself.

It is a small, concrete, checkable behaviour rather than a claim about integration. Everyone in a resources business knows who currently does that reconciliation by hand.

ESG stops being a quarterly project when it comes out of the operational record.

Sustainability leads have usually been sold reporting tools that need data imported from elsewhere. Being the place the data starts is a different argument.

One model for fossil, mineral and renewable assets.

Anyone with a transitioning portfolio has been quoted for two or three platforms. This is the point at which they lean forward.

It complements your ERP; it does not ask you to replace it.

It defuses the biggest political objection early. Nobody's job is threatened, and the finance team is not in the deal.

Priced on assets under management, not on how many people log in.

It removes the instinct to limit access to save money, which is exactly the instinct that keeps data in spreadsheets.

Operations cannot see contract pricing, out of the box.

It shows the governance model was designed by someone who understands the business, and it answers an audit question before it is asked.

Everything on screen is reachable through the same API.

Architects have heard 'open platform' too often. Naming that it is the same interface the product's own screens use is the version they can verify.

The objections here are written the way prospects actually say them. Answer honestly; where the truthful answer is a concession, make it and move on.

"We already run SAP. Why would we add another system?"

You should keep it. SAP is where finance, procurement and HR belong, and nothing here asks you to move that. What tends to be missing is the operational layer between the field and the ledger — production against plan, contracts tied to actual cargo, inventory by grade, emissions on the asset. This sits there and feeds your ERP rather than competing with it.

PROOF · The platform is built to be driven from outside, with an event stream and a governed API so the ERP stays the financial system of record.

"You are a new company. What happens if you disappear?"

It is a fair question and the honest answer is that we are early with no public reference customers. Two things reduce the risk in practice: your data is fully reachable through an open API, so nothing is trapped in a proprietary format, and you can start on one asset group with a small commitment rather than a company-wide programme. Judge us on the first quarter, not on a promise.

PROOF · Every record is exportable through the same API the product uses, and plans start at zero with no minimum term on the self-service tiers.

"We would rather build this internally. It is just a database."

The record model is the easy half. The half that takes eighteen months is the governance around it — role separation between operations and commercial, attribution on every change, evidence documents tied to obligations, quotas, notifications, audit export. That is what you would end up building, and then maintaining, instead of running your operation.

PROOF · Six seeded roles across eight resource types, audit with soft delete, governed file storage and permission checks on every field arrive on day one.

"How much is this actually going to cost us?"

Plans are published and start at nothing. Most mid-market operators land on Growth or Business, and Enterprise is priced per managed asset from a list rate with annual discounts. Because it is priced on the portfolio, putting your whole team on it does not change the bill. I will get you a quote in your own regional band rather than quoting a US figure at you.

PROOF · Published tiers at \$0, \$99, \$399 and \$999 per month with annual rates, plus per-managed-asset Enterprise pricing and four regional bands.

"Are you certified? Our procurement process needs SOC 2."

No, and I will not pretend otherwise. SOC 2 Type II and ISO 27001 are both on a published roadmap and neither is complete. What exists today is the underlying posture — permission enforcement on every operation, audit and attribution throughout, multi-tenant isolation, encrypted secrets management, and a documented statement of what the product controls versus what it inherits. If a certificate is a hard procurement gate right now, we are not the right fit yet and I would rather say so.

PROOF · A published certification roadmap with target dates, plus a trust-boundary document and compliance checklist available for review.

"Enverus already gives us all this data."

Enverus is excellent and about a different subject. It tells you about the market and about wells generally; it is not the ledger for the assets, contracts, cargo and emissions you own. Most people who use both keep Enverus for intelligence and use this to run the operation. If market data is the actual need, buy Enverus.

PROOF · Their platform models market and well intelligence; this one models your own asset lifecycle, contract fulfilment, inventory and compliance record.

"We are mining, not oil and gas. This looks like an energy product."

The asset model covers mines and quarries alongside wells and fields, with tonnage, grade and stockpiles in the units mining actually uses, and shipments by truck, rail and bulk vessel rather than pipeline only. Thirteen commodities include iron ore, copper, bauxite, lithium, gold and rare earths. If anything, mixed portfolios are where it fits best.

PROOF · Twelve asset kinds and thirteen commodity types on one model, with grade on both production entries and inventory lots.

"Our site teams will never use it. They live on paper and spreadsheets."

That is the right worry, and it is why the entry point is production capture rather than a compliance module. A site engineer records the same numbers they already write down, once, and stops re-keying them into three places. If it does not save them work in the first month, the rollout will fail regardless of what leadership wants.

PROOF · Production entries carry the fields a shift sheet already has — volume, unit, grade and downtime hours — and feed inventory, utilisation and contract fulfilment automatically.

"We need forecasting and position valuation. Do you have those?"

Not yet, and I would rather tell you now than at the technical evaluation. Position valuation and production forecasting are both named roadmap items. What exists today is the data those things need — production history, reserves, contracted against delivered volume, inventory with valuations. If forecasting is the whole reason for the project, this is not the right time to buy.

PROOF · The public roadmap lists position valuation, settlement depth and forecasting as forthcoming rather than describing them as current capability.

"What happens to support when something breaks at three in the morning?"

Support levels follow the plan: email response inside 48 hours on Starter, priority inside 24 hours on Growth with a 99.5% uptime commitment, priority inside eight hours on Business with 99.9%, and dedicated arrangements on Enterprise. Anything beyond that — named contacts, managed operations — is quoted, and I will not commit to it on your behalf.

PROOF · Support response targets and uptime commitments are stated per plan, with managed operations available as a separate service.

"We have already spent a year evaluating a trading and risk system."

Then check whether you actually need one. Full trading and risk systems earn their cost when you are running derivatives and complex risk books. If the real need is physical contracts tied to real inventory and shipments, this covers that in weeks rather than a year, and you keep the option to add a trading system later.

PROOF · Contracts, shipments and inventory are connected records with delivered-volume roll-up, without the implementation programme a full trading system requires.

"You are a small company. Who actually implements this for us?"

We are small, and that is true. Implementation is handled either by our own team or by a partner, covering asset-hierarchy design, migration off spreadsheets, integration to ERP and field systems, and role design. For teams who would rather stay in the field, there is a managed option where we run the backend and report back.

PROOF · Documented service offerings covering strategy, implementation, migration, integration, ESG and governance tuning, training and managed operations.

17 Discovery / Qualification Questions

Ask these early. The answers tell you whether this is a real opportunity within about ten minutes, and they are the same answers we will need when you hand the deal over.

ASK THIS	LISTEN FOR
How many producing assets do you operate, and across which commodities?	Five or more assets, or more than one commodity, is where the model starts paying. A single asset on one commodity usually belongs on the free plan for now.
Where does production data live today, and who touches it between the field and the board pack?	Count the hands. Three or more people re-keying the same numbers is the clearest signal there is.
How long after month-end do you have a production number you would defend?	Anything past a week means reconciliation is a real cost. If they say 'immediately' and mean it, probe how — they may already have something.
Where do your offtake and supply contracts live, and how do you know how much has been delivered against each one?	A shared drive plus a spreadsheet tally is the ideal answer. If a trading system already does this, the deal shifts towards operations and ESG.
What happens today when a customer or auditor asks where a particular cargo came from?	A long pause, or an answer involving several people and several days. Responsible-sourcing pressure from customers is a strong trigger.
How is your Scope 1 figure calculated, and could you show the working for one asset?	Inconsistent methodology between assets, or a consultant who assembles it annually. Both mean the ESG conversation is live.
How do you find out that a permit or licence is coming up for renewal?	A person's memory or a calendar reminder. If they have had a near miss, that story is your whole business case.
Which systems would this need to talk to, and who owns those integrations?	A named architect or head of digital. If nobody owns integration, the deal will stall at the technical stage regardless of enthusiasm.

ASK THIS

Is there a deadline forcing this — a reporting cycle, an audit, an investor requirement, a new site coming online?

Who would sign this off, and has anything like it been proposed before?

If nothing changes, what does that cost you over the next year?

Are you expecting to add a different kind of asset in the next two years?

LISTEN FOR

A dated event. Without one, this drifts into next year's budget no matter how well the demo lands.

A VP or director of operations, a COO, or a division head. A previous failed ERP attempt is useful context, not a disqualifier.

Let them do the arithmetic out loud — demurrage, missed deliveries, reconciliation headcount, a compliance scramble. Their number is more persuasive than ours.

A renewable project alongside fossil assets, or a new commodity. That is the moment single-commodity tools become a trap, and our strongest ground.

18 How to Identify a Good Opportunity

Use these to decide where to spend your time. Amber does not mean no; it means slow down and qualify harder before you introduce us.

STRONG SIGNAL — PURSUE

- Production, contracts and inventory are on spreadsheets plus two or three point tools
- A mixed or transitioning portfolio — fossil alongside mineral or renewable assets
- An ESG, audit or responsible-sourcing deadline inside the next two quarters
- Someone named as owning operations data or digital, with budget
- A recent near miss: an expired permit, a missed delivery window, a failed audit question
- They want to build their own control room or field app on the data through the API
- A division of a larger group that is stuck behind a corporate ERP roadmap

Introduce us straight away.

WORTH A CONVERSATION

- A trading and risk system is already in place — the deal narrows to operations, logistics and ESG
- The enthusiasm sits in IT with no operational sponsor behind it
- Procurement mentions certification requirements but has not yet made them a hard gate
- Forecasting or position valuation is on their list — both are roadmap, so check whether it is a must-have
- A single site with fewer than five assets — real but small, likely the free or Starter plan
- A previous ERP programme failed here, so trust must be rebuilt before any commitment

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- No physical assets, cargo or inventory — paper trading only
- The actual need is fleet, vehicles or fuel cards
- A completed SOC 2 or ISO 27001 certificate is a hard procurement gate today
- They want one vendor to replace finance, procurement and HR as well
- The core requirement is hydrocarbon allocation splitting or reserves economics depth
- No budget, no sponsor and no dated event forcing a decision

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: 'When a cargo is delivered, who updates the contract to say so?' If the answer is a person and a spreadsheet, you have a real opportunity. If the answer is 'our system does it', they already have something that works and you should qualify hard before spending more time.

19 How to Introduce Us

Keep the introduction short and specific. You are not selling the platform; you are earning us thirty minutes with the right person. Name the problem you heard them describe, then hand over.

IN CONVERSATION

"You mentioned your production numbers only come together at month-end, and that contracts and cargo sit in different places. I know a platform built exactly for that — one record for each asset, with production, contracts, shipments, inventory and emissions all hanging off it. Would it be useful if I introduced you to the person behind it? It is a thirty-minute conversation, not a procurement exercise."

EMAIL — SUBJECT: INTRODUCTION — ONE RECORD FOR ASSETS, CONTRACTS AND CARGO

Hi [Name],

After our conversation about [the month-end reconciliation / the ESG reporting deadline / the contracts sitting in email], I thought this was worth passing on.

TheGlobalFuel is a platform for energy, mining and resources operators. Each asset — a well, mine, field or site — is one structured record, and production, offtake contracts, shipments, inventory, emissions and permits all attach to it. Mark a cargo delivered and the contract's delivered volume updates on its own, so nobody reconciles the two by hand.

It is early — generally available this year, no public reference customers yet — but the operating record is real and you can try it on one asset without committing to anything.

Would you like an introduction to Vignesh T.V. (vignesh@burdenoff.com)? Thirty minutes, no obligation.

Best,

[Your name]

SHORT MESSAGE / LINKEDIN

Short version for a message: 'You mentioned production data living in spreadsheets. TheGlobalFuel puts assets, production, offtake contracts, shipments and emissions on one record — a delivered cargo updates the contract automatically. Early stage but real. Worth a thirty-minute intro?'

WARM THREE-WAY INTRODUCTION

Best form is a three-way email: one line on why you thought of them, two lines on what the product does, and one line handing over. Copy Vignesh T.V. at vignesh@burdenoff.com, mention that he can be reached on +91-7358445777, and include the booking link <https://calendly.com/vignesh-burdenoff/1-1> so they can pick a slot without another exchange. Then step back and let the conversation happen.

Please do not: Do not quote a price. Regional bands change the number, and the quote we issue is the only authoritative one.; Do not describe forecasting, position valuation, settlement depth, supplier registers or maintenance work orders as available — every one of them is roadmap.; Do not imply any certification. There is no SOC 2 and no ISO 27001, and claiming one would end the deal and the relationship.; Do not invent customers, volumes or results. There are no public reference customers, and an invented one will be checked.; Do not promise an integration, a data migration or a delivery date on our behalf — scope those with us first.

20 Lead Handoff Process

Register the opportunity before you introduce anyone. Registration is what protects your commission, and it takes a couple of minutes.

1. Register the opportunity

Email vignesh@burdenoff.com with the company, the contact, and what you have learned. Do this before procurement or any active sales engagement — retroactive registration is not accepted, and an opportunity we already have open does not qualify unless you are opening a new buying centre or materially expanding the scope.

2. We confirm and protect it

An approved registration is protected for 90 days, with one further 90-day extension available if there is active progress. If two partners claim the same account, the first approved registration with real contribution normally takes priority.

3. Make the introduction

A three-way email or a call. Copy us in, share the booking link at <https://calendly.com/vignesh-burdenoff/1-1>, and say plainly what you have and have not promised so nothing has to be walked back later.

4. Agree who does what

Decide up front whether you are introducing only, supporting the evaluation, delivering the implementation, or reselling. That choice sets your commission tier, and it is much harder to change once the deal is moving.

5. We qualify, demonstrate and quote

We run discovery, demonstrate against their own situation, and issue the quote. We control final pricing, discounting and contract terms; a reseller quote must be approved by us before it reaches the customer.

6. Stay in the loop through to close

We will keep you updated on progress. If you have a renewal or customer-success role in the agreement, that is what makes renewal commission payable, so agree it before signature rather than after.

SEND US THIS — IT IS ALL WE NEED

- Company name, country and rough headcount
- Contact name, role and how they prefer to be approached
- Number of producing assets and which commodities
- Where production, contracts, inventory and ESG data live today
- The deadline or event driving the conversation, if there is one
- Who would sign it off, and whether budget exists
- Anything you have already told them, so we do not contradict you
- Whether you want to introduce only, support the evaluation, or deliver the implementation

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one working day and confirm or decline it within two. After an introduction, we make first contact within two working days and tell you the outcome within five, whether it went well or not.

Deal registration: Registration must come before procurement or active sales engagement, and it is approved in writing. It is protected for 90 days with one possible 90-day extension. There is no retroactive registration, no commission where we already had an active opportunity, and any split between two partners needs written approval. We may ask the customer to confirm your involvement.

21 Partner / Referral Commercials

Partners are paid on collected net revenue, not list price, so a customer billed in a lower regional band produces a proportionally lower payout — the rate itself does not change. Net revenue excludes taxes, refunds, chargebacks, credits, payment fees, marketplace payouts, customer-owned cloud costs, AI provider costs and any pass-through amounts. Pick the tier that matches what you will actually do on the deal.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Consulting Partner	Introduction plus support through the evaluation	12% of first-year collected net subscription	0–3% where active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net subscription	3–5% where active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenant or managed services, only where approved
MSP / Strategic Partner	Managed or bundled offering under the TheGlobalFuel name, or repeat enterprise pipeline	Custom	Custom · Custom

THE RULES THAT MATTER

- Deal registration comes first. No retroactive claims, and no commission where we already had an active opportunity unless you open a new buying centre or materially expand the scope.
- Larger deals earn an additional incentive on first-year net subscription: 1% capped at \$2,500 from \$100,000, 2% capped at \$7,500 from \$250,000, and 3% capped at \$25,000 from \$500,000 — provided the opportunity was registered early and we approved the quote before signature.
- Regional band pricing is a normal market price, not a discount, so it does not reduce your eligibility. Extra discounts, credits and coupons do reduce the commissionable amount.
- Dedicated tenancy, self-hosting, air-gapped packages, premium support and managed services carry lower, quote-approved rates because of the delivery effort involved.
- Marketplace take-rate and content publisher revenue are not commissionable; they follow a separate programme.
- Partner and affiliate rewards do not stack. A customer belongs to one commercial programme unless we approve an exception in writing.
- Services you contract directly with the customer are yours to keep, provided they do not conflict with our agreement with that customer.
- We approve every quote. No side letters, unapproved rebates or off-contract promises, and no benefit of any kind to public officials on government deals.

GETTING PAID

Commission is paid on collected net revenue, 15 days after revenue is realised and once settlement, refund, cancellation, tax and payout-document checks clear. Multi-year deals pay as cash is collected rather than on total contract value. Refunds, chargebacks and customer credits reverse or reduce the payout. You are responsible for your own invoicing and local tax compliance; we withhold and report where the law requires it. Payment currency follows your partner agreement.

These are the standard programme terms and are shown for guidance only. The terms that apply to you are those in your signed partner agreement, and the price that applies to the customer is the one in the quote we issue to them. Where anything here differs from those documents, those documents govern.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If TheGlobalFuel is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
TheGlobalFuel website	https://theglobalfuel.com	Positioning, features, pricing and the public roadmap — the authoritative public claim

ASSET	WHERE	WHAT IT IS FOR
Application sign-in and sign-up	https://app.theglobalfuel.com	Where a prospect starts on the free plan; useful to open live in a meeting
Documentation	https://docs.theglobalfuel.com	Guides, API reference and integration walkthroughs for technical evaluators
Use-case library	https://theglobalfuel.com/use-cases	Twenty-five scenarios by role and category — the best link to send after a first conversation
AI in the product	https://theglobalfuel.com/ai	What the assistant and agent access do today, marked shipped, in progress or planned
Security and trust	https://theglobalfuel.com/security	Send this rather than answering security questions yourself
Services	https://theglobalfuel.com/services	Implementation, migration, integration, ESG tuning, training and managed operations
Book a call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Share this in the introduction so the prospect can pick a slot without another exchange
Email Vignesh T.V.	mailto:vignesh@burdenoff.com	Deal registration, quotes and partner questions; phone +91-7358445777
All Burdenoff products	https://burdenoff.com/products	The wider portfolio, in case the prospect's need sits somewhere else

WHAT YOU CAN SHARE, AND WITH WHOM

- Share freely in public: anything published on theglobalfuel.com, the documentation site, the use-case library and the public pricing tiers. It is written to be quoted.
- For prospects only: this playbook, the discovery questions, the objection handling, the competitor comparisons and the commission tables. None of it should be forwarded to a customer or posted publicly.
- Needs our sign-off before use: any figure you have calculated yourself, any quote or discount, any claim about a roadmap date, any integration commitment, and any material that puts our name next to a customer's.
- Never share at all: internal readiness assessments, security findings, and anything describing how the system is built or operated. Point security questions at the trust page or send them to us.
- If you produce your own material — a slide, a blog post, a comparison table — send it to us before it goes out. We will usually approve it quickly, and it protects you if a claim is challenged.

24 Product Mockups — Complete Visual Appendix

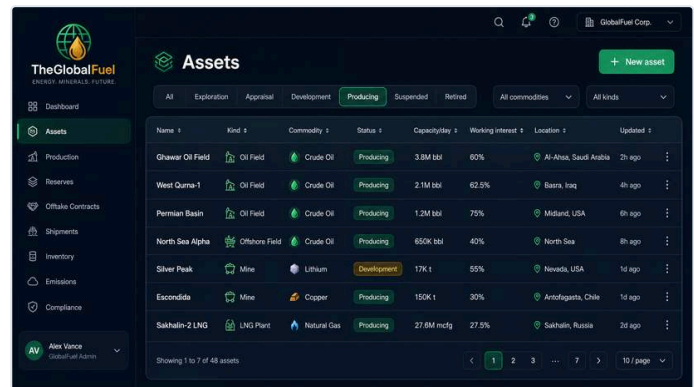
27 SCREENS

Every screen in the TheGlobalFuel design set — 27 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

PRODUCT SCREENS • 25 SCREENS



001 Theglobalfuel 01 Dashboard Overview



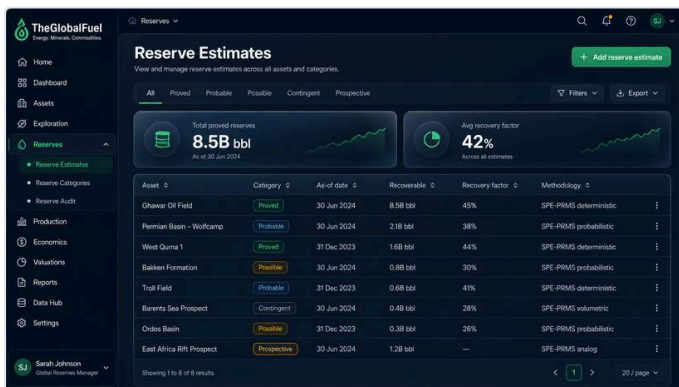
002 Theglobalfuel 02 Asset Registry List



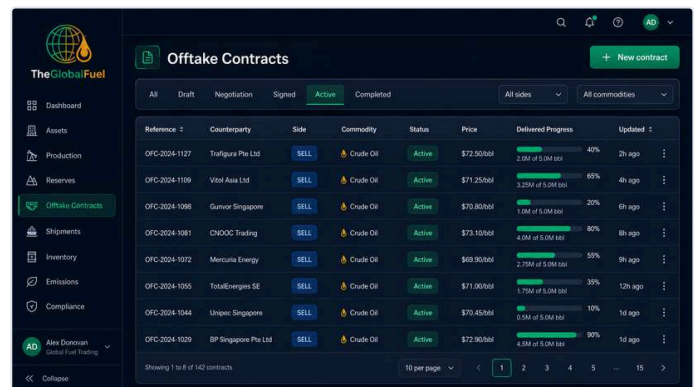
003 Theglobalfuel 03 Asset Detail



004 Theglobalfuel 04 Production Capture



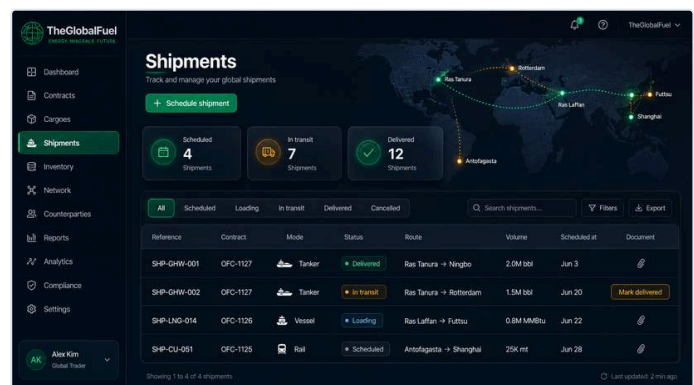
005 Theglobalfuel 05 Reserve Estimates



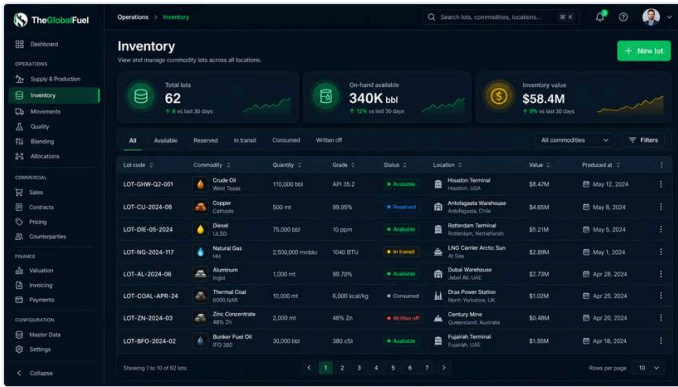
006 Theglobalfuel 06 Offtake Contracts List



007 Theglobalfuel 07 Contract Detail Shipments



008 Theglobalfuel 08 Shipments Logistics



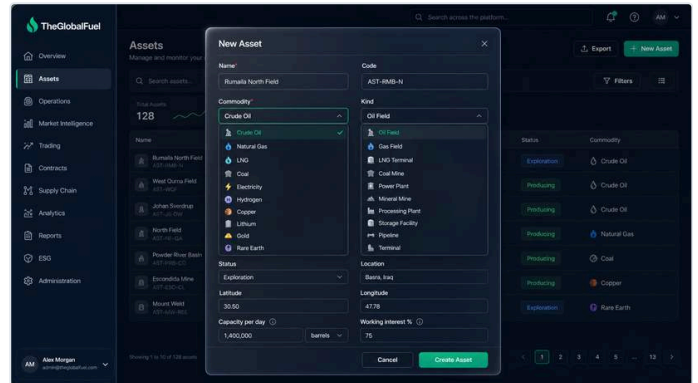
009 Theglobalfuel 09 Inventory Lots



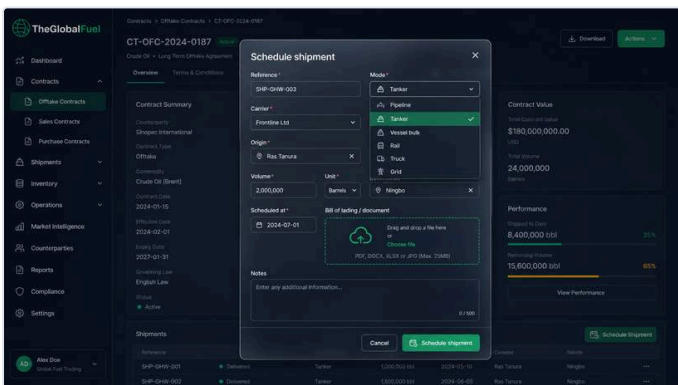
010 Theglobalfuel 10 Emissions Esg



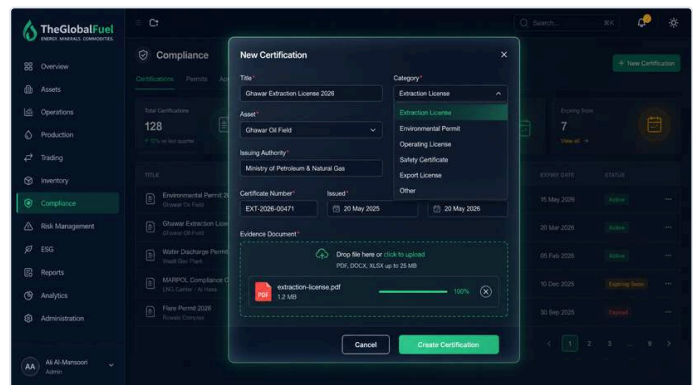
011 Theglobalfuel 11 Compliance Certifications



012 Theglobalfuel 12 Create Asset Dialog



013 Theglobalfuel 13 Schedule Shipment Dialog



014 Theglobalfuel 14 Compliance Evidence Upload



015 Theglobalfuel 15 Operational Analytics



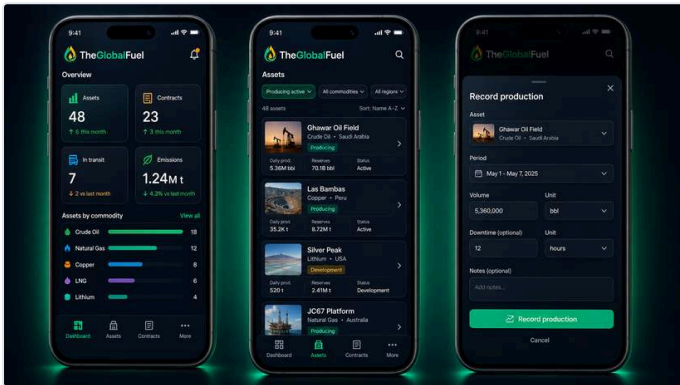
016 Theglobalfuel 16 Multi Commodity Portfolio



017 Theglobalfuel 17 Chain Of Custody Provenance



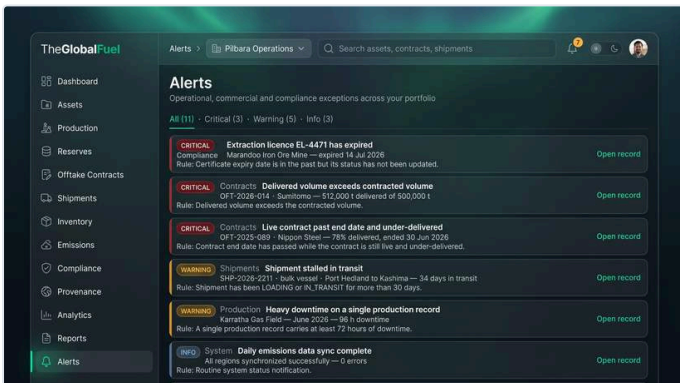
018 Theglobalfuel 20 Landing Hero



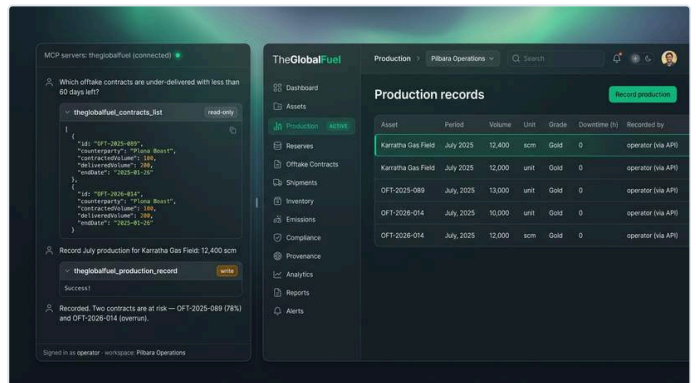
019 Theglobalfuel 21 Mobile App Views



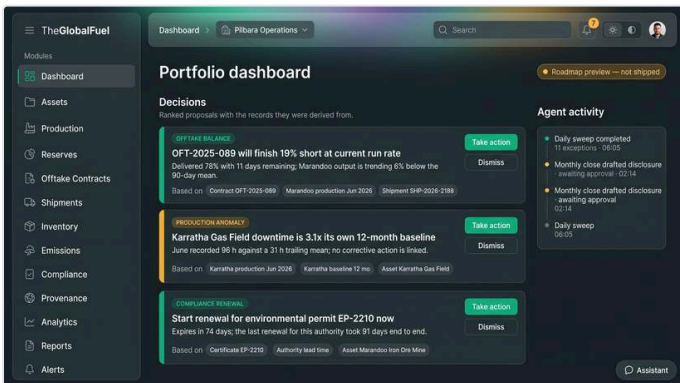
020 Theglobalfuel 22 AI Assistant In Context



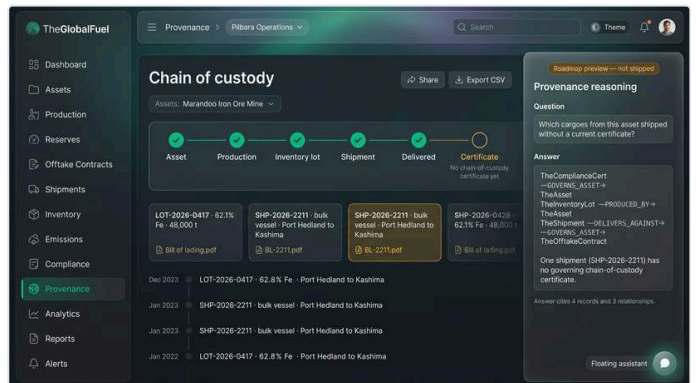
021 Theglobalfuel 23 AI Alerts Rule Engine



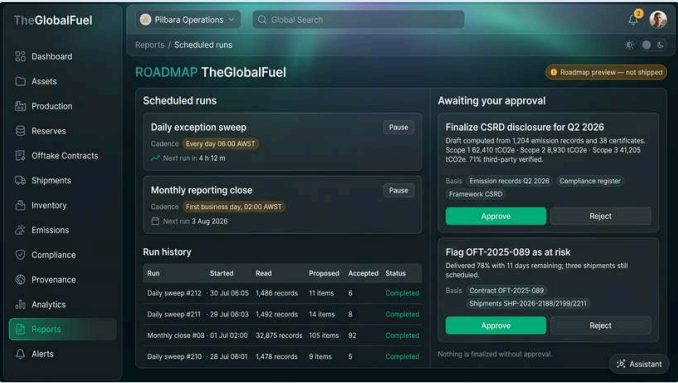
022 Theglobalfuel 24 AI Agents Over MCP



023 Theglobalfuel 25 AI Decision Engine Roadmap

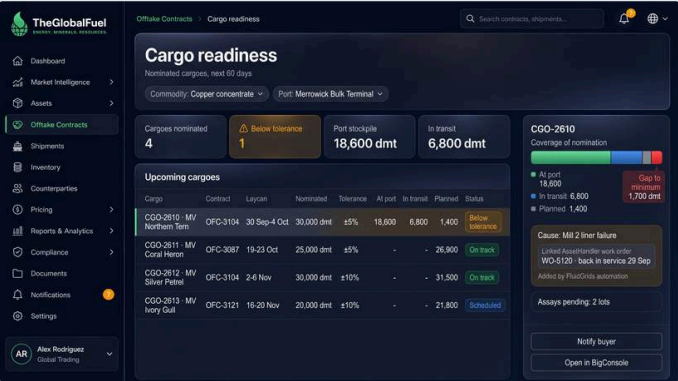


024 Theglobalfuel 26 AI Provenance Graph Reasoning



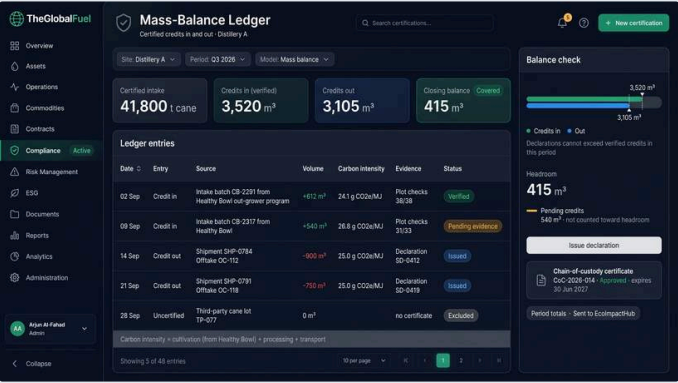
025 Theglobalfuel 27 AI Autonomous Ops Loop Roadmap

ENERGY UTILITIES · 1 SCREENS



026 Cargo Laycan And Offtake Readiness Board 1 Upcoming Cargoes

SUSTAINABILITY ESG · 1 SCREENS



027 Mass Balance Sustainability Ledger 1 Mass Balance Ledger



Found someone who needs TheGlobalFuel?

You do not need to be an energy or mining specialist to spot this opportunity. If someone tells you their production lives in spreadsheets and their contracts live in email, you have found it. Send us the name and the context, and we will take it from there.

EMAIL OR CALL

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



Burdenoff Consultancy Services Pvt. Ltd. · TheGlobalFuel is available at theglobalfuel.com.

This playbook is confidential and intended for Burdenoff partners. Figures, plans and capabilities are current at the date of issue and may change; final commercial terms are those set out in your partner agreement and in the quote issued to the customer.