



MayMaan Research

MayMaan Research | Elevating a Clean-Tech Engine Innovator

CHALLENGE

[MayMaan Research](#), a Florida-based clean-tech startup, developed a revolutionary water-ethanol engine platform that delivers diesel-like performance with ultra-low emissions. Despite its breakthrough technology, the company lacked visibility among OEMs, investors, and strategic partners. They needed a [PR agency](#) with deep industry expertise to build credibility and drive market traction.

OBJECTIVE

MayMaan engaged Pierpont to elevate its market credibility through earned media, tailored messaging, and strategic positioning. The goal was to secure national and trade press coverage that would legitimize its water-ethanol engine technology, support sales conversations, and attract global interest. Messaging was developed to resonate across key audiences—including OEMs evaluating licensing opportunities, utilities pursuing distributed power solutions, strategic infrastructure partners like SPIE, and municipalities seeking off-grid resiliency. In addition, Pierpont was tasked with strengthening MayMaan's website content and digital outreach using credible, third-party storytelling to support broader international visibility.

SOLUTION

Pierpont Communications designed and executed a strategic communications campaign to position MayMaan as a leader in sustainable engine innovation.

Key Actions:

- **Industry Messaging:** Crafted a compelling narrative around "Powering a Cleaner Future," tailored for energy startups, OEMs, and sustainability partners.
- **High-Impact Media Coverage:** Secured a feature in Forbes titled [*"Is MayMaan's Modern Take On The Steam Engine The Future Of Energy?"*](#), which framed MayMaan as a modern-day steam engine disruptor, generating over 55 million impressions and sparking investor interest.
- **Product Launch Strategy:** Introduced MayMaan's 35kW AquaStroke® engine platform to the market with targeted messaging and media engagement.

- **Investor Outreach:** Developed tailored materials for top-tier VCs, resulting in inbound interest and partnership discussions.

RESULTS

- **Investor Traction:** Generated inbound interest from U.S. and European investors following strategic partnership announcements.
- **Brand Elevation:** Transformed MayMaan from a stealth-mode startup into a recognized clean-tech innovator.
- **Strategic Partnerships:** Supported SPIE Nederland alliance to deploy MayMaan's engine technology in grid-congested regions across Europe.
- **Industry Credibility:** Positioned MayMaan as a viable alternative to diesel and electric-only systems in the OEM and energy sectors.