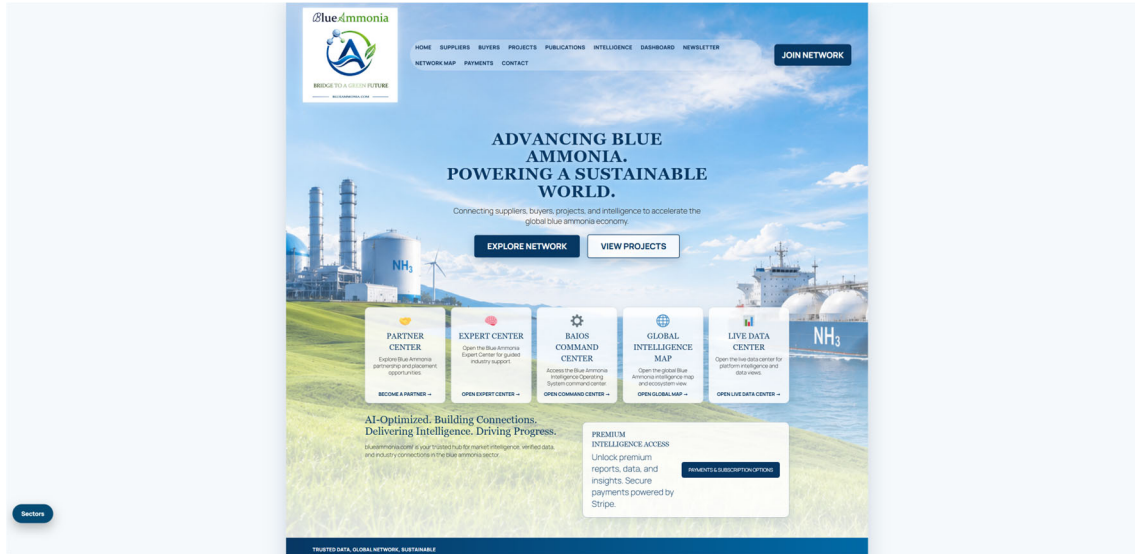


BLUE AMMONIA

Platform & Infrastructure Prospectus

Homepage and Platform Entry Point

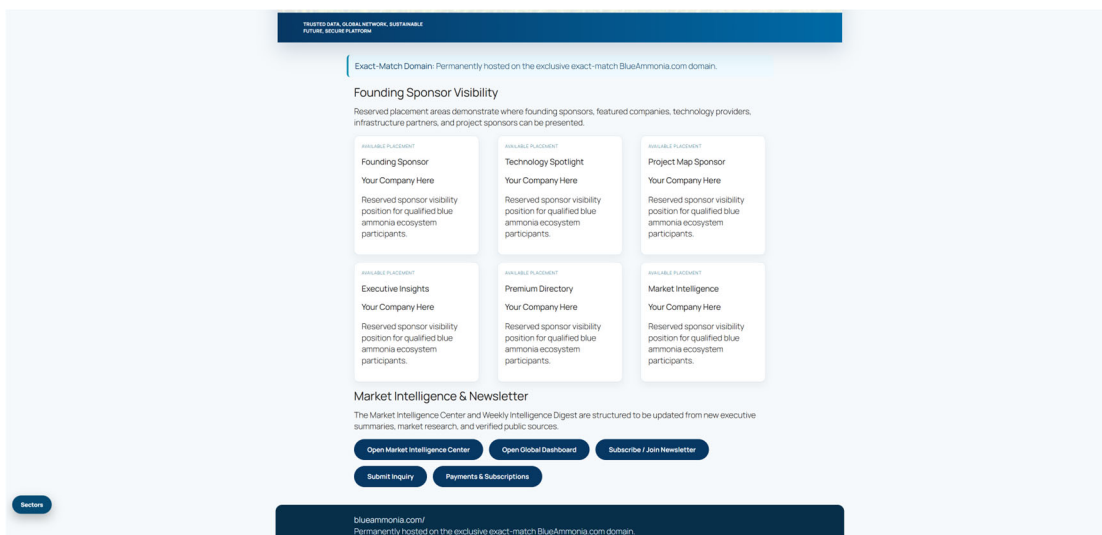
The homepage functions as the executive entry point into the Blue Ammonia platform. It introduces the brand, the mission, the portal navigation, and the primary operating functions available to visitors and future subscribers.



Homepage upper section.

Advancing Blue Ammonia. Powering a Sustainable World.

Prepared for industry outreach, strategic partnerships, sponsors, and commercial participants.



Letter from the Founder

Blue Ammonia was founded to support the continued growth of the global blue ammonia industry through independent market intelligence, commercial networking, industry collaboration, and practical AI-assisted information services.

Drawing upon many years of experience supporting industrial and infrastructure projects, together with an Architecture degree from Columbia University emphasizing sustainable infrastructure, renewable energy, and responsible development, I established Blue Ammonia to help connect the organizations and professionals helping shape this rapidly evolving global industry.

The blue ammonia economy represents the convergence of energy production, transportation, infrastructure, carbon management, agriculture, shipping, industrial manufacturing, and international trade. Blue Ammonia seeks to provide a common platform where these diverse participants can discover opportunities, share information, develop partnerships, and improve market transparency.

Blue Ammonia was intentionally designed as an independent industry platform. Our goal is not to replace existing organizations or associations, but to complement their efforts by providing practical commercial networking, accessible intelligence resources, sector organization, and emerging AI capabilities.

Relationships create opportunities. Information creates value. Trust creates markets. Intelligence should become infrastructure.

Stevie Alston
Founder & CEO
Blue Ammonia Holdings LLC

Executive Overview

BlueAmmonia.com is an independent industry platform supporting the global blue ammonia ecosystem through market intelligence, commercial networking, sector directories, RFQ capabilities, publications, and AI-assisted industry exploration.

The portal is designed for industry participants who need clearer visibility into emerging projects, buyers, suppliers, commercial opportunities, technology providers, ports, storage providers, EPC contractors, financial participants, certification organizations, and related market actors.

Primary Platform Functions

- Independent market intelligence
- Commercial networking and industry visibility
- Buyer and supplier directories
- Sector-specific RFQ and inquiry pathways
- AI-assisted Expert Center
- BAIOS Command Center and operational dashboards
- Commercial model for sponsors, featured listings, and premium intelligence
- Network Map showing portal relationships and workflows

Independent Platform Statement

BlueAmmonia.com was established as an independent industry platform dedicated to supporting the continued growth of the global blue ammonia ecosystem through market intelligence, commercial networking, industry collaboration, and practical AI-assisted information services. Blue Ammonia seeks to complement - not replace - the valuable work already being performed by producers, technology providers, ports, governments, industry associations, engineering firms, and other stakeholders throughout the global ammonia value chain.

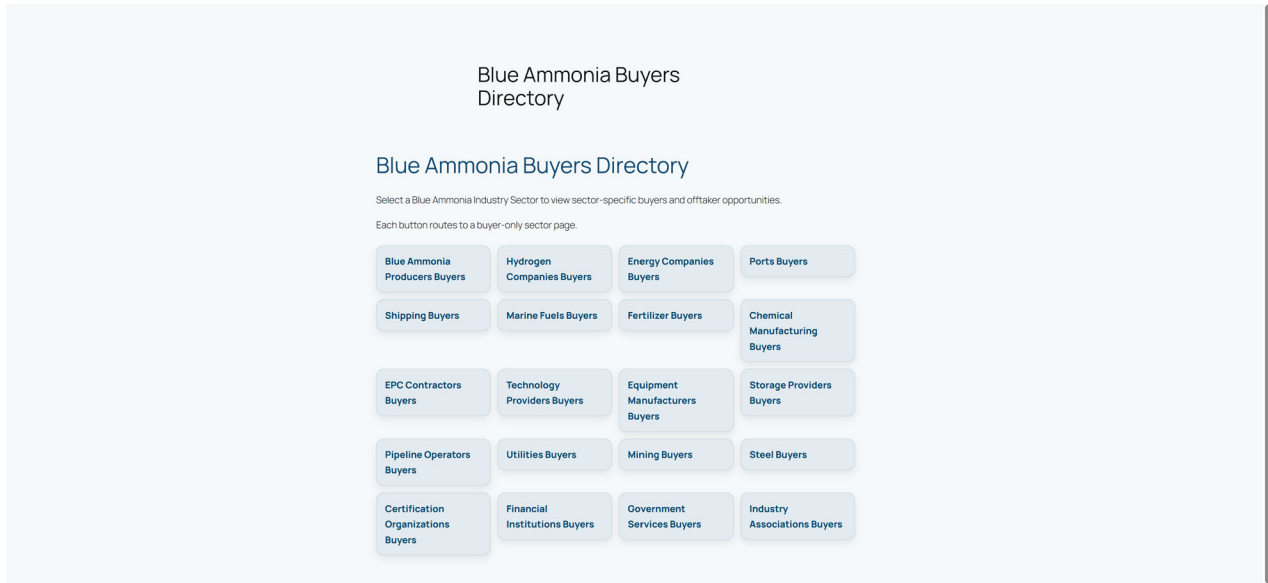
Portal Navigation Guide

The top navigation and homepage cards create two complementary pathways. The top navigation provides traditional portal navigation. The five large homepage cards present the platform's higher-value functions: Partner Center, Expert Center, BAIOS Command Center, Global Intelligence Map, and Live Data Center.

Portal Area	Purpose
Home	Primary platform entry point and public landing page
Suppliers	Supplier and service-provider discovery
Buyers	Buyer, offtaker and participant discovery
Projects	Blue ammonia project information and tracking
Publications	Reports, articles, and industry materials
Intelligence	Market intelligence center and related content
Sectors	20-sector industry directory model
Expert Center	AI-assisted industry question and response center
BAIOS	Blue Ammonia Intelligence Operating System command center
Commercial Model	Sponsor, listing, intelligence and participation options

Buyers Directory

The Buyers Directory is designed to organize potential offtakers, utilities, traders, industrial consumers, maritime users, ports, governments, and other buyer-side stakeholders by sector. The current public model can provide navigation and sector context while preserving deeper curated data for future subscribers.



Buyers Directory

Suppliers Directory

The Suppliers Directory organizes producers, technology providers, equipment manufacturers, EPC firms, storage providers, industrial gas companies, certification organizations, and other supplier-side participants. The model supports visibility, commercial discovery, and future premium listing opportunities.



Suppliers Directory

Industry Sector Ecosystem

Blue Ammonia uses a 20-sector model to organize the ecosystem into practical commercial segments. Each sector can support buyer pages, supplier pages, and RFQ/inquiry workflows while sharing common platform-wide resources such as intelligence, publications, BAIOS, and the Expert Center.

Sectors include

- Blue Ammonia Producers
- Hydrogen Companies
- Energy Companies
- Ports
- Shipping
- Marine Fuels
- Fertilizer
- Chemical Manufacturing
- EPC Contractors
- Technology Providers
- Equipment Manufacturers
- Storage Providers
- Pipeline Operators
- Utilities
- Mining
- Steel
- Certification Organizations
- Financial Institutions
- Government Services
- Industry Associations

Blue Ammonia Industry Sectors

Select a sector below, then choose the relevant buyer or supplier directory.

Sector buyer and supplier pages are separated to keep each directory focused. News, intelligence, and Agent Expert Center services remain shared platform-wide resources.

<p>Blue Ammonia Producers</p> <p>View Blue Ammonia Producers Buyers</p> <p>View Blue Ammonia Producers Suppliers</p>	<p>Hydrogen Companies</p> <p>View Hydrogen Companies Buyers</p> <p>View Hydrogen Companies Suppliers</p>	<p>Energy Companies</p> <p>View Energy Companies Buyers</p> <p>View Energy Companies Suppliers</p>	<p>Ports</p> <p>View Ports Buyers</p> <p>View Ports Suppliers</p>
<p>Shipping</p> <p>View Shipping Buyers</p> <p>View Shipping Suppliers</p>	<p>Marine Fuels</p> <p>View Marine Fuels Buyers</p> <p>View Marine Fuels Suppliers</p>	<p>Fertilizer</p> <p>View Fertilizer Buyers</p> <p>View Fertilizer Suppliers</p>	<p>Chemical Manufacturing</p> <p>View Chemical Manufacturing Buyers</p> <p>View Chemical Manufacturing Suppliers</p>
<p>EPC Contractors</p> <p>View EPC Contractors Buyers</p> <p>View EPC Contractors Suppliers</p>	<p>Technology Providers</p> <p>View Technology Providers Buyers</p> <p>View Technology Providers Suppliers</p>	<p>Equipment Manufacturers</p> <p>View Equipment Manufacturers Buyers</p> <p>View Equipment Manufacturers Suppliers</p>	<p>Storage Providers</p> <p>View Storage Providers Buyers</p> <p>View Storage Providers Suppliers</p>
<p>Pipeline Operators</p> <p>View Pipeline Operators Buyers</p> <p>View Pipeline Operators Suppliers</p>	<p>Utilities</p> <p>View Utilities Buyers</p> <p>View Utilities Suppliers</p>	<p>Mining</p> <p>View Mining Buyers</p> <p>View Mining Suppliers</p>	<p>Steel</p> <p>View Steel Buyers</p> <p>View Steel Suppliers</p>
<p>Certification Organizations</p> <p>View Certification Organizations Buyers</p> <p>View Certification Organizations Suppliers</p>	<p>Financial Institutions</p> <p>View Financial Institutions Buyers</p> <p>View Financial Institutions Suppliers</p>	<p>Government Services</p> <p>View Government Services Buyers</p> <p>View Government Services Suppliers</p>	<p>Industry Associations</p> <p>View Industry Associations Buyers</p> <p>View Industry Associations Suppliers</p>

Network Map and Portal Ecosystem

The Portal Network Map shows how users can move through the platform: from the homepage into industry categories, directory resources, intelligence services, newsletters, commercial participation and RFQ pathways. It gives visitors a structured view of Blue Ammonia as a connected ecosystem rather than a static website.



Portal Network Map

Commercial Model

The Commercial Model page explains how companies can participate through visibility, listings, sponsorship, premium intelligence, RFQs, and future commercial-networking pathways. The model is designed to generate value without forcing premature sales conversations during initial outreach.

Blue Ammonia Commercial Model

Blue Ammonia Commercial Model

Working BAMSQ Baseline

This page summarizes the working Blue Ammonia Marketing, Sales & Operations commercial model for prospective sponsors, featured companies, subscribers, and marketplace participants.

[Return to Become a Blue Ammonia Partner](#)

Commercial Philosophy

Blue Ammonia seeks to create value through:

- Relationships.
- Trust.
- Information.
- Industry Intelligence.
- Commercial Visibility.
- Strategic Partnerships.

Industry Sector Model

Blue Ammonia will organize its commercial activities around permanent Blue Ammonia Industry Sectors.

Each sector may contain:

- One Founding Sector Sponsor.
- One Featured Sector Listing.
- Sector Projects.
- Sector Companies.
- Sector RFQs.

Commercial Model - participation framework

Commercial Products

Founding Sector Sponsor
Availability: One per sector.
Price: \$35,000.

Featured Sector Listing
Availability: One per sector.
Price: \$2,500 annually.

Premium Intelligence
Price: \$4,995 annually.

Blind RFO Participation
Price: \$2,500 annually.

Newsletter Sponsorships
Pricing: Custom pricing.

Commercial Marketplace
Pricing: Available upon request.

Expert Center Services
Pricing: Available upon request.

Commercial Principles

- Scarcity Creates Value.
- Relationships Matter.
- Trust Creates Opportunity.
- Intelligence Should Become Assets.
- Commercial Success Should Be Sustainable.
- Protect What Works.
- Improve Continuously.
- Maintain Long-Term Perspective.

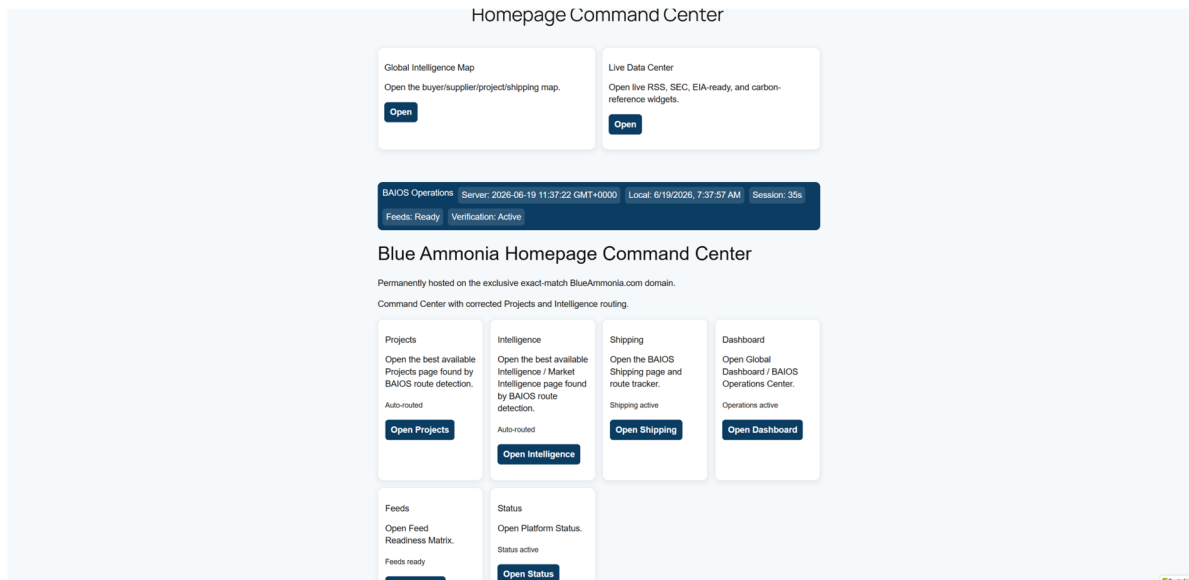
Long-Term Goal

Blue Ammonia seeks to become a trusted global industry platform connecting companies, projects, technologies, intelligence, and commercial opportunities across the blue ammonia ecosystem.

Commercial Model - sector-based opportunities

BAIOS Command Center

BAIOS - the Blue Ammonia Intelligence Operating System - represents the operational intelligence layer of the platform. It is intended to support project tracking, commercial intelligence, market monitoring, content production, dashboarding, and future subscriber-facing intelligence services.



BAIOS Command Center - operational overview

Live Operations Summary

Project	Region	Stage	Companies	Capacity	Timing	Confidence	Update Status
Blue Point Low-Carbon Ammonia	US Gulf Coast / Louisiana	FID announced / project proceeding	CF Industries, JERA, Mitsui	Approx. 1.4 million metric tons/year ammonia	Commercial production scheduled for 2029	High	Watch / Update monthly
TA'IZ / Ruwais Low-Carbon Ammonia	UAE / Al Ruwais	Development / construction-stage reporting	ADNOC, TA'IZ, Fertigllobe, Mitsui references	Approx. 1 million tons/year ammonia	Partner releases reference future production	Medium-High	Watch / Verify source updates
CF Industries Donaldsonville CCS	US Gulf Coast / Louisiana	Commercial CCS operations reported	CF Industries, ExxonMobil references	CO2 capture up to 2 million tonnes/year referenced	Operational reporting in public sources	Medium	Operational tracking
Port Kembla Blue Ammonia Hub	Australia / East Asia corridor	Infrastructure watchlist	Project participants to verify	To be verified	Watchlist	Low-Medium	Research queue
Northern Lights CCS Project	Northwest Europe	CCS infrastructure watch	Northern Lights partners	To be verified	Watchlist	Medium	CCS infrastructure tracking

Feed Readiness Matrix

Connectivity Must Be Verifiable. API-dependent feeds show readiness until credentials and tested connections are added.

Feed	Examples	Status
Shipping	AIS, MarineTraffic, Port APIs	Ready / API credentials required
Pricing	CME, ICE, Argus, ammonia benchmarks	Ready / licensed data required
Government	DOE, EIA, EPA, Treasury	Ready
Hydrogen	IEA, Hydrogen Council, METI, EU	Ready
Companies	SEC, RSS, press releases, partner sites	Ready
News	RSS, Google News, industry sources	Ready
Premium	Premium reports, subscriber alerts, sponsor opportunities	Ready

Expert Center

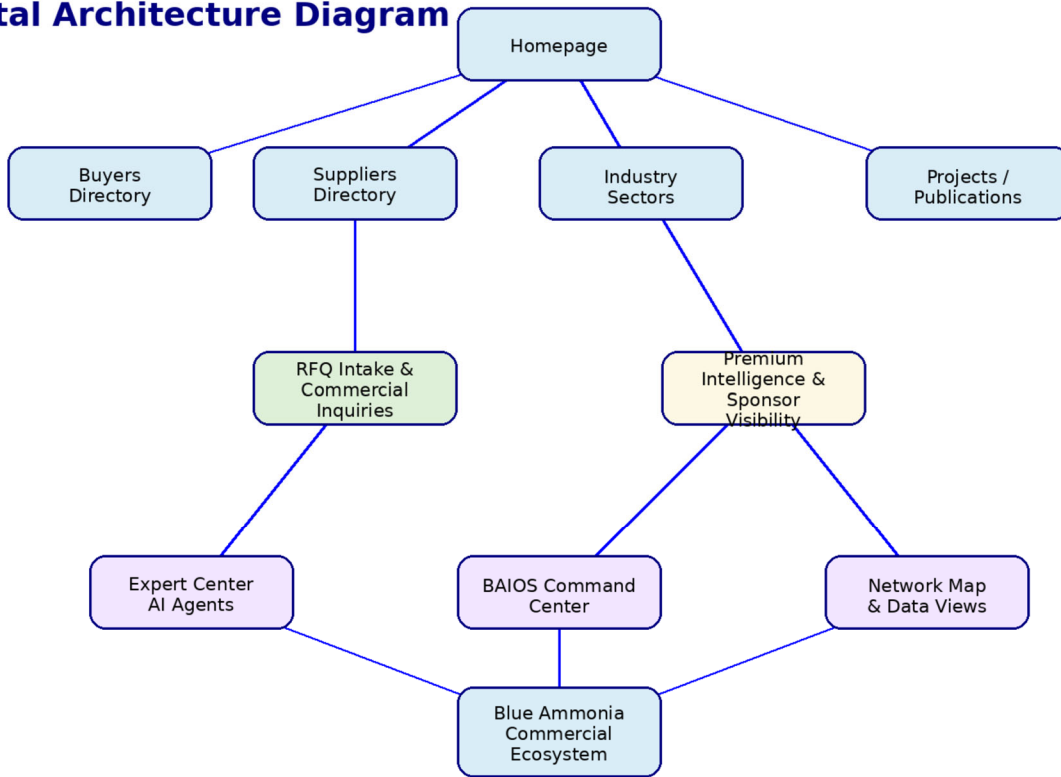
The Expert Center introduces AI-assisted industry exploration. It is intended to support executive briefings, commercial intelligence, project analysis, subscriber support, newsletter generation, reputation mapping, and public assistance across the Blue Ammonia ecosystem.

The screenshot displays the BAIOS Expert Center interface. At the top, a dark blue header bar contains the text: "BAIOS Expert Center Integration | Version: 1.0.0-test | Server: 2026-06-19 11:36:22 GMT+0000" and "Local: 6/19/2026, 7:36:40 AM | Mode: Experimental". Below the header, the title "BAIOS Expert Center" is followed by a note: "Permanently hosted on the exclusive exact-match BlueAmmonia.com domain." A descriptive paragraph states: "Expert Center is the multi-agent industrial intelligence layer for Blue Ammonia. It coordinates lifecycle expertise, commercial intelligence, opportunities, newsletters, public assistance, subscriber assistance, reputation/activity mapping, memory, and live intelligence." The main content area features eight agent panels arranged in a 2x4 grid. Each panel includes a title, a brief description of the agent's role, a list of capabilities, a unique identifier in brackets, and an "Open Agent" button. The agents are: Executive AI Chief of Staff, Product Lifecycle Expert, Commercial Insider, Strategic Opportunity Agent, Newsletter Studio, Public Portal Assistant, Subscriber Intelligence Assistant, and Industrial Reputation Engine.

Agent Name	Role	Capabilities	Identifier
Executive AI Chief of Staff	Master coordinator for multi-agent requests, routing, summaries, action plans, briefings, and task decomposition.	Multi-agent coordination, routing, summaries, action plans, briefings, task decomposition.	[ba_eoi_chief_of_staff]
Product Lifecycle Expert	Extraction, production, storage, transport, equipment, machinery, safety, downstream markets, and lifecycle risk.	Extraction, production, storage, transport, equipment, machinery, safety, downstream markets, lifecycle risk.	[ba_eoi_product_lifecycle]
Commercial Insider	Publicly accessible commercial intelligence, contact-role mapping, sales/purchasing roles, and cross-industry relationship maps.	Publicly accessible commercial intelligence, contact-role mapping, sales/purchasing roles, cross-industry relationship maps.	[ba_eoi_commercial_insider]
Strategic Opportunity Agent	Projects, RFPs, funding, M&A, partnerships, policy, buyer/supplier gaps, and opportunity scoring.	Projects, RFPs, funding, M&A, partnerships, policy, buyer/supplier gaps, opportunity scoring.	[ba_eoi_strategic_opportunity]
Newsletter Studio	Weekly newsletter, executive briefings, interview questions, interview-based articles, conference coverage, and sponsor features.	Weekly newsletter, executive briefings, interview questions, interview-based articles, conference coverage, sponsor features.	[ba_eoi_newsletter_studio]
Public Portal Assistant	Public-facing Q&A for blue ammonia education, portal navigation, maps, companies, projects, and public resources.	Public-facing Q&A, blue ammonia education, portal navigation, maps, companies, projects, public resources.	[ba_eoi_public_assistant]
Subscriber Intelligence Assistant	Subscriber-facing premium intelligence, custom research, opportunities, reports, and executive briefings.	Subscriber-facing premium intelligence, custom research, opportunities, reports, executive briefings.	[ba_eoi_subscriber_assistant]
Industrial Reputation Engine	Activity mapper for public announcements, partnerships, project involvement, conferences, publications, and technology deployments.	Activity mapper for public announcements, partnerships, project involvement, conferences, publications, technology deployments.	[ba_eoi_reputation_engine]

Expert Center with agent panels

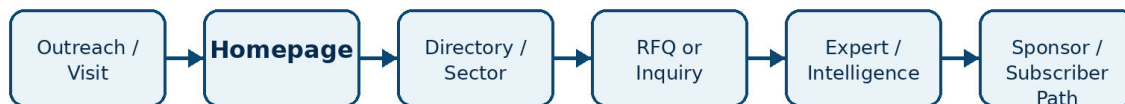
Portal Architecture Diagram



This architecture emphasizes a layered platform model: public discovery, sector organization, commercial inquiry, intelligence access, AI-assisted support, and sponsorship or subscriber pathways.

Commercial User Journey

Commercial User Journey



Designed to move prospects from awareness to exploration, inquiry, intelligence access, and commercial participation.

Feature Summary

Feature	Function
Industry Intelligence	Public and premium market intelligence resources for blue ammonia participants.
Directory System	Buyer, supplier and sector directories designed around commercial discovery.
RFQ Pathways	Sector-specific inquiry and RFQ workflows.
Expert Center	AI-assisted exploration of the blue ammonia ecosystem.
BAIOS	Operational command center supporting intelligence and future subscriber services.
Commercial Model	Sponsors, featured listings, premium intelligence and marketplace direction.
Network Map	Visual representation of portal structure and commercial pathways.

Founder Profile

Stevie Alston is the Founder & CEO of Blue Ammonia Holdings LLC and the creator of BlueAmmonia.com. His professional background includes many years supporting industrial, infrastructure, BIM, engineering, design, and technology-driven project environments.

As a graduate of Columbia University with a degree in Architecture, his education fostered a longstanding interest in sustainable design, resilient infrastructure, renewable energy, responsible development, and the practical role that clean energy technologies can play in shaping the built environment and global energy transition.

Blue Ammonia reflects the convergence of those interests: infrastructure, sustainability, industrial systems, commercial intelligence, and responsible technology deployment.

Frequently Asked Questions

What is Blue Ammonia?

An independent industry intelligence and commercial networking platform focused on the global blue ammonia ecosystem.

Who is it for?

Producers, buyers, technology providers, ports, shipping companies, EPC firms, investors, governments, associations and other industry participants.

Is Blue Ammonia a broker or trading platform?

No. It is currently an information, intelligence, visibility and networking platform unless expressly stated otherwise.

How do sector directories work?

Each sector can provide buyer and supplier navigation, RFQ pathways, and future premium directory access.

What is BAIOS?

The Blue Ammonia Intelligence Operating System, an operational and intelligence layer supporting the portal.

What is the Expert Center?

An AI-assisted interface designed to help users explore industry questions, intelligence and opportunities.

How can companies participate?

Through outreach, listings, sponsorships, premium intelligence, RFQs, and future subscriber services.

Contact Information

Blue Ammonia Holdings LLC
BlueAmmonia.com
Founder & CEO: Stevie Alston
Email: info@blueammonia.com

BlueAmmonia.com is permanently hosted on the exclusive exact-match BlueAmmonia.com domain.

Disclaimer: This document is an informational outreach and platform overview package. It does not constitute legal, financial, investment, engineering, regulatory or professional advice. Third-party names and references remain the property of their respective owners and do not imply endorsement, sponsorship or affiliation unless expressly stated.

Blue Ammonia at a Glance

The following summary page adds the Production V2 executive highlights recommended for corporate outreach. It is intended to support fast review by executives, commercial teams, sponsors, investors, ports, technology providers and industry participants.

20	40	8	1	Global	AI
Industry Sectors	Buyer/Supplier Sector Pages	AI Expert Agents	Exact-Match Domain	Industry Focus	Enabled Platform

Investment / Strategic Highlights

Blue Ammonia combines an exact-match industry domain, a working portal, sector directories, commercial pathways, AI-assisted Expert Center capabilities, BAIOS operational dashboards and a scalable sponsorship/subscriber model.

Platform Positioning

BlueAmmonia.com is positioned as an AI-enabled industrial intelligence and commercial networking platform for the global blue ammonia ecosystem.

Commercial Relevance

The platform supports sponsor visibility, premium intelligence, RFQ intake, buyer/supplier discovery, sector organization and future subscriber services.

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