



Revolutionizing Energy Worker Efficiency

DelfinSia Executive Summary



What is the concept?

Think “Alexa” for oil and gas: Sia is the world’s first virtual advisor built by and for the energy industry.

Why does it matter?

- DelfinSia is solving the large and expensive problem of the inefficient technical decision-making process.
- Employees use Sia to tap relevant knowledge and best practices without relying on subject matter experts.
- “What are some reasons why the downhole pump might be failing?”, “Why is my amine unit foaming?”, etc.
- The answers to questions like these are found and explored instantly rather than slowly and with great effort.

How does it work?

- Using Sia involves simply speaking or typing into a mobile device or computer and then getting a relevant answer.
- Sia employs advanced, industry-grown natural language processing (NLP) to mine unstructured data.
- It references whatever it has been given access to by the client, regardless of file type.
- Sia deftly navigates unstructured data without the need for anyone to re-sort or re-label the data.

Why is it being adopted?

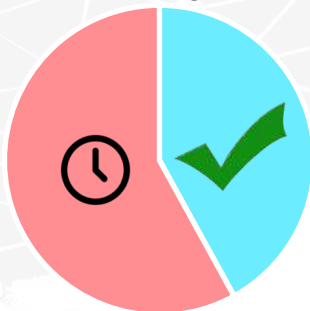
- Sia is intuitive to use and non-disruptive to existing workflow practices.
- Sia can function within client digital storage platforms.
- Each application is quick and small scale, allowing for a land-and-expand growth model within clients.
- From DelfinSia’s pilots with multinational clients, engineers, managers, and executives love Sia.

Decision-Making Inefficiency Problem

Knowledge workers across all industries spend **30%** of their time looking for information to research their decisions. That's 2.5 hours every day. International Data Corporation



In the energy industry, knowledge workers spend **58%** of their time looking for information to make decisions, or nearly twice the general average. A survey of 30 energy companies from AIChE and SPE events



Exacerbations to the Problem

Expertise is Being Lost

- Retiring subject matter experts
- Poorly stored knowledge

Expertise is Not Being Replaced

- Fewer new employees
- Less experience

Under-Informed Decisions are Expensive

- Process downtime = ~\$2M/week
- Catastrophic failure = ~\$50B

The Solution

Introducing Sia

- Press a button, ask a question, get an answer
- Instantly access your firm's most relevant knowledge



Sia, the “Alexa” for Oil and Gas



Hey Sia, what's the maximum flow rate a Series F flowmeter can accurately read?

...Series F can measure flow rates up to 50 gpm with error margins of < 1% ...

...The accuracy of the Series F is primarily a function of the length of straight pipe immediately upstream of the meter...

Oh, no wonder this meter is acting up. It's on a bend! Hey Sia, how long of a straight pipe does Series F need for accurate measurements?

Inadequacy of Incumbent Solutions

Data Organization Projects

The best there was... in the 90's

- Long Set Up
- Explores Folders
- One Result at a Time
- Biased Organization

OBSOLETE

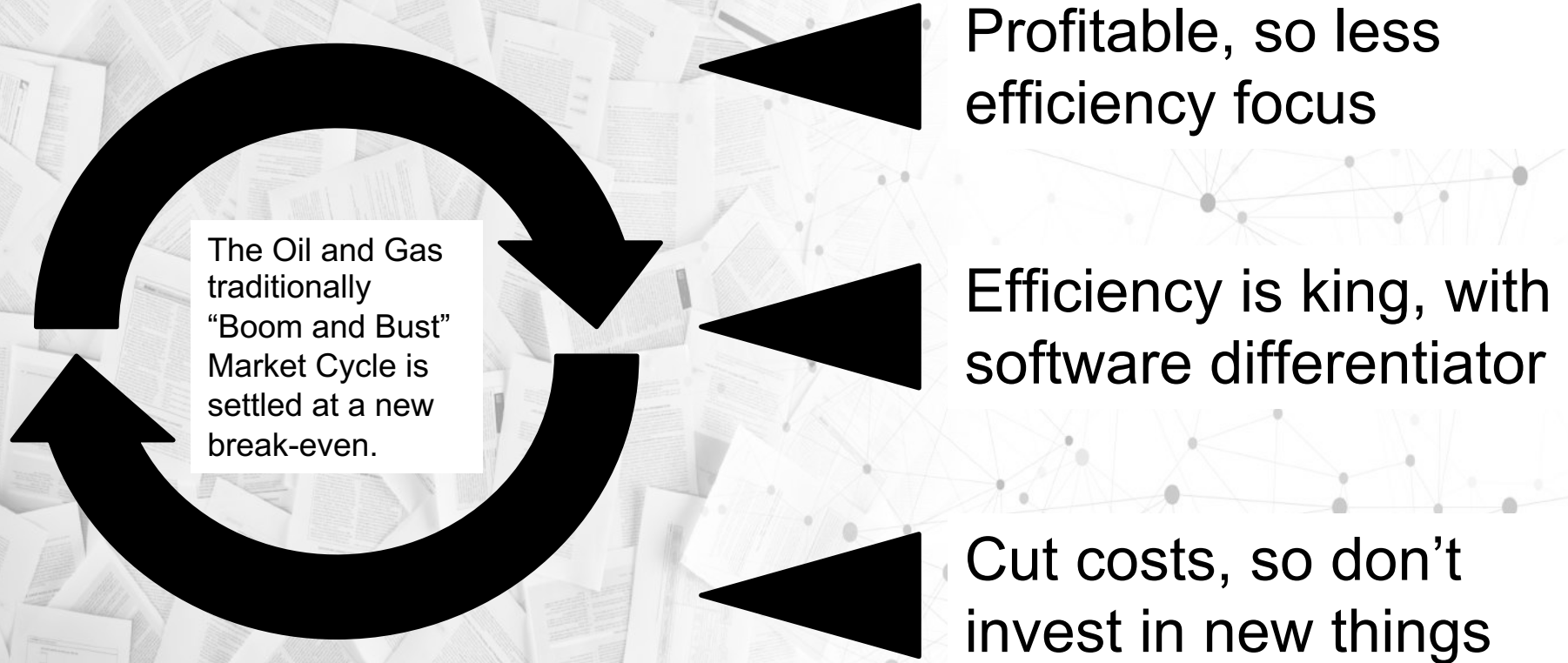
Off-the-Shelf Enterprise Search

6% Satisfaction rate in energy

- No Complexity
- No Results
- No Empathy

FAIL

Market Timing



Market Timing

Other factors leading to a focus on software to drive efficiency



Outsourced
Cloud



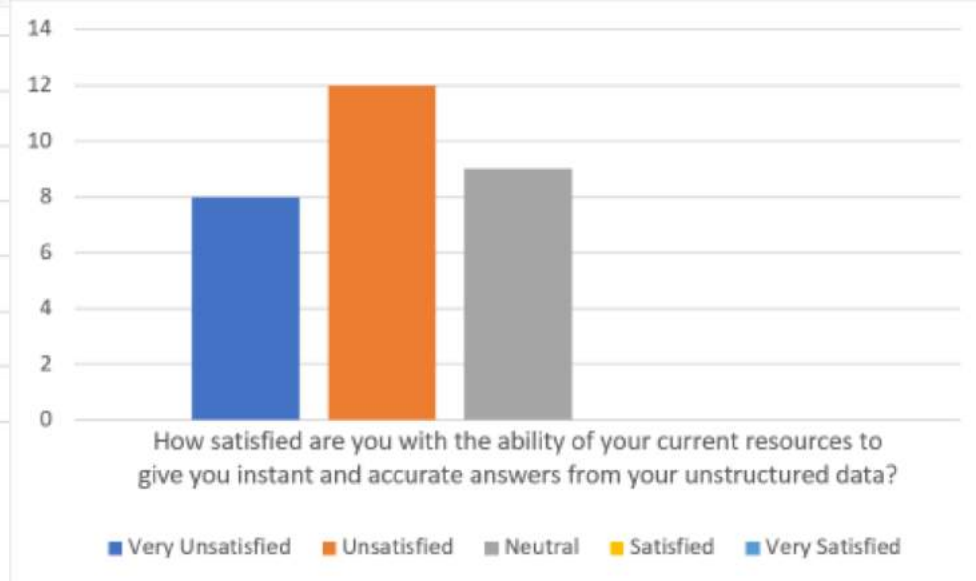
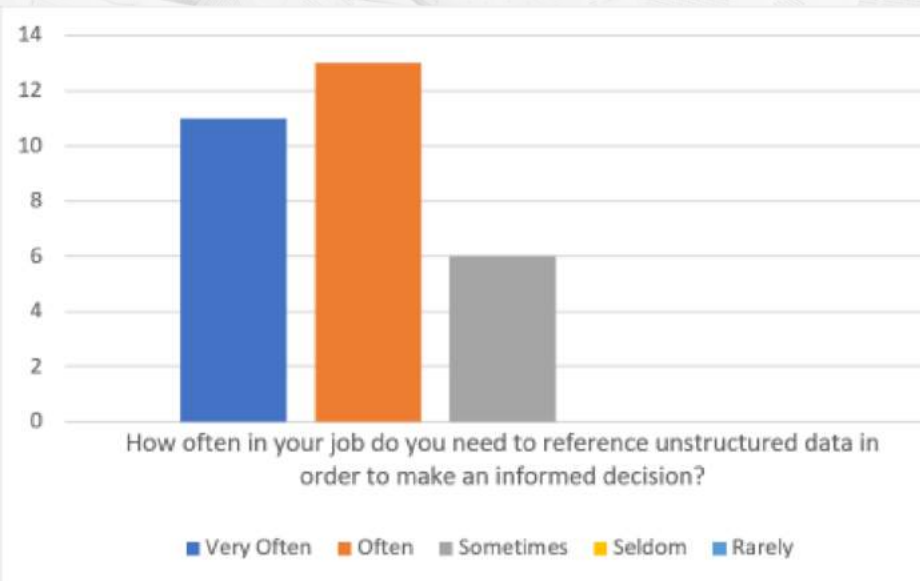
More
Data



PE
Backing

- Operators are more willing to share data with service providers
- More sensors/IOT means more data to analyze and report on
- PE backers traditionally push for operational efficiencies

Survey of 30 O&G Operator Staff



Delfin Vs Competitors

	Scalable	Fast Setup	Seamless Integration
delfin	✓	✓	✓
IBM WATSON	✗	✗	✗
MAANA®	✗	✗	✗

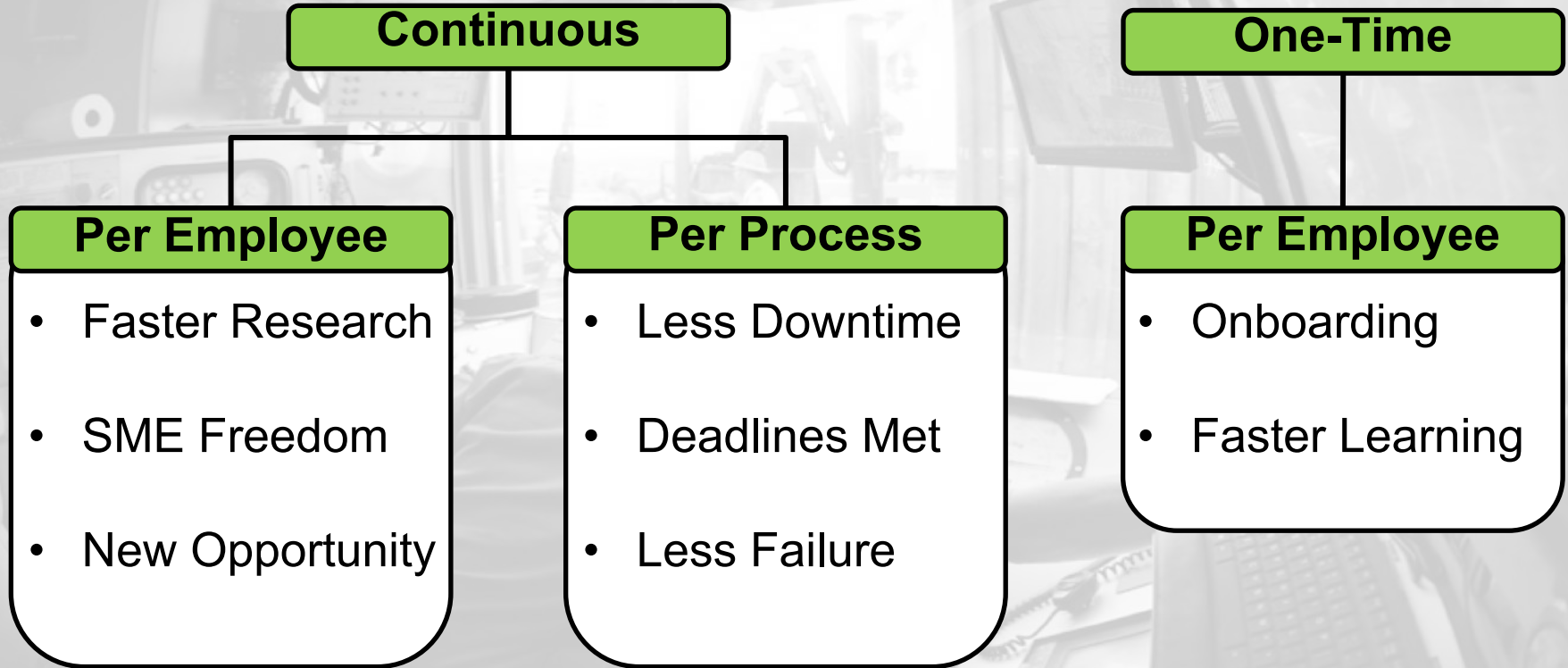
Mission

Empower people to make better decisions faster

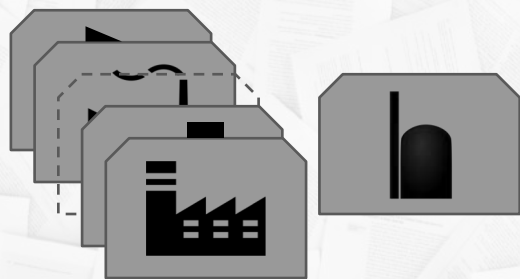
Vision

Employees truly represent their firm,
optimally informed by the collective knowledge,
and focused on what comes next

Value Creation From Sia



PROCESS



Within Each Application Across
the Firm



Budget Controller
Subscribes to Delfin



Subject Matter Expert
Unrolls App to Engineers



Know thy Industry

Oil and Gas

- 20-year head start on software-optimized knowledge model

Natural Language Processing

- 3-year head start on non-deterministic proprietary model

Know thy Industry

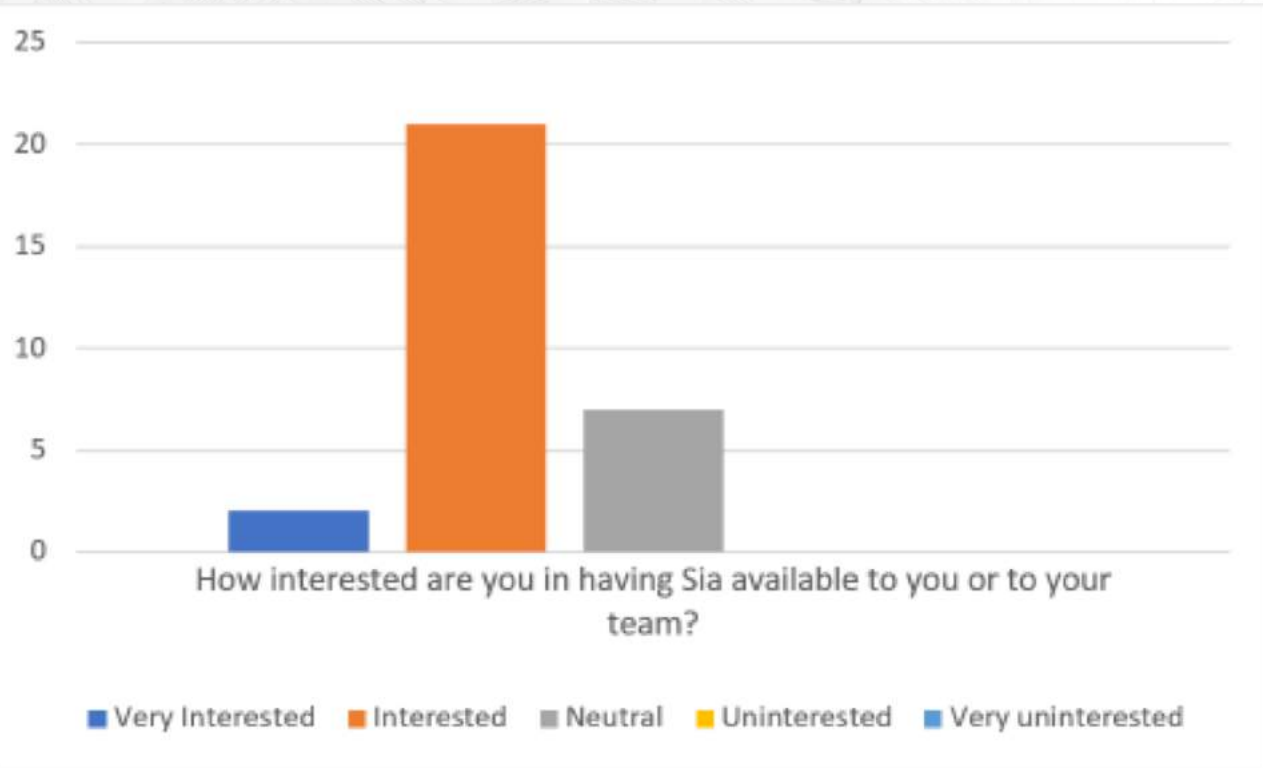
Speed and accuracy

- Understand the problems and the data going in, give better results faster

Price and loyalty

- “No-brainer” pricing, land and expand model, net promoter score growth

Delfin's Moat



Prospective clients who have yet to demo our tool like us because:

- We're already in the market
- We're focused on O&G
- We have a solid reputation

Public Refining Forum Demo



Try using the tool at www.refiningonline.com

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BE Chemical Engineering, BITSP, India



Justin Nguyen – Chief Scientist

7 Years Oil & Gas IOT and data science
BS MS Engineering, Georgia Tech
MS Artificial Intelligence, Stanford University

Thought Leadership

- Conferences and journals
- Free public applications
- Case studies

Performance-Based Growth

- Within existing clients
- Through POCs and trials

Long Term Plans

Our tool for **oil and gas**:

- Accurate results
- Rapid deployment
- “Think” like an industry veteran

Took us 3 Years to Develop

Our tool for **the next industry**:

- Accurate results
- Rapid deployment
- “Think” like an industry veteran

Likely < 3 Years to Develop

We believe we can take what we learned from the process of building an industry-specific natural language processing tool and apply it to other process-based industries in pursuit of our mission and vision.

Seen from an IT outsourcing standpoint:

- IFSworld: <https://blog.ifsworld.com/2017/01/the-4-it-trends-fueling-the-oil-and-gas-industry-in-2017/>
 - “Global IT spending in the oil and gas industry will be worth \$48.5 billion by 2020, with a key driver being enhanced efficiency.”
 - Assuming that 5% of this is outsourced in the form of efficiency software products (see Computer Economics Outsourcing Report below), we arrive at **\$2.5bn**.

Seen from an energy consulting standpoint:

- Consultancy.uk: <https://www.consultancy.uk/news/1403/global-energy-consulting-market-grows-to-111-billion>
 - Energy Consulting Market grew by 5.7% to \$11.1 billion in 2015, making it about 2x the size of the healthcare consulting industry.
 - Information efficiency has been and remains the core of energy consulting: Technology and Operational Improvement make up 53% of the market in total, or **\$5.93 bn**.

Seen from the standpoint of another company in the space:

- Technavio: <https://www.technavio.com/report/global-it-professional-services-it-spending-oil-and-gas-industry-market>
 - “Technavio’s market research analyst predicts that the global IT spending market in the oil and gas industry will reach revenues worth USD 50 billion by 2020.” “The IT services segment in the oil and gas industry will be the fastest-growing market and is expected to occupy around 40% of the total market share by 2020” By 2020, IT services will be worth **\$20 bn**.

SWOT Analysis

Strengths

- NLP / data science
- Downstream Presence
- Upstream O&G Major

Weaknesses

- Lack Executive Network
 - Might Need Capital
 - We Don't Overpromise
- (Cynically, this has proven to be a weakness so far)

Opportunities

- O&G Behind on NLP
- Push for Efficiency
- Digital Transformation Fad

Threats

- O&G Behind on NLP
- High-Capital New Players
- Operators Try In-House

Prospective Clients

- Demo, NDA, Pilot, Grow

Advisory Board

- Believe in Our Product
- Strong Network of Clients

Maybe Some Seed Funding

- \$ for Team Growth
- \$ for Big Marketing



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