## Introducing DeepData

<table>
<thead>
<tr>
<th>Mission Statement</th>
<th>Optimizing well stimulation for improved well economics</th>
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<tbody>
<tr>
<td>Product Description</td>
<td>Web app for engineered completions, based on <em>each</em> well’s rock properties</td>
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<td>Differentiation</td>
<td>Integrates all rock data into a drag-and-drop design with auto-optimization</td>
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<td>Team</td>
<td>Serial entrepreneurs, 3 successful software exits (e.g. sale to Microsoft &amp; IPO)</td>
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<td>Current Solution</td>
<td>Completion Design, Completion Data (actuals)</td>
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<td>Coming in 2019</td>
<td>Lab Tool (cuttings), Daily Reporting, Machine Learning</td>
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DeepData’s 3-Step Solution

1. Define Your Lateral

Design: Stages & Pump Schedules

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3. Distribute Operational Docs
Define the Completable Lateral
Load Rock Data

LWD  LWT  Drillbit Geomechanics  Wireline

Engineered Completion
- Custom Physical Design
  - Group similar rock - automated
  - Cluster placement - automated
  - Pump Schedules (based on rock properties)
Define Your Target Rock Types
Define Your Target Rock Types

![Graph and data visualization showing rock types and measurements]
Define Your Target Rock Types
Distribute Operational Documents

1. Perf Plan
2. Pump Schedules
3. Completion Procedure
DeepData Benefits

Reduce Costs:
1. Faster design cycles
2. Reduce proppant loads in poor rock

Improve Production:
1. Uniform frac by grouping like rock
2. Optimize cluster placement based on rock properties
Engineered Completion: Looking Forward

1. **Completion Design**
   Design stages, perfs and pump schedules based on rock properties

2. **Wellsite Data**
   Collect the actual stage data from the wellsites

3. **Measure Results**
   Collect production data at the cluster level

4. **Machine Learning**
   Sift through the data, find correlations, discover optimizations...repeat cycle

**DeepData**
Configure ColorBands