

35<sup>th</sup> USAEE/IAEE North American Conference ★ November 12-15, 2017

Dual Plenary Session:

# Entrepreneurship in the Energy World

Tuesday, November 14

Surya Rajan

*Managing Partner & VP, Profitability<sup>3</sup>*

# The Journey to Entrepreneurship

**Schlumberger**

Technology Development, Commercial Software



Technology Development, Patents, Strategy



CERA +



Technology Watch,  
Strategy

Deal Origination  
M&A&D Transactions  
Bidding, Negotiations  
Financing  
Investor Relations, Risk  
Technology, Engineering  
MOU/JV, Legal Contracts  
Vendors, Supply Chain  
Operations, Optimization



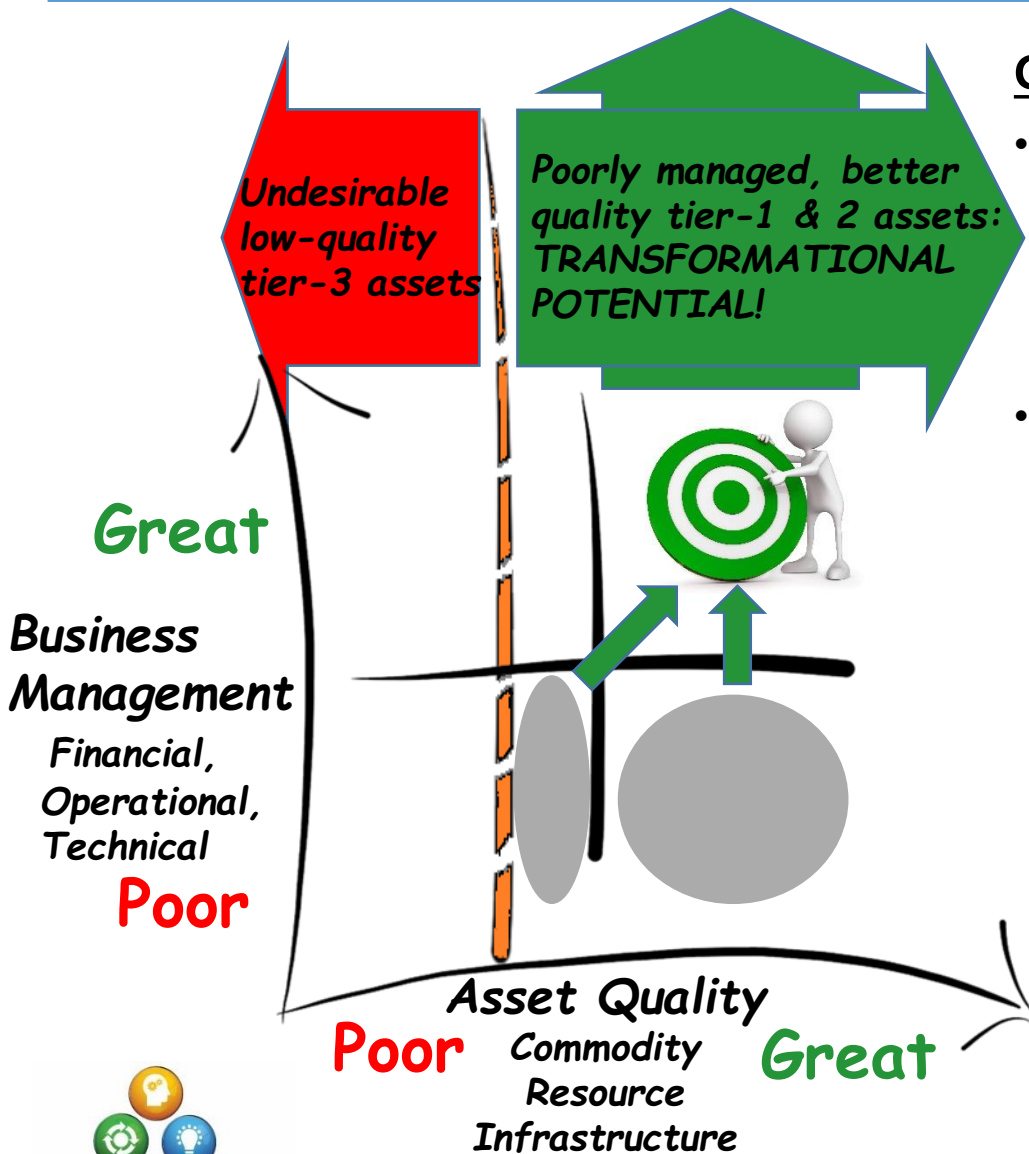
Corporate Development,  
Market Strategy,  
Technology Watch,  
Startup Ecosystem (Houston  
Technology Center, Rice  
Alliance, Station Houston,  
TiE The Indus Entrepreneur,  
MIT Energy Initiative...)



**Profitability<sup>3</sup>**



↑ Revenue & ↓ Cost → ↑ Profitability



### Greatest Impact

- We target **better quality assets** (resource, commodity, and infrastructure) in **business distress** (poor supply chain management, out of control costs, inefficient operations, unfit technologies, etc.)
- We transform sub-performing entities to outstanding profitability through “the P3 approach”, viz.
  - Meticulous business and program management, careful execution
  - Total value chain planning & delivery
  - Technical expertise and experience, bring technology to bear in starved legacy assets
  - Disciplined & sophisticated, bring together innovation & best practices
  - Relentless focus on cost