



# HALL LABS

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

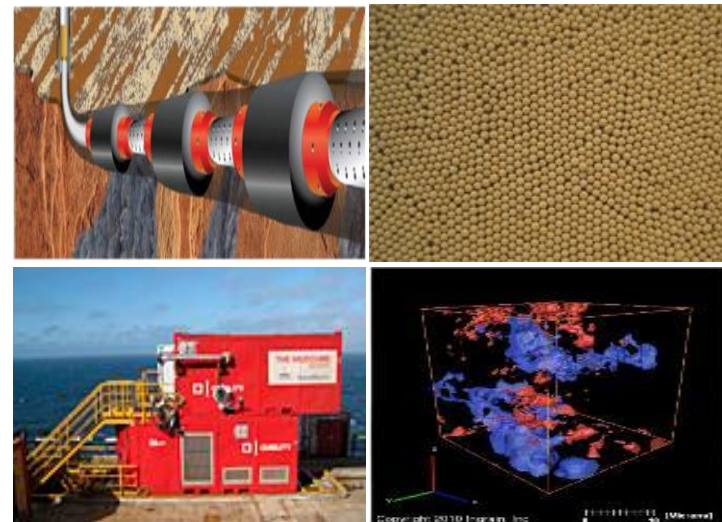
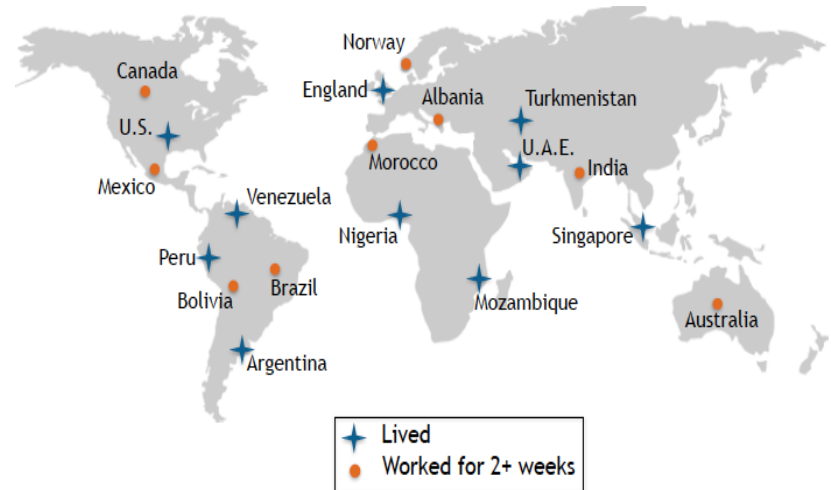
## Entrepreneurship in the Energy World

Tuesday, November 14

Jim Sledzik, Managing Director

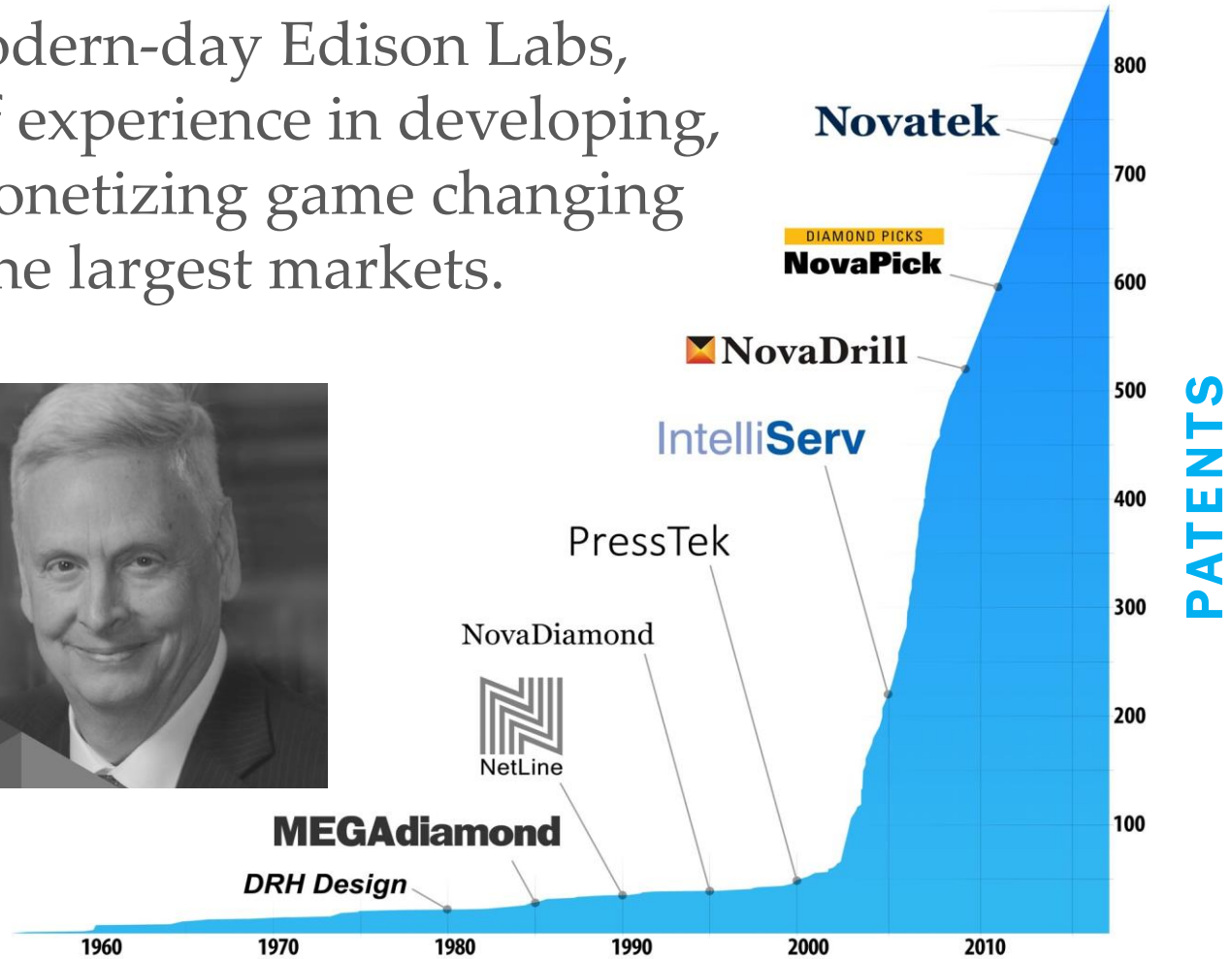
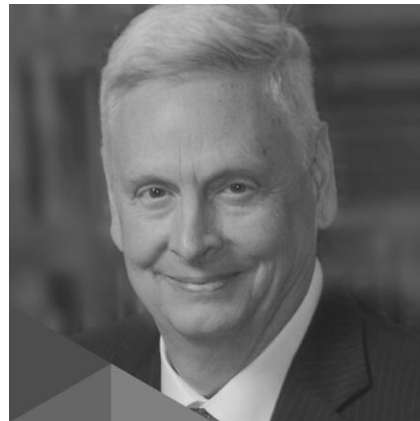


# THE JOURNEY TO VENTUREPRENEUR



# WHAT IS **HALL LABS**?

Hall Labs is a modern-day Edison Labs, with 60+ years of experience in developing, patenting and monetizing game changing technologies in the largest markets.



# ENTREPRENEURISM IN OIL & GAS

## versus **SILICON VALLEY**

**\*\* Lessons Learned \*\***

- ❑ Episode 1: Minimum Viable Product
  - Be very capital-efficient. Get to cash flow breakeven as quickly as possible. Don't make "Engineering", make "\$\$\$"
- ❑ Episode 4: Fiduciary Duties
  - You are working for all existing shareholders
- ❑ Episode 10: Runaway Devaluation
  - Sometimes valuation isn't the most important consideration
- ❑ Episode 11: Bad Money
  - Pick your partners wisely – The Brisket Worthiness Test
- ❑ Episode 17: Binding Arbitration
  - Your Intellectual Property strategy is very important – and sometimes being right doesn't matter

