



## Turn your ideas into reality!

**If you have a bright idea and believe it could transform the E & P energy industry, then you should come along to this exclusive event in Aberdeen!**

### Shell EP GameChanger

GameChanger is a unique group within Shell, which invests in novel, early stage energy related ideas to help get them to proof of concept stage. GameChanger seeks innovative ideas, which address a demand or significant problem in the upstream Oil and Gas industry and have potential to change the game. Ideas can range from new oil exploration techniques to improved production tools, including, but not limited to:

- Improved or enhanced oil recovery
- Carbon capture and sequestration
- Digital oil field
- Subsurface imaging or modelling
- Capital equipment which lowers investment or operating costs
- Unconventional oil or gas resources

If GameChanger believes an idea has potential, they provide support and funding to get it to proof-of concept stage. In commercial parlance, GameChanger acts as an angel investor regularly investing in great ideas.

Originally open only to Shell employees, GameChanger now invests outside Shell, with technology companies, individual entrepreneurs and academics. GameChanger ideas have the potential to effect a significant improvement in the profitability of a business and open up opportunities for growth.

### How the event will work

- Shell GameChanger team members will outline the **Shell GameChanger Process** and share successful case studies.
- Shell GameChanger **Pre-Screening Sessions** will allow you to present your novel, early stage ideas (these can be from companies, individuals, or academics).
- Shell GameChanger teams will then run **Screening Panel Appointments** in the afternoon of the event.
- Those people whose ideas pass the screening panel, will be invited to an **Extended Panel Appointment** (see below).

### What do you need to do?

1. Register online for your place at the event on <http://www.en-ergise.com/payment/techinnovation.html> to receive Application details. Prepare an informal presentation with a short description of your idea.
2. Present your idea at short Pre-Screening Sessions (carried out by full-time Shell GameChanger professionals with diverse backgrounds in the E&P industry). Selected ideas then go forward to Screening Panel Appointments on the afternoon of the event.
3. Use your waiting time constructively to consult a range of energy technology experts for 1-1 sessions and attend mini-workshops on IP, Technology, Business and Industry issues.
4. If your idea goes forward on the day, you will be invited to an Extended Panel Appointment with Shell. Successful ideas will be taken forward in conjunction with Shell GameChanger's international expert team to develop your idea to proof-of-concept stage

### Selection Criteria

GameChanger uses selection criteria to assess whether ideas will go ahead. These are as follows:

- Novelty – Is the idea truly and fundamentally new and different?
- Potential Value – Could the idea create substantial new value if it works?
- Do-able Plan – Time to Deploy. Right people? Right resources? Able to manage risks?
- Why Shell - Availability of strategic core competency, benefit to Shell businesses?

### Screening Panel

The Screening Panel is made up of at least two members of the GameChanger team. They will listen to a more detailed presentation of the idea and ask questions in order to obtain a complete understanding of the proposal. The GameChanger panelists will consider the merits of the proposal and decide if the idea could potentially mature into a GameChanger project. If this is the result, you will then be invited to prepare a more detailed presentation for the Extended Panel.

### Extended Panel

The Extended Panel consists of three members of the GameChanger team and at least three experts who are not members of the GameChanger team. This group will attend a presentation of your proposal and work plan. The panelists will ask questions and the experts will give opinions on the merits of the proposal. The GameChanger panel will then come to a decision on whether to go ahead and fund the development of the idea. We will strive to communicate this decision to you and the co-proponent (your Shell 'sponsor') within 48 hours.

### Nurturing GameChanging Ideas

Shell GameChanger is prepared to take risks and revolutionise the industry. Shell GameChanger provides a sheltered testing zone where an idea is developed, tried and improved upon. GameChanger will help get the idea to proof-of-concept stage.

Once an idea is considered a true GameChanger it will not be shelved and all options will be considered to enable the GameChanger idea to reach the marketplace.

If the idea works, it can be commercialised in Shell's worldwide market place, or become an independent new business.

### Funding

If funding is awarded, it is generally over the duration of the project, typically of 2-3 years. Once a mutually acceptable commercial contract is agreed, the inventor will then work with GameChanger to develop the idea in accordance with the plan. At agreed milestones, progress and continuation are discussed with GameChanger proponents and panel experts.

### From Proof of Concept to Market

If successful proof-of-concept is reached, there are three potential forward paths:

- 1. Proprietary** -The idea is graduated into Shell's internal R&D funnel for further development or use in a Shell business by Shell.
- 2. Licensing** -The idea is licensed to a technology provider (other than Shell) by agreement among all parties. This is usually applied when complementary capabilities are required to further develop and deploy the idea or the idea extends to multiple markets.
- 3. Venturing** -A new company may be set up to bring the idea to commercialisation, in collaboration with the inventor

### Shell GameChanger Terms & Conditions

There are specific Terms & Conditions\* which must be met to submit an idea to Shell GameChanger. Most importantly, everything presented and discussed during Pre-Screening and at the Screening Panel is deemed to be non-confidential. GameChanger will not sign individual confidentiality/non-disclosure agreements with inventors at that stage. We fully understand and respect if this means you will be unable to present at this time.

\*See [http://www.shell.com/home/content/innovation/bright\\_ideas/game\\_changer/](http://www.shell.com/home/content/innovation/bright_ideas/game_changer/)