



En-ergise Shell GameChanger Innovation Fair 23rd June Shell GameChanger Selection Criteria

Extract of GameChanger Email

“We want serious submissions and will not allocate presentation slots to somebody that clearly does not meet GameChanger criteria. Below is a list of Shell GameChanger selection criteria – I must stress that we are:

- *looking for **pre-proof of concept ideas that are novel and significantly different to what is already out there***
- *which have **business / strategic impact or the size of the prize is large***
- *the presenter must be knowledgeable in their area and own the IP”*

GameChanger Selection Criteria

GameChanger ideas are ideas whose implementations in the business have the potential to effect a significant improvement in the profitability of the business, or open up opportunities for growth. The goal of the GameChanger panel is to fund these projects through their proof-of-concept stage and to assist transition of completed projects into the business. The decision of the GameChanger panel on whether a project is a true GameChanger is based on the following criteria:

Is this a New Opportunity?

To what extent would application of this opportunity represent a “stretch” for Shell beyond current and planned products and markets? Does it contain (either/or):

- Novel perspective
- New source of information
- New process, product or market
- New vision

Differentiate Shell from Competitors?

- Does it create a new space/market in the industry not currently occupied by any competitor?
- Does it create fundamentally new product/service concepts?



- Can we protect the intellectual property; is there a sustainable advantage?

What's its Potential Worth?

- Does it reduce costs (OPEX/CAPEX) and/or risk?
- New business?
- Is it robust in a \$10/bbl oil world?
- What is the size of the prize?
- What would be the potential impact of this opportunity on growth, profit, or brand?
- When will it start generating revenue; when will it start generating profit?

Will the Proposal Work?

- Who are the customers?
- How is the job done today?
- Does it fill a perceived gap?
- New enabler? Barriers removed?
- Has it been done before?
- Is it a high-risk or a "Just-Do-It" proposal?
- What is the chance that other Shell businesses will take up promptly if it works?

Timing?

- Time to reach proof of concept?
- Total development time?
- Can it be delayed?

Extra Thoughts

- Are there other GameChanger projects that can be linked to it?
- Does it fit in the GameChanger portfolio?
- Which other GameChanger projects are there in the same cluster?
- Can we afford to lose it?
- Is an appropriate commercial frame available for this idea?