

# Challenging the Oil & Gas Industry's Innovation Cycle

Calgary, Alberta

7 Feb 2017

INSTEAD OF RISKING ANYTHING NEW,  
LET'S PLAY IT SAFE BY CONTINUING OUR  
SLOW DECLINE INTO OBSOLESCENCE.



How fast can a technology “be adopted”?



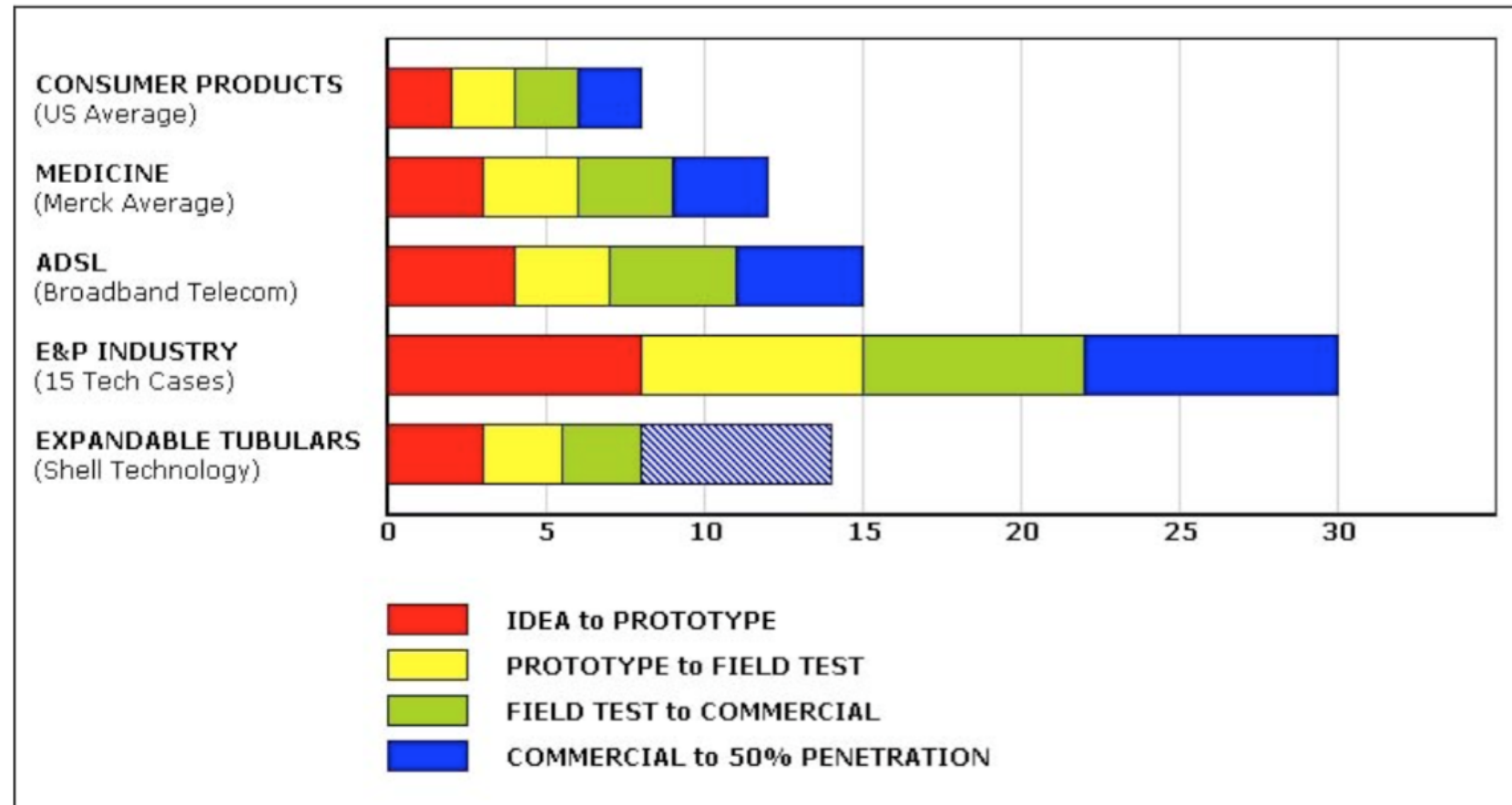
New York, 1900

How fast can a technology “take over”?



New York, 1907

# NPC Global O&G Study – “Facing the Hard Truths About Energy”

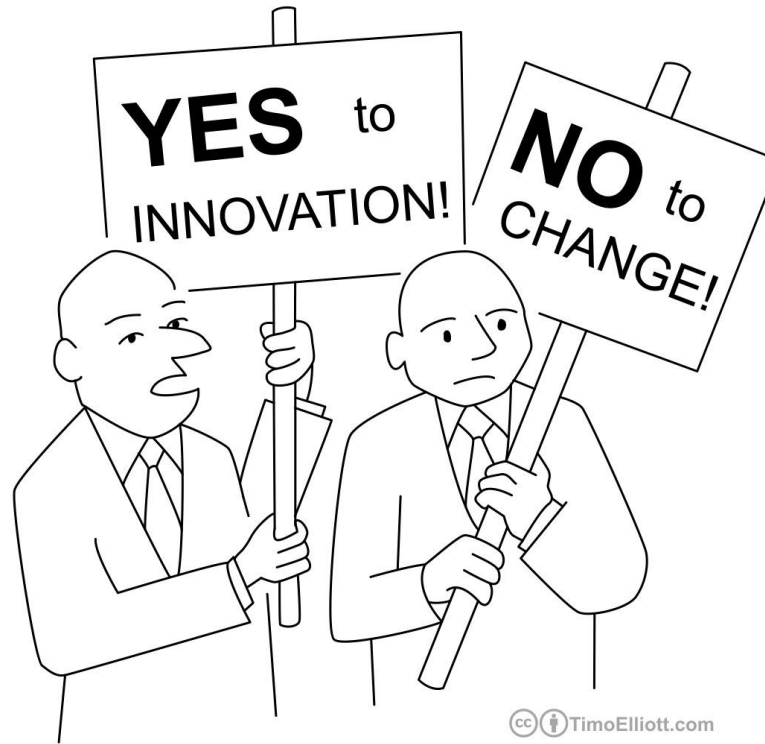


**Figure IVF.1. Time to market in years for various industries**

*(Courtesy of Shell, originally prepared by McKinsey)*

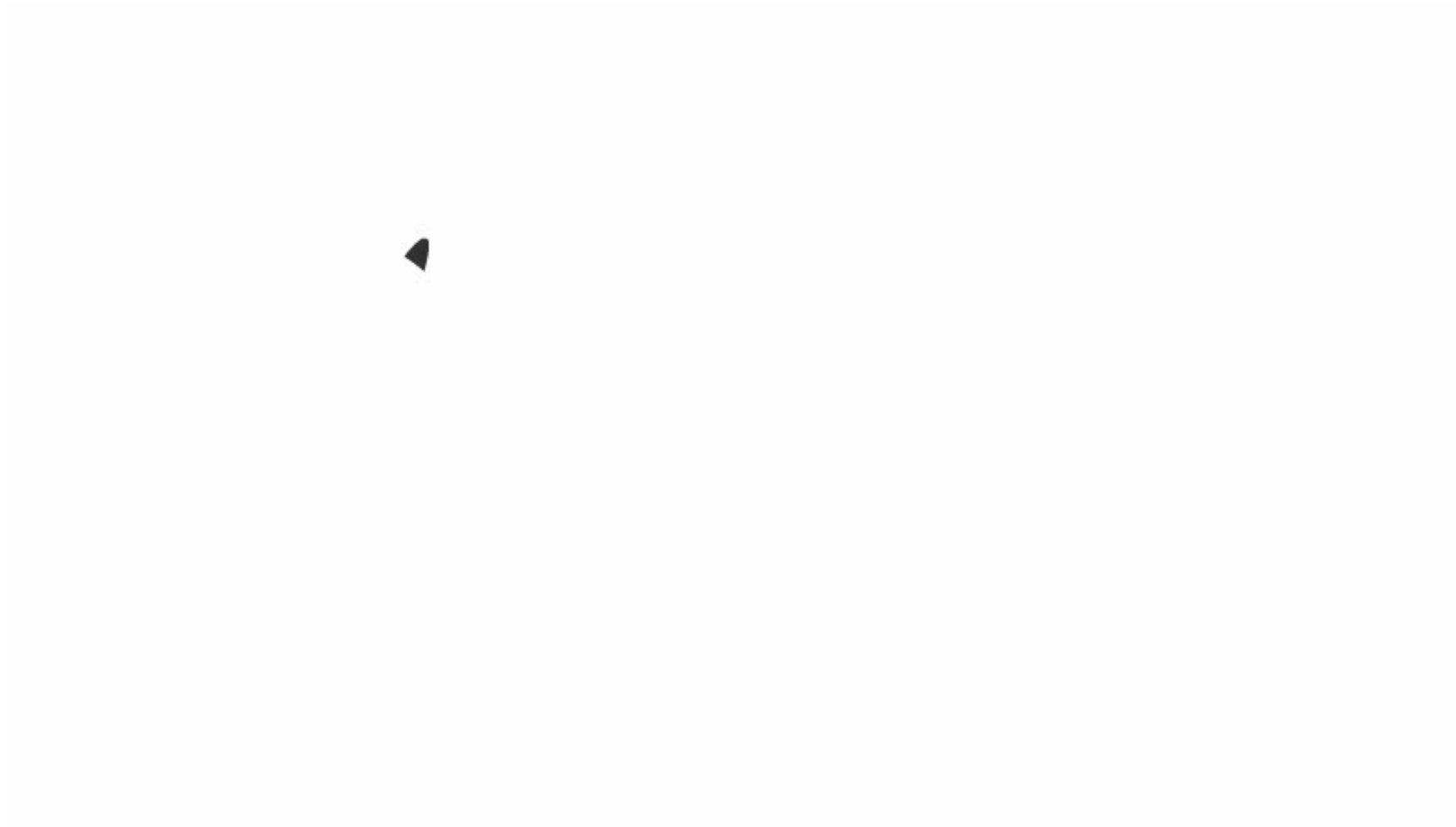
- Regardless as to whether your innovation is disruptive or sustaining ...

➤ **Innovation = CHANGE**



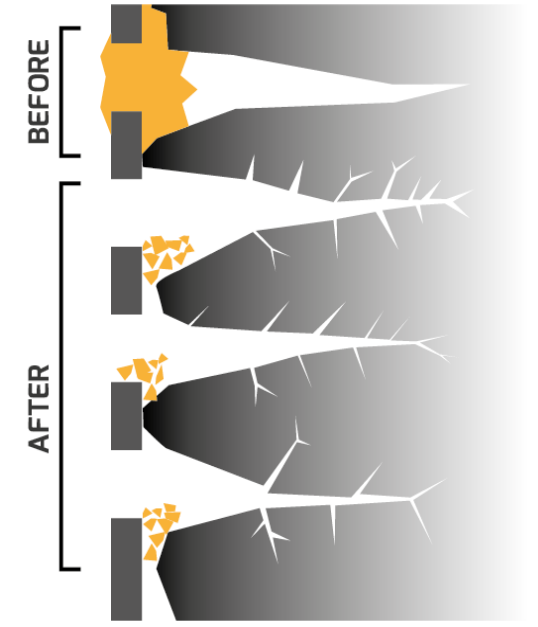
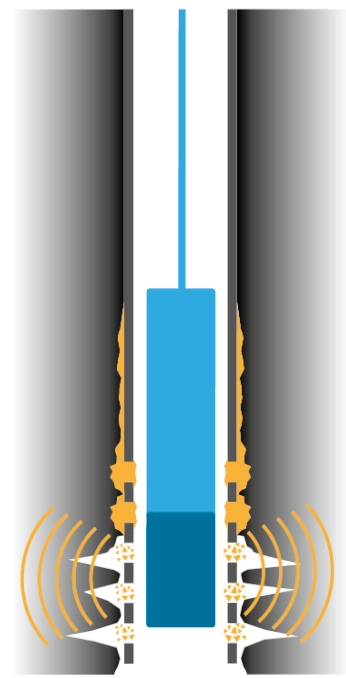
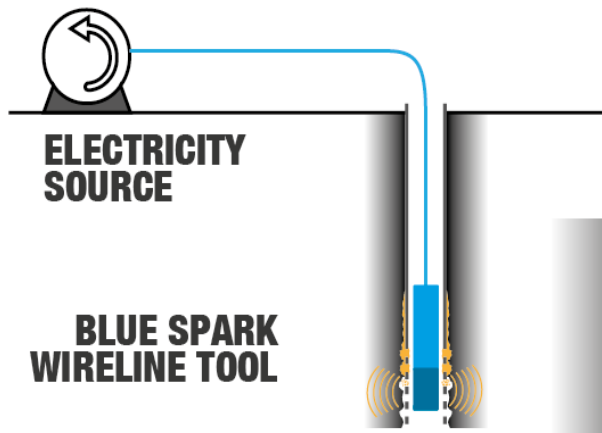
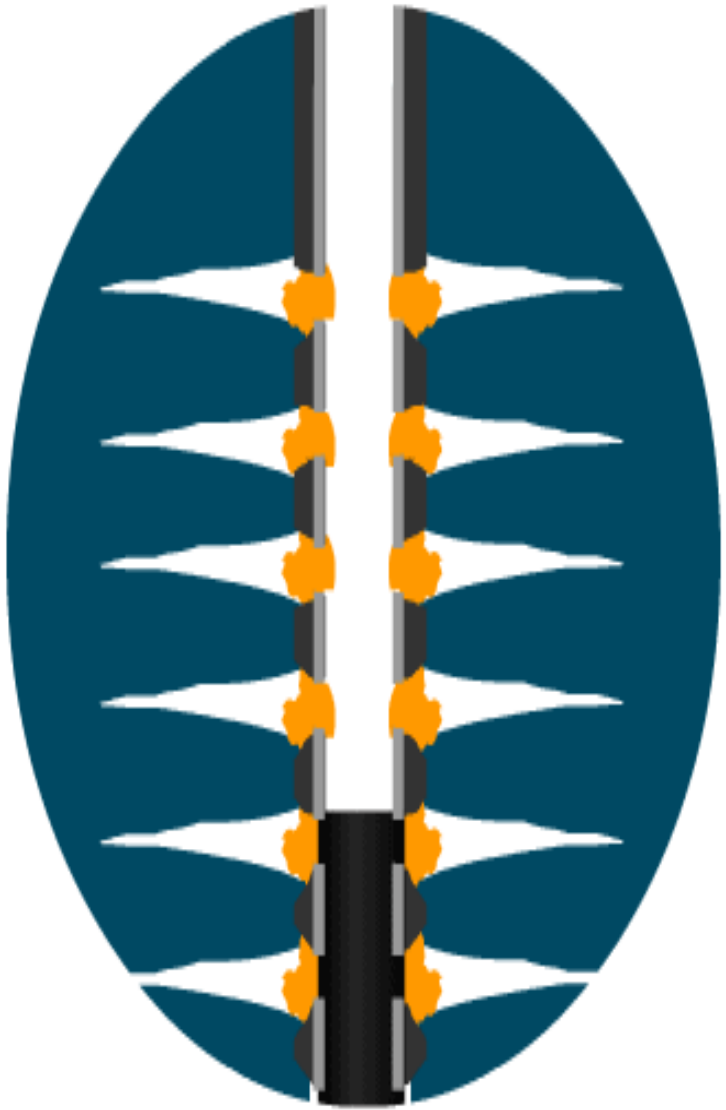
*“We only have two demands!  
Why don't people just give us what we want?”*

# The Blue Spark Story ....









# Shifting the view forward

Imagine ...

- Remediating wellbores using the energy of a light bulb
- Not having explosives, chemicals, or a fleet of trucks driving through your city, town or field
- Not spending resources diagnosing specific problems
- Getting improved production results at a lower cost

AND the worst thing that could happen ...

**NOTHING**

.....well, you'd have to change ....



“What if we don’t change at all ...  
and something magical just happens?”