



GCE Subsea Innovation Day

Thursday 26th of April

Lessons Learned

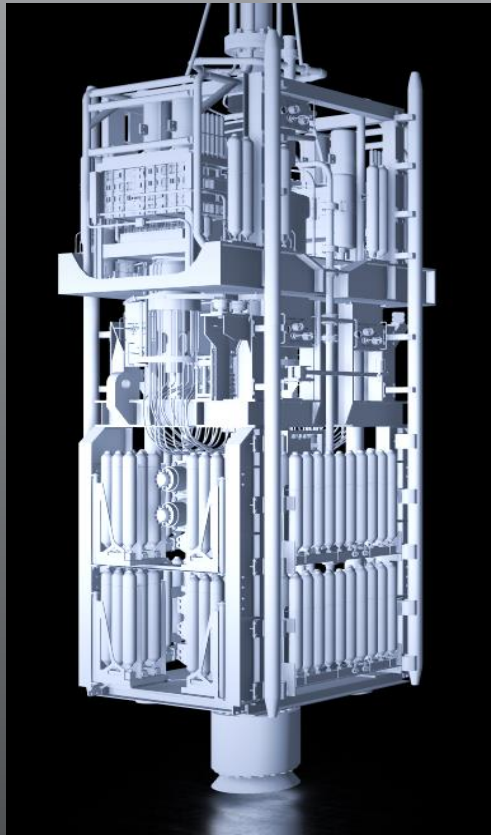
John Dale

CEO ESD

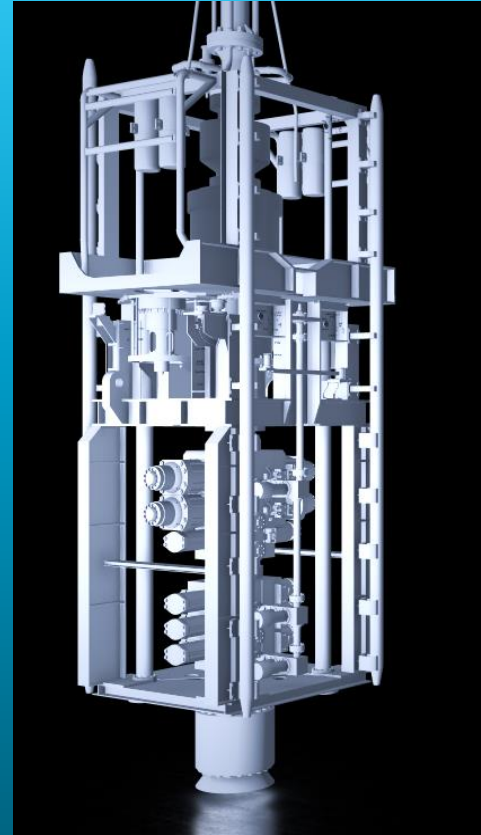


TECHNOLOGY

FROM
HYDRAULIC

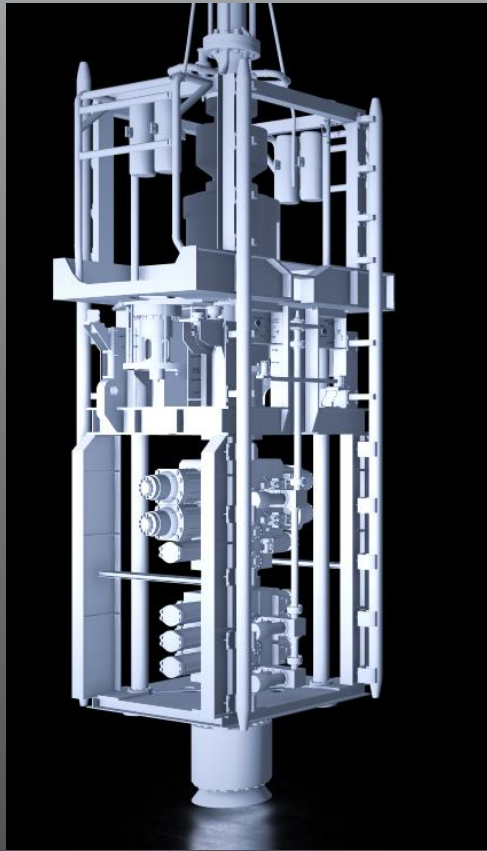


TO
ELECTRICAL

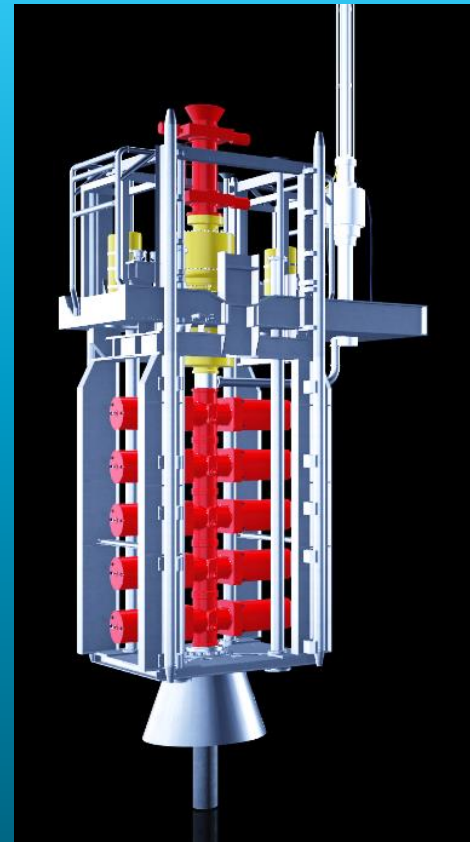


TECHNOLOGY

FROM
RISER



TO
RCD RISERLESS

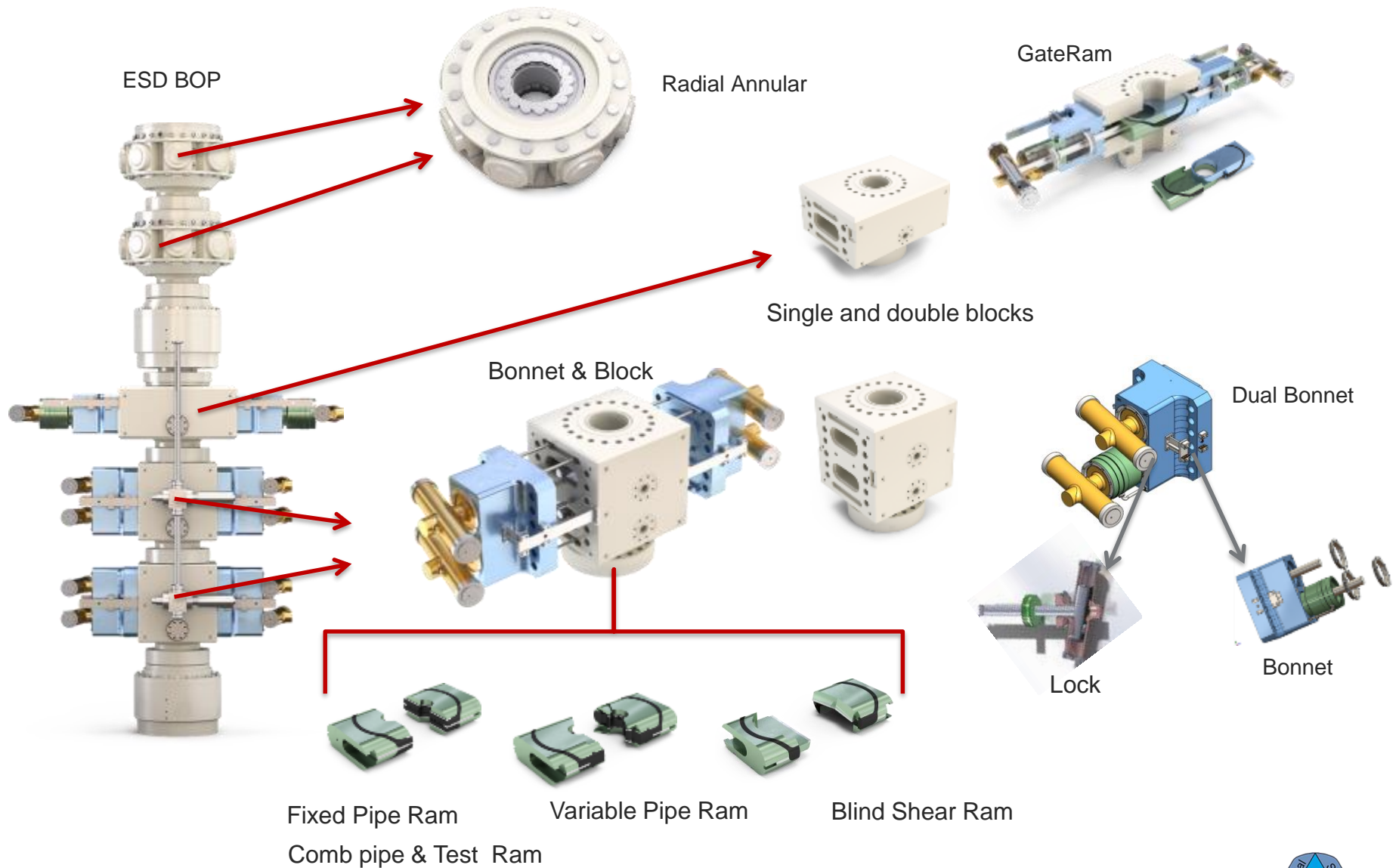


Lessons Learned

- Investment - funding
- Government money
- Wages – employee or consultant
- Patent costs - nationally and internationally
- Travel expenses
- Resistance to change – hydraulic to electrical
- Competitors – destructive technology
- Difficult sales job - operators and drilling companies
- Small company
- Market understanding
- Company shares - investors or acquisitions



ESD BOP System Overview



Patent pending



Lessons Learned

- First customer/user – What's in it for me?
- Establishment abroad - Local requirements
- Original equipment manufacturer - OEM
- Manufacturing partners - Worldwide
- After-sales/service – Worldwide
- Acquisition of the company





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MANY THANKS FOR YOUR INTEREST



BURN MONEY

