

Easywell story

- Startet i 2001
- Solgte i 2005 til Halliburton
- Erstattet sement i brønner
- 8 internasjonale og nasjonale priser
- Mest profitabel i Norge per ansatt i 2005
- Kreativ R&D sammen med operatører
- Store forbedringer for operatørene



SWELLPACKER FOR WATER-BASED MUD

Achieve of prod



SWELLPACKER FOR OIL-BASED MUD

Achieve co of produc



SWELLPACKER FOR SPURCELESS FEED THROUGH

Achieve complete zonal isolation in smart wells and reduce completi



Introduction

To ensure that the oil

within oil-based mud



SWELLPACKER FOR HIGH TEMPERATURE

Achieve complete zonal isolation of producing zones

Introduction

Today's oilfields present a range of formation fluids to the operator and the wellbore. The development of a proprietary bonding process - its efficiency proven with significantly improved performance, which often unexpected performance and viability.

swellpacker can be used in cased hole environments. However, the version of its Swellpacker that will operate at temperatures up to 400 degrees Fahrenheit.

By helping to reduce well completion costs, increasing uptime and isolating producing zones, Swellpacker allows operators to adapt to shifts in the formation fluid, creating the integrity of the well.

Characteristics

- Suitable for cased and open holes
- Robust construction
- No moving parts
- Available in WBM and OBM versions
- Available with HP and cable capabilities
- Self-healing, intervention-free technology
- Zero failures

Advantages

- Functions in high temperatures
- Perfect seal for irregular borehole geometry
- Avoid cementing and perforating
- Reduce downhole mechanics and risk
- Isolate producing zones more effectively
- Reduce well costs
- Increase uptime
- Low running friction
- Available for gas wells

stutvikling



COMBINATION OF SWELLPACKER™ TECHNOLOGY AND CEMENT

Achieve total zonal isolation for well productivity and longevity

Introduction

Zonal isolation is the most important part of well completion. Yet, as an isolation mechanism, cement often fails to provide the needed, reducing the productive life of the well or requiring expensive remedial operations.

There is a wider range of causes of poor mud removal can result in the creation of a mud channel in the annulus. Post placement, gas pressure changes over the life of the well can cause the formation of a micro annulus.

For the first time ever, one solution adapts to shifts in the formation over the life of the well, maintaining the integrity of the seal.



Cement Assurance Tool

By helping to reduce well construction costs, the Cement Assurance Tool enables previously unachievable levels of zonal isolation, allowing for improved oilfield performance.

Characteristics

- Can be run in combination with any size casing string
- Robust construction
- No moving parts
- No specialist installation
- Available for WBM and OBM
- Self-healing, intervention-free technology
- Zero failures

Advantages

- Perfect seal for irregular borehole geometry
- Continues to re-heal during life of the well
- Reduces downhole cement failure risks
- Ensures complete zonal isolation
- Reduces well costs
- Increases uptime

Characteristics

- Can be optimised for different reservoir conditions
- Simple construction
- Can be combined with sand screens
- No electrical or mechanical parts

Advantages

- Reduce water and gas breakthrough
- No specialist installation time
- Increased productivity and reserve recovery
- No downhole cabling or maintenance required

Introduction

In the increasingly demanding environment of today's oilfield operations, Easywell understands that technology must have the capacity to deliver increased productivity at lower cost, reduced risk and to maximise recoverable reserves.

By using the simple principle of buoyancy, Oil Selector is capable of significantly reducing water and gas production, allowing for a major benefit in multizonal wells.

Balls, which float in water, but not in oil, rise to seal off production zones when water is present in the wellbore, creating the integrity of the completion string.



Oil Selector™

Simple, automated in-flow control



Hvem er kundene?

- 30+ land, 30+operatører



2001-2003

- Its looking good!
- Uendelig marked
- IP basis for forretning
 - Vi får patent
 - Vid beskyttelse
- Fokus marked, F&U, bedrift, profitabilitet

Patentstrategier 2001

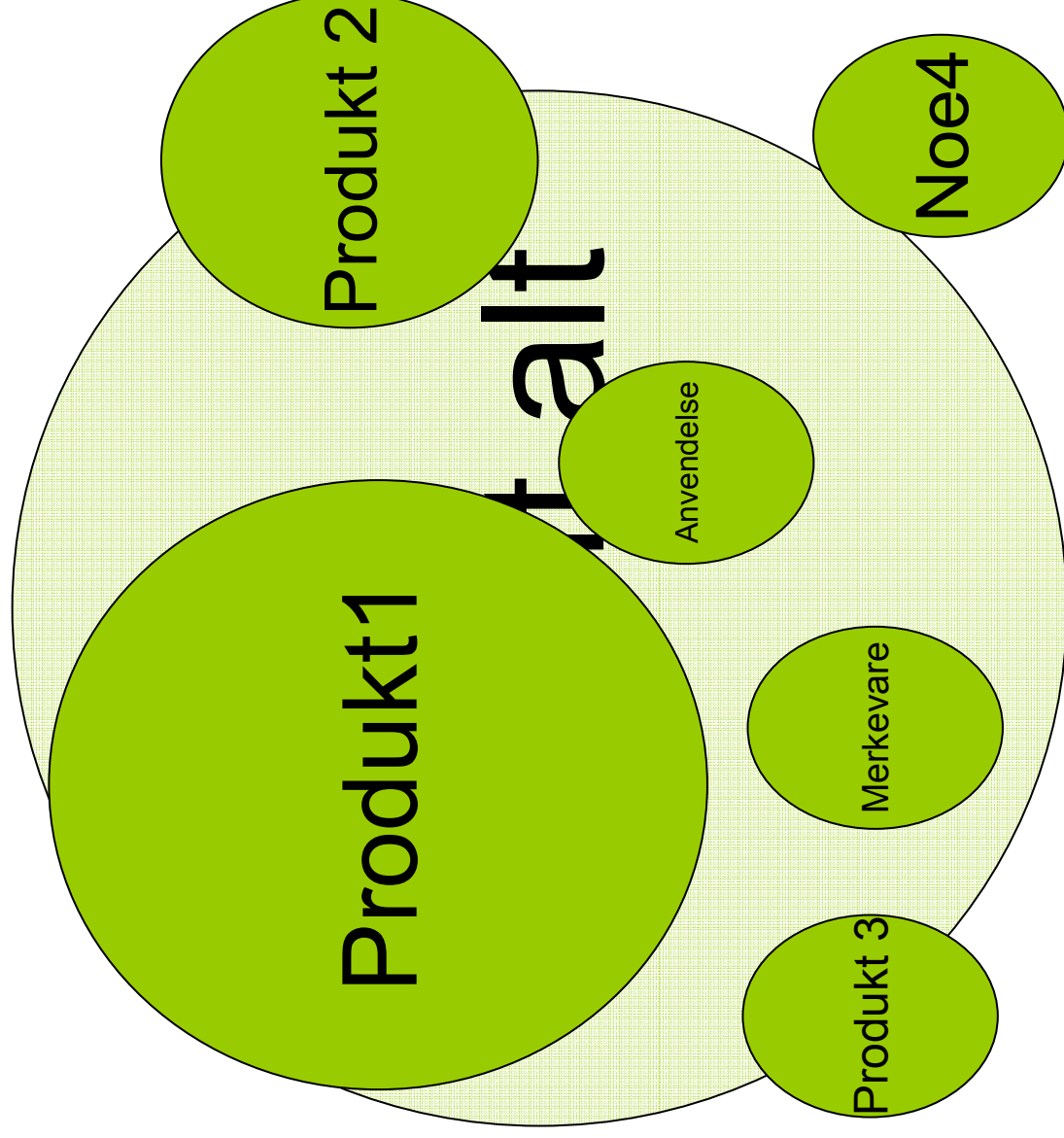


Patent på alt

2004

- Kanskje ikke fullt så vid beskyttelse likevel
- Markedspenetrasjon
 - 30 land
 - Alle majors og mange flere

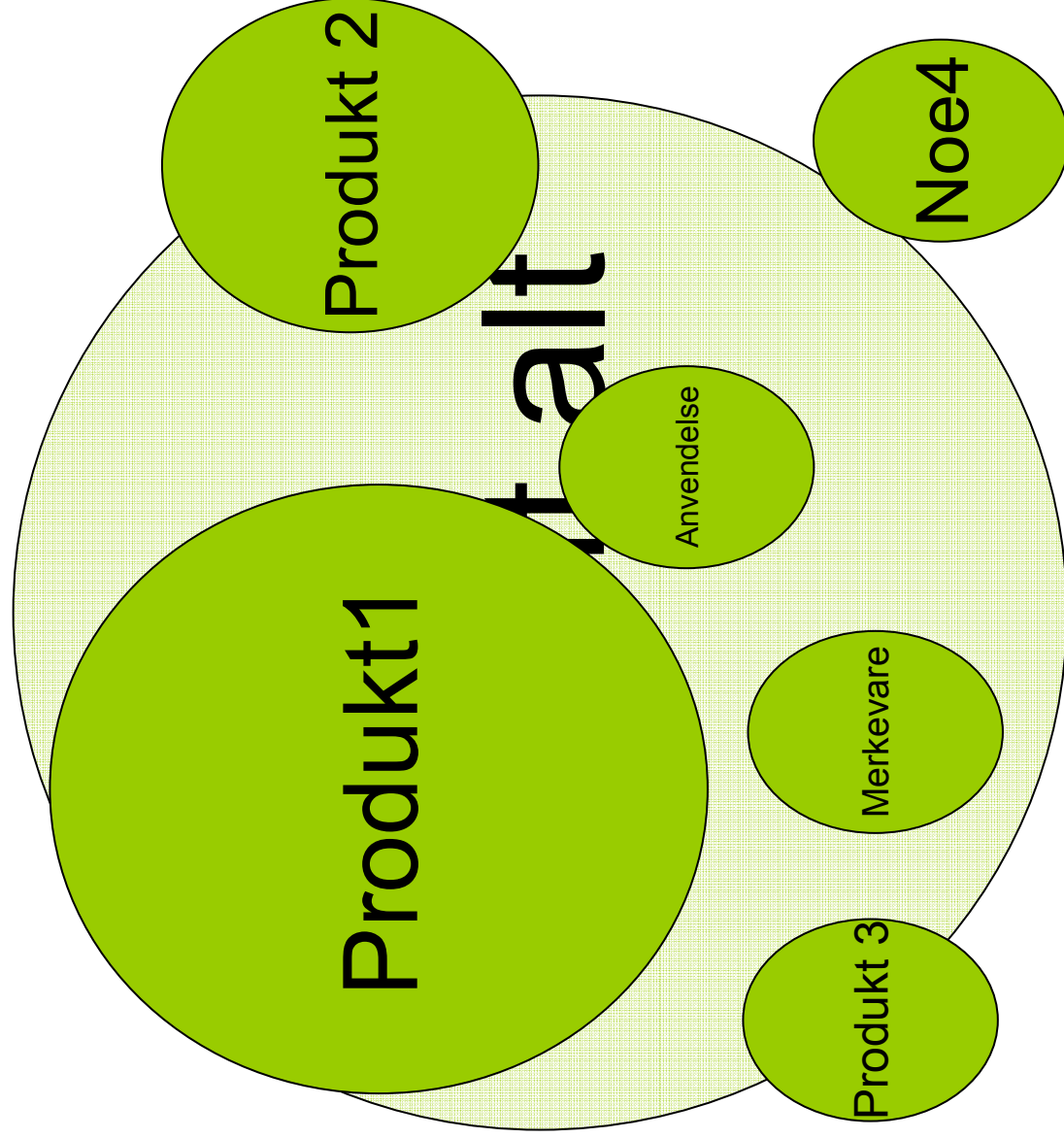
~~IP~~ Patentstrategier 2005



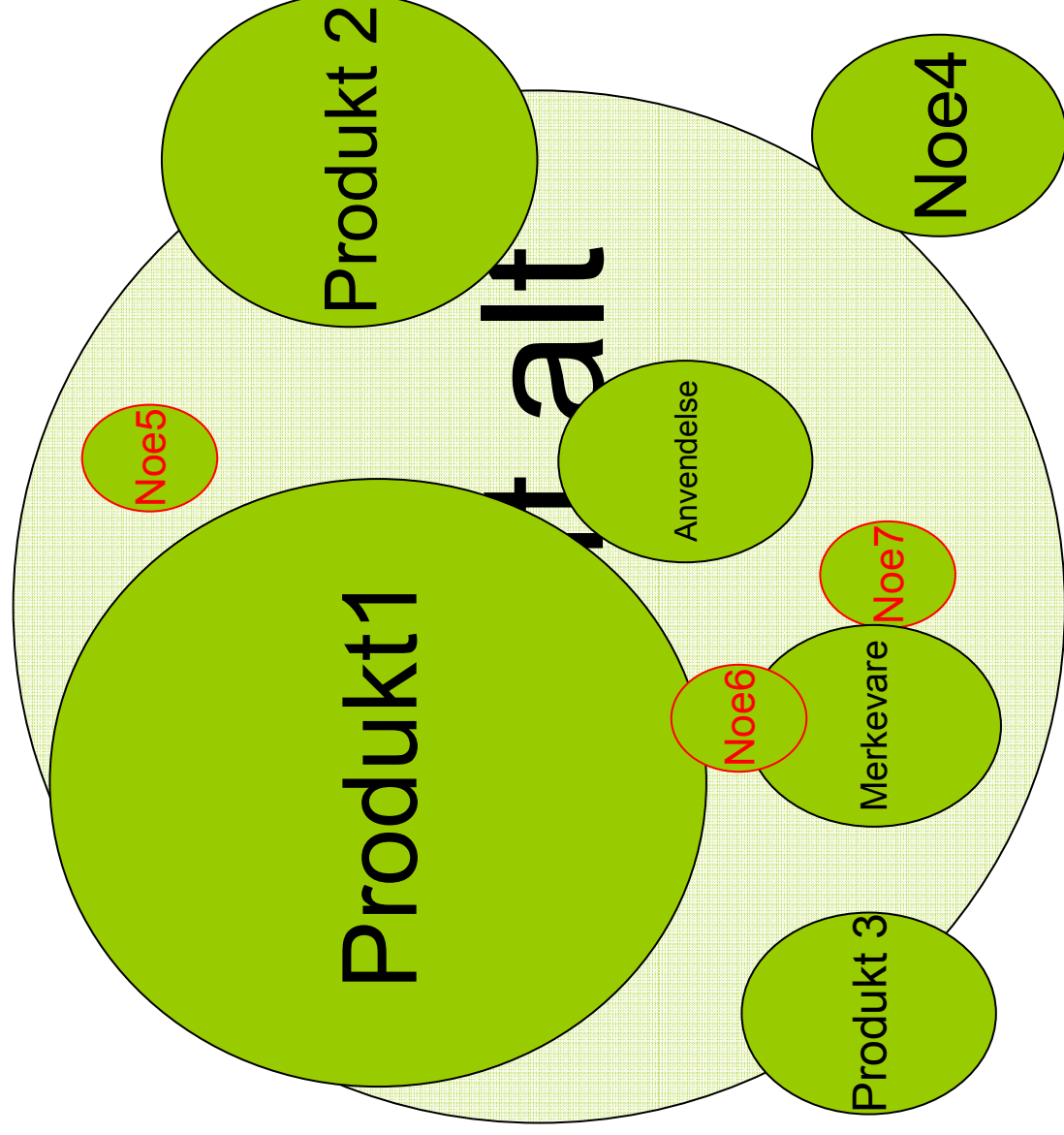
2005

- Reelle konkurrenter
- Bedriftssalg
 - Organisk vekst

Marked



IP strategier senfase



Verdien av IP eksempel

- Et samarbeidsselskap går sammen med et veldig stort oljeselskap og blir konkurrent
 - Fokus på patent eller konkurranselovgivning?

Verdien av IP ved salg

1. Produkt utvalg, tilpasning og kompetanse
 2. Markedsposisjon
 3. IP
 - Søknader versus patent
 - Norge versus US
 - Grad av eksklusivitet
 - Forsvart
- Hvordan beregne en verdi på IP?

Verdi av IP (4)

- Hva når tidligere ansatte starter sitt eget firma i konkurranse?

Utfordringer til leverandør

- Partnering heller enn patentleverandør
 - Forundersøkelser til konflikthåndtering
 - Helhetlig rådgiver for “ufin konkurranse”
 - Strategisk tenking
 - Maksimere verdi av IP portefølje

IP konklusjoner

- IP har liten verdi før den er tildelt
- IP har begrenset verdi før den tildeles i US
- Begynne tidlig å bygge substans
- Mye tid og fokus
 - Svært byråkratiske prosesser
 - Beskyttelse
 - Fortrinn for store organisasjoner

Patentprosess

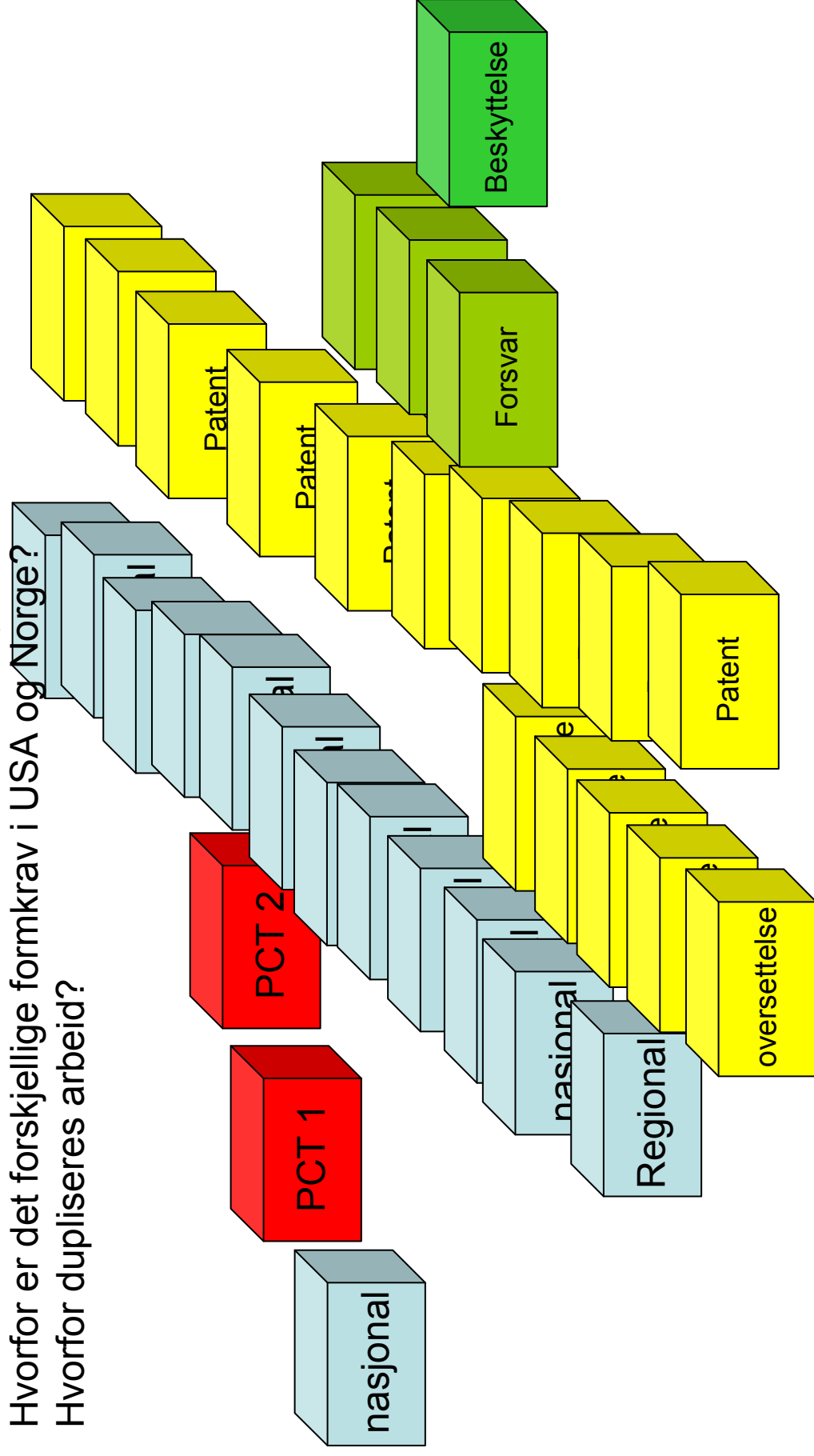
Hvorfor benyttes ikke 1 språk?

Hvorfor er noe som er nytt i Norge ikke nytt i USA og Angola?

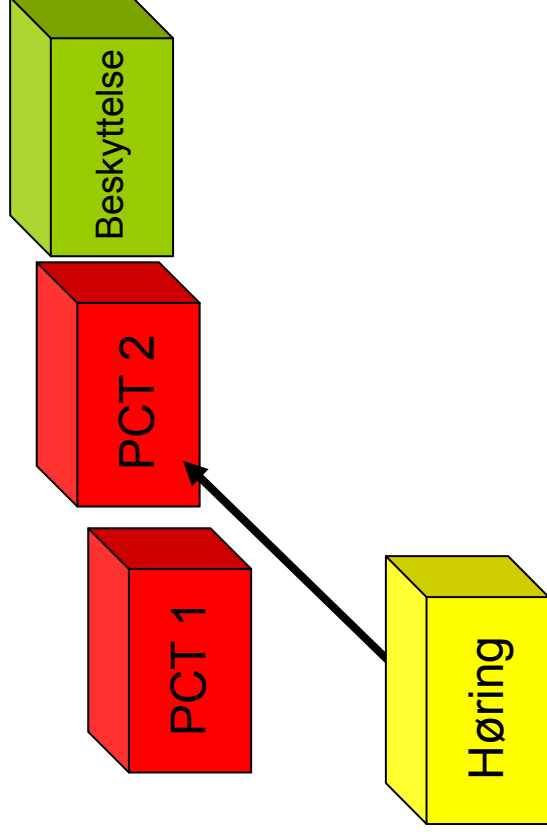
Hvorfor tar det 3-4 år å bestemme om noe er nytt?

Hvorfor er det forskjellige formkrav i USA og Norge?

Hvorfor dupliseres arbeid?



Patentprosess ideal



Samfunnsøkonomi og IP

- IP skal dokumentere og sikre innovasjon
 - Innovatøren sikres som markedsleder
 - Utover dette hindres utvikling
 - Innovasjonstakten hindres ved mer enn 10-14år
- Nåverdi ut over 14år er 0, hvorfor beskytte til 18-20 år?

Perspektiver på IP

- Arbejdskrevende og dyrt byråkrati
- Forsvarer mer store med systemer
- Nyhet kun dersom det er nytt
 - Mangel på globalt perspektiv mangedobler kostnader

IP som verktøy i Easywell

- Krevende verktøy
- Verdiskapende
- Lite jomfruelig grunn, mest (viktige) nisjer