

## Value Proposition

### A problem that transcends all industries

Digital information is being acquired and stored in exponential quantities year on year, but studies<sup>1</sup> put the amount of data stored in unstructured formats at 70% to 85%. Information in an unstructured document (Microsoft Word, Excel or PowerPoint, PDF, JPG, etc..) cannot be fully and easily extracted and used in data analytics tools, and is therefore a dormant, unused knowledge asset.

Until now the retrieval of this knowledge and its storage in relational databases or modern analytics platforms has been a tedious, expensive, time-consuming and error-prone effort. Most companies only effect such data migrations on the most valuable data items, leaving vast amounts of data and knowledge un-used.

## Solution

### Intelligent automation:

We have developed an Adaptive Machine Learning Model (AMLM) –based method and built it into a software platform called iQC. iQC is trained to read unstructured documents and extract useful information on a large scale. The process is supervised through a user-friendly interface, allowing for the correction of initial errors and the iterative improvement of the success rate. This accrues into a digital learning model that makes the system smarter at deciphering new document layouts as time goes by. The extracted information, both data and metadata, populates a relational database or a NoSQL “data lake”, ready for comprehensive data analytics. The dormant data has been given a new lease of life, and can unleash the value it embodies to support the company’s business.

### Information links

Talking to executives in companies that had performed the cataloguing of large volume of unstructured documents, one major issue was that in cases where the extracted metadata seemed suspicious there was no efficient way to go back to the original unstructured document to check for a miss-read. We therefore designed and implemented a unique link mechanism that ties every extracted data object back to the exact location in the source file. We also associate a probability value with each extracted item, indicating the degree of certainty the process assigned to the extraction, and cueing the user to check back with the original when probability was below an acceptable threshold.

### Big data analytics platform

iQC is natively developed on a modern big data analytics platform. The architecture is particularly relevant for Hadoop or Spark servers either on the Cloud, on enterprise network or on a hybrid environment. iQC results linked to semi-structured digital measurements can be directly analyzed in this setting using new analytical tools that are particularly efficient for high-data volumes.

## Market

We developed iQC to address business-critical data issues in the upstream energy market. Our initial growth and product evolution will focus on establishing a strong foothold in that industry. However, the iQC platform is not designed for any particular data type or structure, so it is fully applicable to sectors as diverse as pharmaceuticals, insurance, manufacturing or retail, in essence any industry that needs to improve its decision processes using analytics applied to enriched datasets. Our technology addresses the common hurdle of populating new data lakes with information from legacy digital documents.

## Technology - Product - Service

iQC will be offered as a service (SaaS) with a pay-as-you-go pricing based on the volume of extracted data. The speed and the savings in human resources compared to current manual or semi-automatic processes provide a compelling business case for our automated solution.

### Competition

In the oil & gas sector there are currently no other players capable of handling fully unstructured documents. Some attempts were made by generic data service companies but their processes could not handle the huge variety of formats and structures, lacking the adaptability of the AMLM method that we use.

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<sup>1</sup> GATE project, Sheffield University (85%), Merrill Lynch (80%), EMC (70-80%)

# Agile Data Decisions LLC



## Current status

iQC version 1.0 is a prototype that has reached its goal of delivering compelling results for the extraction and management of well related data in upstream oil and gas.

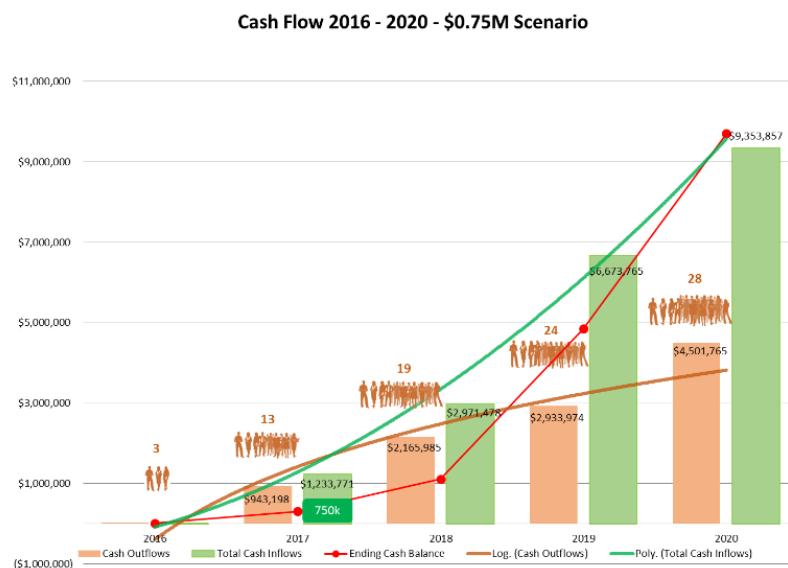
The company that hosted the development is now a customer of Agile Data Decision, and at present a number of evaluations are being conducted mainly with US-based operators.

The first commercial version is scheduled for Q1-2017 after going through a number of proof-of-concept iterations with potential customers and partners. This version will be useable at customer locations with minimal support from AgileDD staff, mainly needed at start-up (integration and training).

## Intellectual Property

All IP related to iQC is vested in Agile Data Decisions LLC. A specific patent related to the iQC invention is claimed and registered under US # 15/375,079.

## Funding and business plan



AgileDD is projecting an initial growth strategy in the upstream oil and gas sector. It is expected to take 12 to 15 months to establish a strong foothold and a reliable revenue stream. Thereafter the company will identify and develop technical tools for new business sectors (e.g. engineering, energy, medical).

The current projections would result in revenue of \$6.5M in 2020, with a positive cash flow from 2018 onwards.

To reach this objective AgileDD is seeking \$750k in funding to complement the founder's initial investment. This will support the hiring of staff in sales and customer support & services for oil and gas, and the software development resources to start work on other business sectors. A full business model is available on request.

## Company history

Agile Data Decisions LLC has been created by 3 engineers from the French oilfield services company CGG (NYSE CGG, [www.cgg.com](http://www.cgg.com)) who have been working on the technology since 2015. The technology was developed initially to address the needs of the CGG multi-client regional data libraries business, handling data from thousands of wells in very disparate formats. CGG is the first customer of AgileDD.

The company website is [www.agileDD.com](http://www.agileDD.com), a company page is also available in LinkedIn.

## Management team

### Jacques Micaelli, co-founder and CEO

Jacques is a seasoned Information Technology leader with a broad international experience in the Energy Industry as well as in Telecom, Television, and Luxury Retail. Jacques has led multiple concurrent trans-national projects in various functional domains, from Finance to Supply Chain, Logistics, HRMS, Communication, BI, GIS, CRM, and Network Infrastructure.

### Amit Juneja, co-founder and CTO

Amit has 6 years of experience in leading cross-functional R&D teams focused on machine learning and analytics and signal processing. Amit achieved 99.9 percentile at the data science/machine learning competition <http://www.kaggle.com>. He was the winner of the 2015 Big Data Combine competition. Amit has led the development of speech recognition system for the US DoD and led the development and commercialization of an Internet of Things system for the Goodyear Tire and Rubber Company.

### Henri Blondelle, co-founder and COO

Henri is a geologist by education, with a 25 + years career in the geosciences in both technology and service sales roles in O&G exploration and production. Henri is business oriented with a strong background in long and complex selling cycles with NOCs and Majors. His experience in account management, bid management and associated risk evaluation includes selling corporate or country databank systems.