



PROGRAM

ATCE Startup Village is a partnership between SPE and the Rice Alliance for Technology and Entrepreneurship at Rice University.

This year, the 2021 ATCE Startup Village competition will be held virtually over 2 days. The Startup Village Energy Startup Competition occurs on Monday, 13 September, from 8AM-12PM CDT. The Competition Award Ceremony and expert presentations with esteemed guests, called “Meet the Experts,” occurs on Tuesday, 14 September, from 8AM-12PM CDT.

Schedule at a Glance and How to Join Virtually

All times CDT, Houston time

Join by clicking on the “Join Here” links below, then:

- new attendees: register for the event
- already registered: click on the same links and log in. You may join both live events at least 30 minutes before the start time.
- the events will be recorded and available on-demand until 23 December 2021.

Monday, 13 September

0800-1200 CDT | Energy Startup Competition

[Join Here](#)

This session will be available on-demand until 23 December 2021.

Tuesday, 14 September

0800-1200 CDT | Competition Award Ceremony and Meet the Experts Program (Fireside Chats and Table Topics)

[Join Here](#)

This session will be available on-demand until 23 December 2021.



Monday, 13 September 2021

Energy Startup Competition

0800–0815 Opening Remarks for the Energy Startup Competition

0815 People’s Choice voting begins

0815–1200 The Energy Startup Competition with 12 Competitors

0815–0830	Hydrotell AS
0830–0845	CRA-Tubulars
0845–0900	Spotlight
0900–0915	DrillDocs
0915–0930	Pandata Tech
0930–0945	Cheetah Networks Inc
0945–1000	Break
1000–1015	Senslytics Corporation
1015–1030	Hivecell
1030–1045	Lelantos Inc.
1045–1100	Cnergreen Corporation
1100–1115	SeebeckCell Technologies, Inc.
1115–1130	Matidor.com

1130-1140 Closing Remarks

1200 People’s Choice voting ends

**[Use This Link to Vote for the People’s Choice](#)
from 0815-1200 CDT, on Monday, 13 September 2021, during the live event.
You make one choice and have one vote.**

Tuesday, 14 September 2021

Competition Award Ceremony and Meet the Experts Program

0800-0820 Energy Startup Competition Award Ceremony

with an Address by **2022 SPE President, Kamel Ben-Naceur**

0820-0825 Welcome, and Introduction of the Meet the Experts Program

0825–0910 Fireside Chat 1 - Iain Cooper, CEO and Angela Smoller, CFO of SeekOps
Hosted by David Reid, NOV

0910-0920 Break

0920-1050 Table Topics

Time	Topic	Led By
0920-0940	How to Engage Corporate Ventures with Your Idea	Andrea Course, Shell Ventures Deanna Zhang, Tudor, Pickering, Holt & Co
0940-1000	Trends in Energy Investments	Pickering, Holt & Co
1000-1010	Break	
1010-1030	How to Scale a Start-up	Will Foiles, Project Canary Narendra Vishnumolakala, Teale
1030-1050	Do Academia Incubators Work?	Teale

1050–1135 Fireside Chat 2 – David Lod, CEO of VEERUM

Hosted by Bryant Mueller, AspenTech

1135 – 1140 Farewell

SPE sincerely appreciates your participation in the 21ATCE Virtual Startup Village program. Please take a few minutes to complete this survey about your experience. Your answers are very important to us.

[Attendee Survey](#)

Biographies

Award Ceremony

Kamel Ben-Naceur is CEO of Nomadia Energy Consulting, where he advises on sustainable energy policies and global/regional energy economics and outlooks. He has worked as a chief economist for a major oil and gas company and oilfield services company.

Mr. Ben-Naceur has also worked as a director of the International Energy Agency and as an energy minister for the Tunisian government. He has also taught several SPE courses on global energy, and strategic thinking and planning. He has coauthored over 120 publications and 17 books.

Mr. Ben-Naceur holds a bachelor's degree from the Paris Diderot University and a master's degree from Ecole Polytechnique in Paris.

Fireside Chats

Iain Cooper is the CEO at SeekOps Inc., based in Austin. SeekOps is providing the energy industry with reliable, accurate and timely emissions detection, quantification and reporting. He was previously with Schlumberger for 28 years, most recently founding and managing their Corporate Venture Capital (CVC) activity. Prior to his role managing Schlumberger's CVC group he was Global Product Development Manager for their Well Services division, and Research Director for Drilling. Iain co-authored and edited the Textbook on 'Advanced Drilling & Well Technology' for the Society of Petroleum Engineers and has 26 granted US patents in a range of oilfield technologies. He is on the advisory board at Houston Mechatronics and on the Board of Directors of Jacobi Motors Inc. Iain is a Chartered Scientist, and Fellow of the Institute of Physics. He holds a PhD in Meteorology, as well as Mathematics and Physics degrees. Iain is married with two children, and lives in Canyon Lake, Texas.

David Lod has spent the past 16 years in senior leadership roles. He was responsible for building and managing critical data centers facilities for Shaw Communications Inc as VP and GM, and for overseeing the P&L, operations, key client relationships and product development. Previously, he was Vice President of Enterprise Sales for Rogers Communications Inc. and Executive Vice President & Co-owner for Pivot Data Centers (a high growth firm that was acquired by Rogers Communications Inc. in 2013). David has supported clients across the world in his career.

Bryant Mueller is Area Director of Sales at Aspen Technology, which delivers software that helps the world's largest oil and gas, chemical and engineering companies achieve their goals in safety, sustainability and operational performance. Bryant has spent his entire career developing, marketing, selling, and deploying digital solutions in the energy industry. He has been an SPE volunteer for more than 2 decades and has held various leadership positions, including serving on the International Board of Directors. He holds a degree in Mechanical Engineering from The University of Tulsa where he played varsity soccer and met his wife. They have 3 daughters and live in Sugar Land, Texas.

David Reid's life and career has focused on the development of people, business, technology, and culture. He has been a pioneer and champion of strategic growth in technology, business models, machine design, and industrial digitization. He is a global public speaker on innovation, change, and leadership, as well as being an advocate in addressing modern slavery. David serves on the boards of the Society of Petroleum Engineers, the National Ocean Industries Association, and Redeemed, a trauma informed recovery program for sex trafficking survivors. David has written many published technical papers and magazine articles, with patents in drilling systems and automation. He has founded industry groups in technology, diversity and inclusion, a startup village, and RedM, a pro-bono crowdsourcing organization. A winning team member of the first Rockets and Rigs hackathon with a NASA patent-based start-up company, Permittivity, also serving as an advisor to their board.

Angela Smoller, CPA, is a highly diversified financial executive with experience ranging from Big Four public auditing to Fortune 500 corporations to PE and VC backed companies. She has worked in many industries, including enterprise software, SaaS, Oil & Gas, BPO, healthcare, and telecommunications. Angela's deep expertise in operations, finance, and accounting has helped lead to multiple successful exits for companies she has supported. Angela is currently the CFO for SeekOps Inc. and serves on the BoD of a non-profit, The Nourish Foundation. She holds both master's and bachelor's degrees in Accounting. Angela is married with one son, and lives in St. Petersburg, Florida.

Table Topic Discussions

Andrea Course, Venture Principal with Shell Ventures

At Shell Ventures, Andrea invests in innovative start and scale-up companies that accelerate the energy transition, focusing in the areas of ML, AI, Robotics and Decarbonization. Currently she sits on the boards of Innowatts (Digital Energy Platform) and Osperity (Intelligent Visual Monitoring). Andrea has 15 years of experience in the energy sector as both technical SME and investor. Prior to joining Shell, Andrea worked as Venture Principal at Schlumberger Technology Investments. In addition, she is a speaker, environmentalist and gender equality advocate who supports minority-owned startups as founder and managing partner for Course Investments as well as an Advisory Board Member of the business angel Minority association (baMa). She holds a degree in Engineering Physics from the University of Central Oklahoma, a Master of Science from the University of Oklahoma in Aerospace Engineering and an executive MBA from the University of Houston.

Will Foiles, COO and Co-founder of Project Canary

Will Foiles is responsible for overseeing day-to-day operations, new product development, growth strategy, and long-term data projects. His background in energy finance and prior work developing data acquisition technologies is vital to Canary's long-term technology goals. Will holds an MBA from the Stanford Graduate School of Business, an MS in Environment and Resources from Stanford's School of Earth, Energy & Environmental Sciences, an MS in Finance from Villanova's School of Business, and a BBA in Real Estate from the University of Georgia's Terry College of Business. He is a Chartered Financial Analyst (CFA) Charterholder.

Narendra Vishnumolakala, Co-Founder of Teale

Narendra Vishnumolakala is one of the three co-founders of Teale, a seed-funded energy technology startup working towards accelerating the digital transformation of the Energy Industry. Narendra is currently a Ph.D. student at Texas A&M University, and he has more than six years of experience in the Oil & Gas industry. He most recently served as an Automation Subject Matter Expert at ExxonMobil, where he successfully completed several engineering projects. He holds a Master of Science in Petroleum Engineering from Texas A&M University and a Bachelor of Science in Electronics and Instrumentation Engineering. In his Ph.D., he is now researching and developing Artificial Intelligence solutions to improve Oil & Gas as well as Geothermal drilling operations. He is currently serving as 'DeBaKey Executive Research Leader' of the Aggie Research Program; 'Vice President' of Texas A&M Graduate Consulting Club; and 'Startup-Founder' at Texas A&M Engineering Incubator.

Deanna Zhang, Director - New Energy Ventures with Tudor, Pickering, Holt & Co

Deanna Zhang is a Director at Tudor, Pickering, Holt & Co. She helps lead the Energy Technology Banking division, covering clients in areas such as oil and gas software, industrial technology, new environmental infrastructure, and alternative energy. She is responsible for deal origination and execution, performing industry and company research, and providing thought leadership in the energy technology space. She has written over a hundred articles on the topics of energy transition and technology. Prior to joining the Energy Technology Banking team, she was the Energy Tech lead for TPH Research. Deanna holds a BA in Statistics from Yale University.

