

The First Online Oil & Gas Crowdfunding Proprietary Platform for Investors, eOilBoom.com is Designed Around the Premise that Individual Investors can Invest into a Single Drilling or Production Deal through an Easy to Use, Automated Process

**Financial  
Crowdfunding Oil & Gas**

**eOilBoom.com**  
**281-954-2850**  
**www.eoilboom.com**

**Rodney D. Giles**  
**CEO**

**BIO:** Rodney Giles is a native Texan, born and raised in the great city of Houston. Growing up watching his father, a successful businessman, Rodney too had a passion to be an entrepreneur. With his enthusiasm for business and love of technology, Rodney turned his first venture, a web hosting provider, Eleven2, Inc., into a global powerhouse, upon which it still is today, with tens of thousands of customers operating almost half million websites with company presences and employees in London, India, Singapore, Tokyo, Phoenix, Dallas and Houston. Rodney's second business success was entering the Oil & Gas industry and acquiring several hundred producing oil & gas assets. Rodney's success in the Oil & Gas industry lead to the realization of how low-tech the industry was, which inspired his current venture eOilBoom.com.

**About eOilBoom.com:**

eOilBoom.com is the first online oil & gas 'crowdfunding' platform. eOilBoom.com facilitates the marriage between both the investor and oil & gas companies. eOilBoom.com's proprietary platform is designed around the premise that individual investors can invest into a single drilling or production deal. We started building our platform from the ground

up to make browsing each deal extremely easy to the end user. Every user can walk through the deal's lifecycle quickly and efficiently because the platform is fully automated. With the innovative design of eOilBoom.com, this new funding vehicle will truly be industry-shaking as the majority of all transactions are already done on a joint venture basis. eOilBoom.com finally takes what is currently being done offline to an online, easy to use format which allows for business deals to be conducted 24x7.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Giles, would you explain the concept at eOilBoom?

**Mr. Giles:** eOilBoom is a funding platform that pairs investors with oil and gas deals. We do this through a crowdfunding model, so that multiple investors can purchase the same deal. What is unique about oil and gas is that it is designed, from a ownership standpoint, so that multiple investors can invest into a well.

**CEOCFO:** Has crowdfunding been tried before with oil?

**Mr. Giles:** No. From what we can tell crowdfunding has not been tried on the online method. However, most oil and gas deals are already done with multiple investors. Therefore, it is already being done, but in an offline method. Therefore, we are just taking that online here.

**CEOCFO:** Why now? Why is this the right time?

**Mr. Giles:** There are many changes going on right now with the crowdfunding rules and regulations, with the SEC so it has been a perfect opportunity to harness those changes. It was the perfect time for me, from a technology background and moving into the oil and gas industry.

**CEOCFO:** Who is your target customer?

**Mr. Giles:** We have two customers here at eOilBoom. We have both the oil and gas companies that have the deals who are looking for funding for deals and then we also have retail investors who want to "get a piece of the action" here. They want to get a direct ownership in either a producing well or the opportunity to drill a new well.

**CEOCFO:** What is the interest today in oil? It is very cyclical.

**Mr. Giles:** It is a very fluctuating, volatile market and that is something that we actually like. There is very high interest. Right now, oil prices are trading over one hundred dollars a barrel. It is just a very profitable business model that people are very excited to get a piece of. Before eOilBoom the only opportunity for them to get a piece of it was buying a publicly traded stock or MLP, and so on. Now we are giving people the opportunity to own a direct piece of these assets.

**CEOCFO:** How do you reach both ends of the equation?

**Mr. Giles:** Currently, we are very fortunate that we are having very good feedback on getting deals to our platform. We are mostly targeting the

oil and gas industry right now, with what we call our soft launch. We understand that there is an uphill learning curve for most non oil and gas industry folks. Therefore, targeting the oil and gas industry as a whole seems to be very good for us at this stage.

**CEO CFO:** What is the business model for you when it is all said and done and people are at both ends?

**Mr. Giles:** We just take a cut of all of the deals that we furnish on our platform. Therefore, if it is a drilling deal we are going to take a piece of the ownership there is, so we are only compensated if the well is successful. On a production deal that has existing production on place we are going to take cash compensation brokerage fee. The actual percentages vary on the size of the transactions.

**CEO CFO:** What information will you be providing potential buyers so that they can make an assessment?

**Mr. Giles:** We have two types of investment opportunities. We have a drilling prospect with which the go and drill a new well. In that we are going to provide all of the surrounding information of all of the producing wells in the area; any geology reports, any maps and anything else that the operator provides us. There may be seismic interpretations in the area and seismic maps. That is something that we will provide to all of our users for them to make their own determination. We do not provide any investment advice here, but we try to provide as much information as possible. We like to make our oil and gas operators know that the more information they can provide us the faster and better likelihood they are to get funded. On the production side it is very simple. We really just need to provide our end users with the history of the production. If the wells have been in place for fifty years we just provide a historical representation of the existing production. Then our end users can make a determination of a future production based on existing production in most of the cases.

**CEO CFO:** Do you anticipate the people who are coming to the site from the purchaser's side paying attention? Do you expect people to be the type that will be reading through it? Do you think you are going to get more people that will just say, "Lets throw a few dollars here"?

**Mr. Giles:** We hope not. We hope people would make an educated decision and find a professional opinion if they are uninformed. We do understand that there are going to be folks that do make an ill informed. As my personal opinion in drilling for oil and gas goes, I would much rather invest evenly in 20 wells versus all of my capital into one single well. That is what I feel like this platform is really going to provide the opportunity for. It is just greater diversity and to be able to spread your investment risk out.

**CEO CFO:** What is your geographic

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reach on both sides?

**Mr. Giles:** As far as investor based, we are open to investors' worldwide. We have no limitations there. Currently, the investors do need to be an accredited investor. As far as the actual deals that we are hosting and accepting, they are limited to the US right now. At the current time we do not have any plans for any international expansion, but that could potentially change in the future.

**CEO CFO:** You mentioned a technology background. How is that helpful for you in making certain that everything is; one, user friendly and two, really runs as smoothly as it should?

**Mr. Giles:** It is a very important aspect for us to build a very user friendly site. That is an expertise that I bring to the table. I am not a programmer, but I definitely understand how the software aspect works. We

are able to work with our programmers who are very educated in that area. While I am not a petroleum engineer or a geologist, I do personally own many oil and gas assets. Therefore, I am able to speak both sides of the spectrum, here. It is very useful.

**CEO CFO:** Is there any information that you would like to be providing that you are not providing today or is your offering pretty much complete?

**Mr. Giles:** I feel as if our offering is very complete at this time. There are a few other unannounced, very key features that we are working on that we plan to announce and release at a later date, that I believe is going to make a better informed decision for most of our investors. It is both done with some in house work that we are doing as well as potential partnerships that we are working on at this time.

**CEO CFO:** What is the financial picture like for the company? Are you funded to get through the steps you need?

**Mr. Giles:** We are currently funded and we are in an active role right now. We have built our prototype. We funded a few deals. We are at

a stage where our concept is proven, our response is great and we are in the process of ramping up increased staff and increased growth.

**CEO CFO:** Are you aware of any competition?

**Mr. Giles:** We have never been afraid of competition in the past. I came from the web hosting industry, which has tens of thousands of competitors. It has never been a deterrent to our business. We actually hope there is competition in the future. We feel as if it will make our product better and force us to work even harder. However, at this time we are not aware of any real players.

**CEO CFO:** What is the timetable for you in the next six months to a year? What are some of the concrete steps?

**Mr. Giles:** The next six months is to grow our platform. We came off of some very successful conferences in

the past few weeks and months. We are in the process of major growth. We are evaluating, probably close to one hundred deals right now that we are looking at; putting on our platform, pitching to our investors and getting those closed and funded. We also have a very aggressive and active travel schedule and conference schedule in the next six months, to get our brand awareness out there. We are very excited about where that is going to take us.

**CEO CFO:** What goes into the evaluation process for you? Why might you not list a deal?

**Mr. Giles:** There are many factors. We feel that many of those factors

are very proprietary and confidential to our model at this stage. However, a few points that are very key to us. When we have an oil and gas operator with a deal we want to find out how much capital they have in the deal. If they have little to no capital invested, we generally will not even entertain the deal. We also look at it from the standpoint of would we personally invest in it. There are a number of factors that we go through to find that out. Much of that has to do with offsetting production. We try to make sure that the costs are in line

**CEO CFO:** Why should investors and people in the business community be paying attention to eOilBoom.com?

**Mr. Giles:** We finally give the investors a great alternative for alternative investments. Many times people can buy into a stock or high dividend oil and gas MLP. However, they do not get a direct piece of the action. Therefore, we finally give the investors the direct opportunity to take and receive direct revenue from the operators. That is what really made our model different than anything else that is out there. We are really excited about what we are doing. We really feel like this is cutting edge. That is the reason we wake up every day and get to the office and start working on everything that we are doing here.



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