

# From Oil & Gas to SaaS

An introduction to the software industry

# Introductions



**Danny Watson**  
COO, One Therapy  
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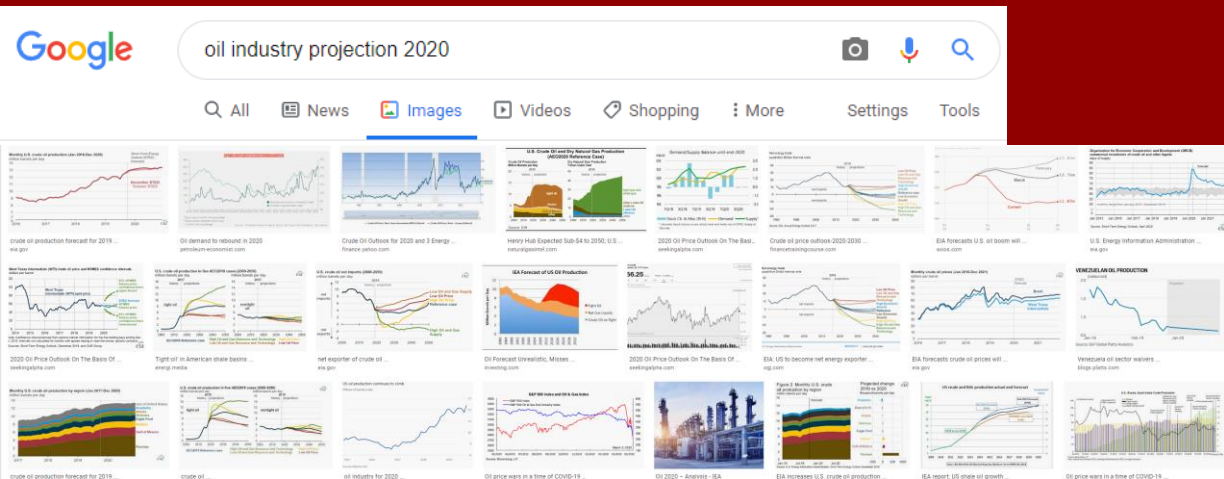


**Matt Harriman**  
Founder, Pod2 Consulting



# Questions to answer

- Why should I consider working in software?
- What is software?
- How do software companies work?
- How might oil & gas skills translate?
- What resources are there?



**\$322.91 Billion**  
 +  
**10% annual growth (CAGR)**

\*Only includes B2B

# Technology

## Software

- Programs and other operating information used by computers



## Basically everything else

- Agribusiness / Agbio
- Biotechnology
- Business Methods
- Chemicals and Materials Science
- Communications Technology
- Consumer Products
- Electronics and Semiconductors
- Energy and Clean Technology
- Food Science
- Mechanical Devices and
- Manufacturing
- Medical Devices and Diagnostics
- Pharmaceuticals
- Software and Information Technology
- Transportation, Automotive and Aerospace

# Software

## Target Customers

**B2B** (Business to Business)

**B2C** (Business to Consumer)

## Delivery Method

**On-Premises**

**SaaS** (Software as a Service)

## Revenue Model

**One-time Purchase**

**Subscription**

Terminology Resources: [tech terms](#) and [SaaS Glossary](#)

# Ownership Drives Priorities



## Bootstrap

Founders, executives, and employees own the company.

Zero or minimal outside investment

- “Lifestyle business” – Quality of life and profit
- Change the world
- Get funding
- Exit



## Private Funding – Controlling Interest

Venture capital, private equity, or other outside investors own the majority of the company.

- Exit
- Profit (maybe)



## Private Funding – Non-Controlling Interest

Venture capital, private equity, or other outside investors own a significant stake in the company.

- Exit
- Profit (maybe)



## Public

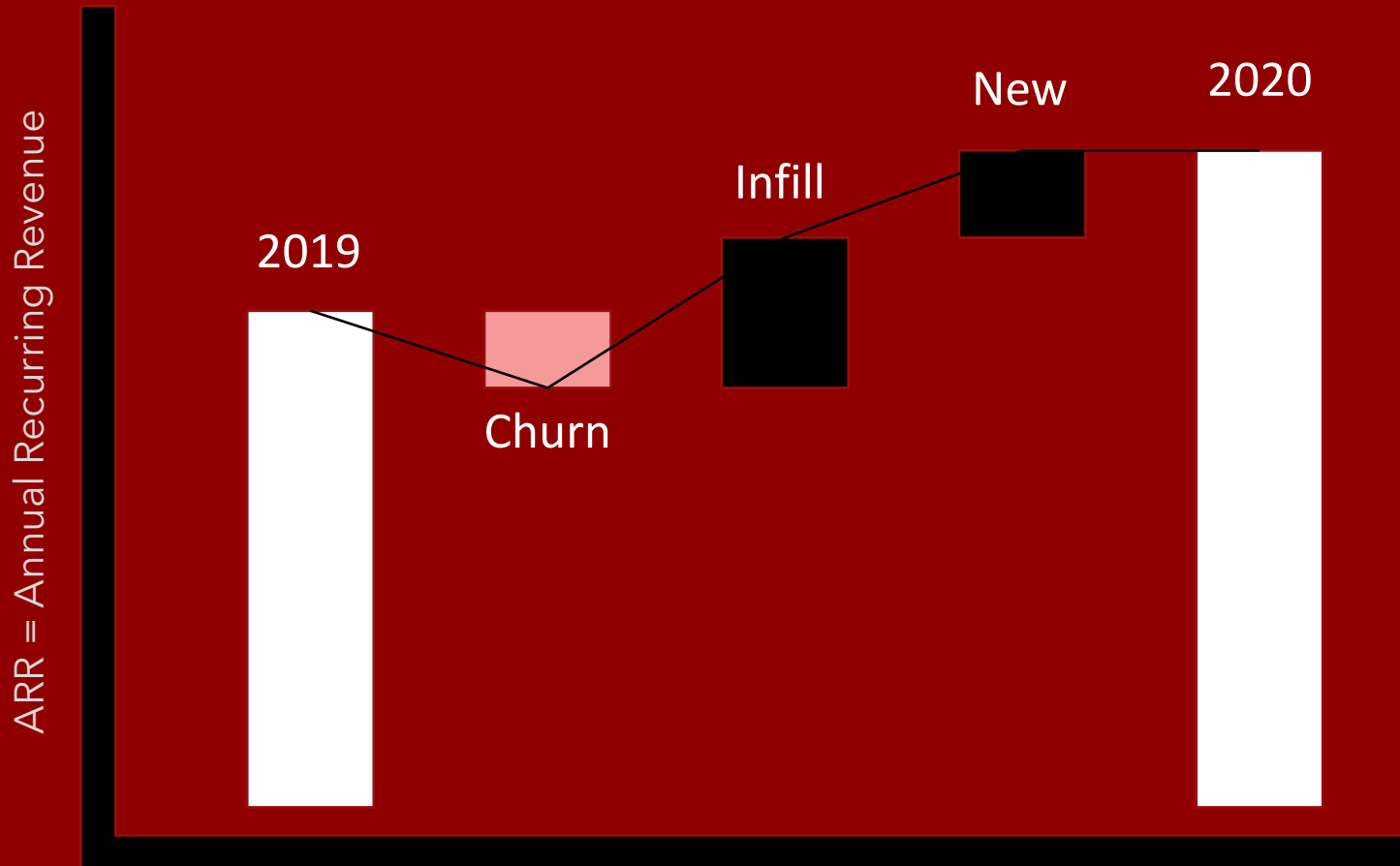
Company is publicly traded.

- Increase shareholder value

Ownership

Goals

# ARR Drives Valuation (usually)



Typical multiples =  
3x-12x ARR

Clubhouse valued at  
**\$100 million.**

No revenue. No users 2 months ago...



# Typical Company Structure

## Back Office

Accounting

HR

Finance

IT

Operations

Corporate  
Development

## Product

Development

Security &  
Compliance

QA/QC

Product  
Management

Data Science

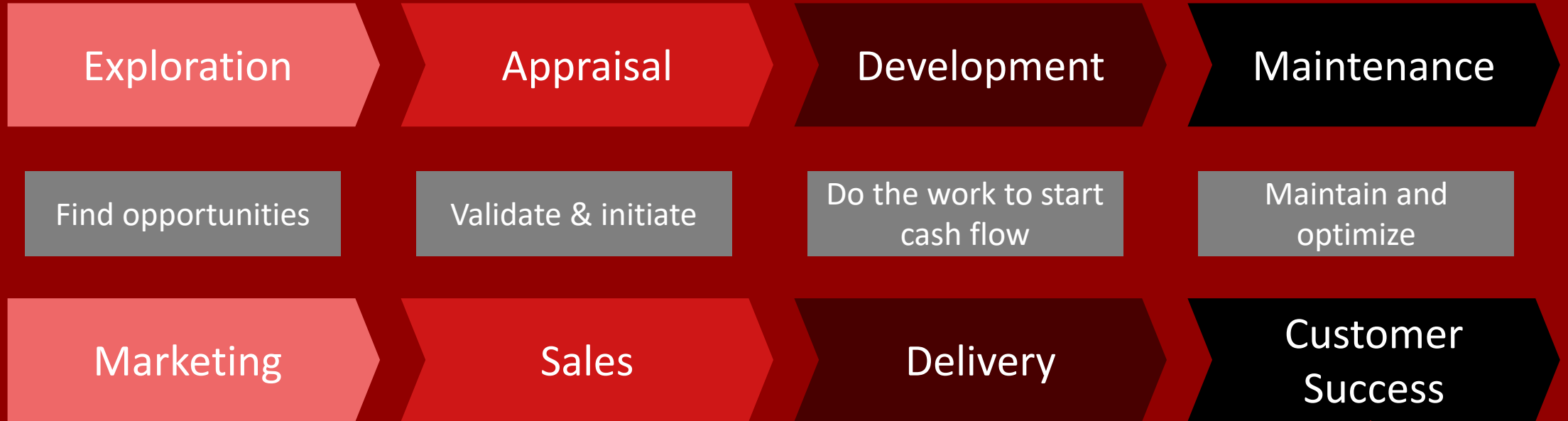
## Front Office

Marketing

Sales

Delivery

Customer Success



Top 10 Fastest Growing Professions [Source](#)

## Marketing

## Sales

## Delivery

## Customer Success

Capture attention.  
Identify and educate the market.  
Convert leads to prospects.

- Market analysis
- Promotions
- Advertising
- Branding
- Social media
- Digital marketing
- Event management
- Cold-calling (SDRs)

- Tech-savvy (SEO, CRM)
- Analytics
- Communication
- Tool: Hubspot

Understand how the product can solve customer problems.  
Convert prospects to customers.

- Solution design
- Business development
- Sales
- Relationship management
- Demonstrations
- Negotiation
- CRM

- Complex sales experience
- Relationship building
- Collaboration
- Tool: Salesforce, MS/G Suite

Provide the solution that the customer purchased.

- Implementation
- Installation
- Application delivery
- Training
- Integration
- Consulting
- Project management

- Customer service
- Project management (PMP)
- Integration (Oracle, SQL)
- Tools: **theirs**, Excel, Clarizen

Keep the customer.  
Ensure customer continues to achieve their desired outcome.  
Identify opportunities to expand

- Account management
- Technical support
- Customer Success
- Customer Marketing
- Customer Analytics

- Customer service
- Collaboration
- Tools: Gainsight, Zendesk, Salesforce

Purpose

Functions

Top Skills

# Use the internet to your advantage



Professional networking



Access to tech ideas, insights, trends



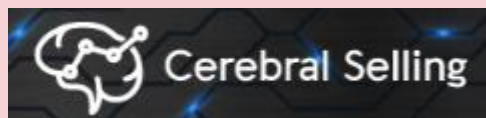
Gumroad – a marketplace to make money off your hobby



Customer Success training and certification

**DIGITALWILDCATTERS**

Layoff tracker + who's hiring in oil & gas



[Youtube](#), [blog](#), and [book](#) for modern sales skill development.



- Software jobs without coding
- Top [industry] software companies
- Top tech companies in [city]
- Resume tips for [position]
- Interview tips for [position]



**Khan Academy**

Free online courses for almost everything



**Lambda**

Fast tech education with deferred tuition



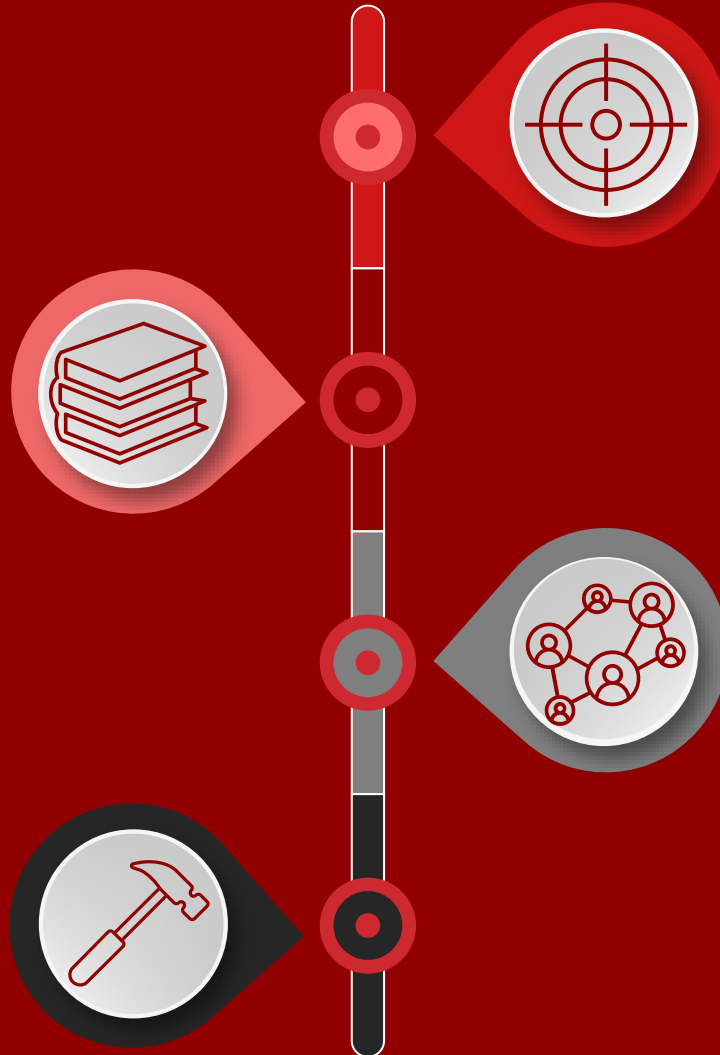
# Next Steps

## Determine skills needed

- Is training, certification, education necessary?
- If so, make a plan to get it.
- If not, learn more about it anyway.
- Links:
  - [Bootcamps won't make you a coder](#)
  - [Getting into Data Science](#)
  - [Project Management Certification](#)
  - [Modern Sales Training](#)

## Focus on your target

- Network in your target market. **LinkedIn**
- Apply to specific companies.
- Focus on your value, not your need.



## Identify your target

- Industry
- Companies
- Role
- Links:
  - [Career Tool Kit](#)
  - [Define Your Purpose](#)

## Get your resume and online presence right

- Fit it to your future, not your past
- They will google you. Clean up your facebook.
- Links:
  - [Resume Tips](#)
  - [Tech Resume Tips](#)
  - [LinkedIn Profile Tips](#) and [More and More](#)

# Leaving Oil & Gas

Danny Watson, COO of One Therapy Network

# Q & A



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How do I answer the layoff question?



# Should I learn to code?

## If so, how?

### Resources

[Bootcamps won't make you a coder, here's what will](#)

[Alternative to bootcamps](#)

### Guidance from a self-taught programmer with an engineering degree

In general a lot of bootcamps focus on a particular set of technology (e.g. a language like JavaScript or a library like React) but they don't do a great job of teaching fundamentals (e.g. how to learn on their own, some of the basic concepts). So it could be worthwhile, because listing particular technology on a resume might be enough to get a foot in the door at some software companies. But filling in the fundamentals later could obviously be challenging for people.

For people starting out, I'd recommend they pick out a small software project they're interested in (there are lots of ideas online) and just try to build it so they can work towards a concrete goal. To do this, they can learn by reading tutorials and examples online (e.g. FreeCodeCamp), participate in a community to ask questions and get help from others (Discord is actually a great place to find programming communities), or take a course/bootcamp if it would be useful (there are tons of free online courses), or find a mentor for guidance (many senior developers like me out there happy to introduce people into programming).

Afterwards they could continue to build confidence by creating more of these small projects and start to apply for jobs in the meantime. Any programming languages/technologies used in the projects can be listed on a resume, and all of the projects can be discussed in an interview. When candidates were able to show that they turned an idea into a real piece of software, it was worth way more to me (as a past interviewer) than courses or bootcamps listed on their resume.

Also I don't think a computer science or computer engineering degree is needed at most companies these days, so they shouldn't need to worry much about that (especially after they have a couple years of experience in software).

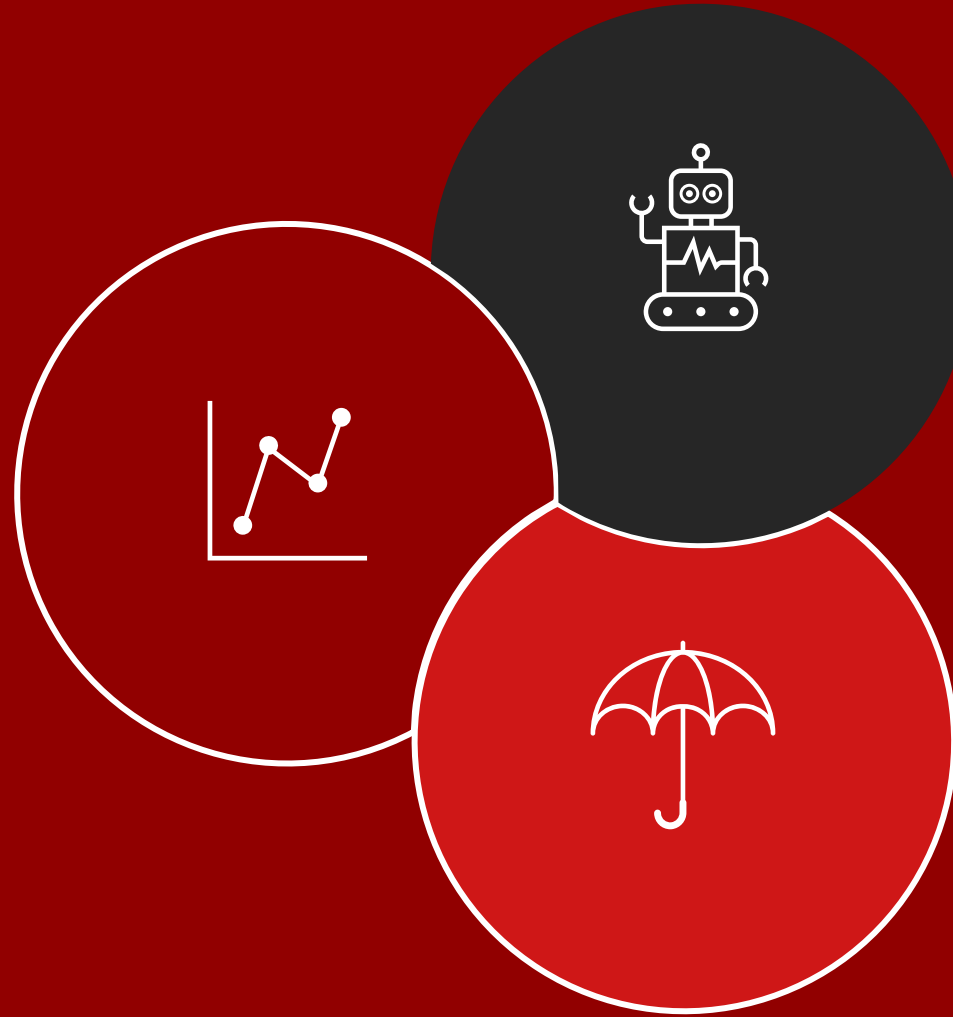
Thanks to my friend Josh Groves for this thoughtful input.

What roles are there in data science?

# Roles in Data Science

## Product analytics & reporting

- Business metrics, automated reporting
- Education: Statistics
- Skills: SQL, Python/R



## Machine Learning

- Typically more research focused
- Education: M.S., PhD
- Skills: Deep ML, programming, C/Java

## DS Generalist

- Blend of other roles
- Education: Basic stats, basic ML
- Skills: SQL, Python/R

I'm 20+ years into my career. Is it too late?

## Interview question

Once oil prices come back, will you go back to your high-paying job?

How do I get my foot in the door?

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Thank you!