



STRATA9

THE SUBSURFACE EXCHANGE

The Zillow of the Subsurface

Oil & Gas · Water · Pipelines

"Every asset is already on the map before anyone arrives to sell it. That is the company. Everything else exists to make it work."

Strata9 Inc. · Houston, Texas · strata9.exchange

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THE OPEN MARKET LAYER FOR SUBSURFACE ASSETS

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The map everyone reads, and the market that meets on it

Strata9 is the Zillow of the subsurface. Every well, every tract and every disposal facility on the continent sits on one public map before anyone arrives to sell it. Look beneath any ground in the country and the answer is there, free, with no account and no sales call. The market is what that map makes possible.

Real estate worked this way long before anyone thought it remarkable. A house has an address, a history and an estimate whether or not it is for sale, and because every buyer already browses that map, every agent lists on it. The listing service did not replace the broker. It gave the broker an audience.

The subsurface never had that map. An interest exists, produces and changes hands with no public place to see it, which is why a mineral package still travels by email and relationship rather than by search. Strata9 builds the map, publishes it free, and opens a venue on top of it where the people who already move this market can be seen by the people who want to buy.

The position is deliberately collaborative. Strata9 runs no auction, takes no commission and closes no transaction. It is the open marketing arm of an industry that has never had one: a megaphone that existing desks, brokers and platforms point their own deals through, and a discovery layer that sends qualified attention back to them.

**Map the record everyone needs.
Give the market a place to meet on top of it.**

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The shortest description

Zillow did not begin as a place to sell houses. It began as a place to look at them. The estimate on every property, for every address, whether or not it was listed, is what brought the traffic, and the traffic is what made the listing worth placing. Sellers followed buyers. Buyers followed the map.

Strata9 applies that order exactly. The map comes first and is free permanently: wells and their operators, status and production, basins and named fields, permits, laterals, injection and disposal, pipelines and seismic activity, rendered as one continuous continental surface rather than a set of portals. A landowner can look beneath their own acreage. A broker can read a county's activity before a call. An operator can see its own footprint and its neighbours' on the same map its counterparties are reading.

What follows is a market with an audience already in it. When a package is published on Strata9 it appears as a priced pin on ground that buyers are already looking at, rather than as an email into a list. That is the whole mechanism, and it is why the free layer is not a marketing cost. It is the asset.

WHERE THE ANALOGY ENDS

It describes the model, not the scale, and the subsurface is harder in one specific way: title is not a street address. Ownership is fractional, severed and often contested, so a listing carries a verification standard a house never needs. Strata9 is built around that difference rather than around it.

The master record

Strata9 holds the continent's producing and abandoned wells in one vocabulary, one identifier and one refresh cycle. Coverage is not a static dataset that was gathered once. It is an engineering system that absorbs a new jurisdiction in days and keeps every jurisdiction current automatically, with published guardrails that refuse to publish a state whose record fails its own checks.

5.2M WELLS OF RECORD	33 US STATES	7 PROVINCES, TERRITORIES AND COUNTRIES	Daily AUTOMATED REFRESH
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The rate matters more than the total. Coverage crossed from a single state to the majority of the American record, then across the Canadian border and offshore, inside one build cycle. The same playbook runs each time: structure the jurisdiction, give every asset a permanent identifier, render it onto the one map, open the market on it. There is no reason that playbook stops at a coastline, and the destination is explicit: **the central repository and the venue for every subsurface asset selling or leasing anywhere in the world.**

One name for every asset

Every well and every package carries a permanent Strata9 identifier that survives a change of operator, a renumbering or a border. It is the same key on the map, in the market, in a firm's inventory and in the catalogue, and it is what makes a package that crosses three jurisdictions a single object rather than three spreadsheets.

Intelligence, not just inventory

The map answers the questions that decide whether an asset is worth a call. Which operators are moving in a county and how fast. Where permits cluster this month. What a named field actually holds, who controls it, and whether it is still being drilled. Where disposal capacity sits and what the seismic picture does to its value. This is the layer a professional works in every day, and all of it is free.

An ally, not a competitor

Strata9 does not want the deal. It wants the deal to be seen.

The instinct in this industry is to read a new platform as a threat to someone: to the A&D desk, to the broker, to the transaction venue that runs the close, to the data terminal an institution already pays for. Strata9 is none of those things, and the distinction is structural rather than diplomatic.

It runs no auction and sets no price. It takes no percentage of any sale and never touches the funds. Title, diligence, negotiation and closing happen where they already happen, with the professionals who already do them. The platform's revenue does not depend on a transaction completing, which means it has no incentive to insert itself into one.

What that makes possible

Because Strata9 is not bidding for the transaction, it can carry everyone's. An established desk can syndicate its inventory onto the map and keep its own brand, its own process and its own client relationship untouched, while gaining a public audience it would otherwise have to buy. A boutique firm with three packages gets the same shelf as a national one. A platform that runs closings gains a discovery surface in front of its own funnel rather than a rival behind it.

THE OFFER TO THE DESKS

Keep your deal. Take our audience. List what you already represent on a map that buyers browse for reasons of their own, at no commission and no cost for a standard listing. The relationship stays yours. The exposure is ours to give.

The megaphone, and why it pays for itself

Every professional in this market faces the same constraint: distribution. A package is only worth what the right buyer will pay, and the right buyer has to know it exists. Today that discovery runs through personal networks, which are narrow by construction, and through closed terminals, which are expensive by design and reach only the institutions that can afford them.

Strata9 widens the mouth of that funnel deliberately, by giving away the part that attracts traffic. Basins, fields, well intelligence and county activity are free to everyone, permanently and without an account, because that is what brings a continuous flow of owners, buyers, investors and operators onto the map for their own reasons. A listing placed into that flow is seen by people who arrived to look at the ground, not by a mailing list that arrived to be sold to.

The shared win

Brokers and desks	Distribution without giving up the client, the brand or the fee. A frictionless public shelf beside the record itself.
Buyers and investors	One place to discover what is available, with the public record behind every asset rather than a PDF and a phone number.
Owners	The ability to see and understand what sits beneath their own ground, free, before anyone asks them to sign anything.
Operators and agencies	A continental view that does not stop at the state line their own systems stop at.
The industry	Modern infrastructure it did not have to build, and liquidity that compounds as more of the market becomes visible on one surface.

Liquidity is the point. A market where supply is visible to all demand prices better, clears faster and includes participants that a relationship market excludes. Every additional listing makes the map worth more to buyers; every additional buyer makes the map worth more to list on. That loop is the business.

Three markets on one set of rails

Minerals and royalties. The founding market, where the well record is the asset record.

Undeveloped acreage. Identified by survey and deed, and held to a stricter human review precisely because no public well record stands behind it.

The water economy. Modern drilling produces several barrels of water for every barrel of oil, disposal capacity trades as an asset in its own right, and Strata9 lists that capacity beside the injection record and the seismic activity that increasingly determines what it is worth. Here there is no incumbent to work alongside. It is the first open venue of any kind.

Business model

Strata9 charges the firm, never the individual. Every tool is free to everyone who uses it, because that is what brings the market to the map.

The map	Explore, watch, track, audit, set alerts, contact a seller. FREE
Professional tools	Advanced layers, permit trends, directory profile, lead CRM, multi-client management. FREE
Broker console	Claim, package and publish at a flat rate for any seat count. Featured placement is a flat fee. No commission, ever. FLAT RATE

A landman who works inside Strata9 every day is one more person in front of the listings firms pay to show. The audience is what the firms buy.

Why this compounds

The advantage grows with use rather than with spend. Every claim, every completed record, every package and every standing buyer improves the next participant's experience, and all of it accrues to a permanent identifier the platform owns.

The contributed layer

State files are thin, and sometimes stale. A firm can supply what actually sells an asset: the current operator, the producing formation, lateral length, working and net revenue interest, operating cost, its own volumes. Those figures sit beside the public ones, labelled as the firm's, never blended and never overwriting. That contributed layer cannot be scraped by anyone, because it is what professionals know and no agency publishes.

Coverage as an engineering asset

Structuring one jurisdiction is a project. Structuring dozens, holding them in one vocabulary under one identifier with a daily refresh and an audit that refuses to publish a bad record, is a compounding capability. The speed at which Strata9 now adds a jurisdiction is itself the barrier.

A position the incumbents cannot copy

Being open is not a pricing choice, it is the architecture. A terminal funded by annual contracts cannot give the record away without dismantling what pays for it, and an auction funded by commission cannot be neutral about whose deal wins. Strata9 can be both, which is why the rest of the market can use it without being threatened by it.

Where this goes

Coverage continues jurisdiction by jurisdiction and across borders on the same playbook, and the marketplace fills behind it. The broker console is being proven now with firms under a controlled rollout, because a distribution layer earns its reputation one relationship at a time before it earns it at scale.

The end state is a single global exchange and intelligence layer for subsurface assets: one record that an owner, a broker, an operator and an agency all read, and one venue where anything selling or leasing beneath the ground can be found, wherever in the world it sits.

THE THESIS IN ONE LINE

Give away the map, and the market comes to you. The record is infrastructure the whole industry benefits from. The venue on top of it is the business, and it grows every time someone else succeeds on it.

About Strata9

Strata9 Inc. is a Texas corporation based in Houston, building at the intersection of geospatial software and the energy industry. It is founded on a software engineer's discipline and a multi-generational understanding of the Texas and Louisiana energy business, aimed at the gap the market left open: a platform powerful enough for a working professional and open enough for anyone at all, that treats access and trust as the product.

Strata9 is live at **strata9.exchange**.

Coverage and activity figures reflect Strata9's own data and the public record as of September 2026. Market-size figures should be independently verified before use in any offering or investment context. This document is informational and is not an offer to sell securities.