



### **The Doctor is In: Thoughts from Dr. Studwell**

Greetings! A year later and ExoConsulting is still here. Now granted, it's nothing like I envisioned. An initial scope of science consulting & grant writing evolved into conducting business development in the motorsports & commodity trading sectors. If you know me well, this may not surprise you. Since the turn of the century, I have been increasingly involved in racing, while I have never strayed too far from energy meteorology. The opportunity to turn one's passions into business pursuits is a rarity and I never take it for granted. Finally, many thanks to my coworkers and friends for believing in me, particularly when I didn't believe in myself.



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*"I think the story of how the brand has progressed is a good one, a legit one and so there's nothing wrong with the brand progression reflecting it. It's a strength in my opinion. It wasn't just some bipolar pivot out of some failure - quite the opposite - it was a progression that happened out of opportunity." - Doug Cohen, M10 Social*

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### **Chesapeake Analytics: Keeping your Company Ahead of the Storm**

As ExoConsulting grew in scope, our overall brand became muddled. Chesapeake Analytics was born out of a brainstorming session and necessity. We now conduct business development services for five trading-focused products from three companies. Not surprisingly, 80% of the products are weather-centric - a reminder of the role that meteorology has in commodity trading. Whether it's electricity or wheat, harsh freezes and extreme heat can drastically impact the markets. Derechos can literally crush corn & soybean crops, but will also send prices skyward. A Category 5 hurricane in the Gulf of Mexico will shut-in energy production but could also reduce energy demand, due to storm-induced power outages. Our meteorological expertise, along with knowing how and WHY the weather impacts the markets make us the company that other companies want to work with. No matter what you're trading, Chesapeake Analytics will bring your business and analytics together.



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#### **Our Mission**

Provide representation and business insights for client success on and off track.  
"Science is our love, racing is our passion."

#### **What We Do**

- ❖ Business Development & Consulting
  - Motorsports
  - Weather & Technical Trading
- ❖ Forensic Meteorology & Forecasting

For more information,  
please visit [ExoConsulting.net](http://ExoConsulting.net)

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