



**GE Capital Services**

**GE CAPITAL**

**Growth Initiatives**

**Situation:** GE Capital had identified a new business opportunity: launching a Web-based private-equity marketplace that would bring together angel investors and entrepreneurs, thereby exposing both parties to a broad pool of ideas and capital. The company's chief marketing officer engaged Denneen & Company to assist in the development of the business strategy, brand strategy, and marketing launch plan for the new business.

**Engagement:** Denneen & Company advised GE Capital on the strategy, product and service offering, revenue model, and business case for the creation of the online community. We also developed the branding and marketing strategies for the launch, which included naming the offering, creating the brand identity, and developing the brand positioning, architecture, and management guidelines.

**Results:** GE VentureMine was launched on time and exceeded first-year targets for entrepreneur and investor recruitment and first-year revenue model projections.