

# ECLP high profile projects

## Approved projects

|   | Project name                 | Problem statement   | Deliverable   |
|---|------------------------------|---|---|
| 1 | Competitive Digital Analysis | Identify competitor B2B activity in digital space to ID platforms for opportunity | Competitive case studies of B2B digital activity                        |
| 2 | Energiewende                 | Identify Germany's new energy policy and impact/opportunity to businesses         | Conduct market pot analysis, product gap analysis and value prop for GE |
| 3 | Silver to Gold               | Identify opportunity for GE Japan to capitalize on the aging demographic          | Research market opportunities, deep dive on potential spaces, solutions |
| 4 | Services                     | Drive growth in knowledge solutions space. Develop commercial capabilities x-GE   | Develop gold standard frameworks for knowledge commercialization        |

**GE Leadership Team involved in every project**