

ENGAGEMENT BRIEF

Vyylo Capital



Situation

While the idea of entrepreneurship is held with positive regard, prevailing narratives increasingly run counter to the vital role that financial development and deployment play in promoting opportunity and creating value within communities.

The client had a different vision.

Eletrope was engaged to drive the creation of an identity that captured this long-term vision—an early-stage venture investor who funds start-ups where financial returns and social value are not just aligned, each requires the other to thrive.

economic performance = social impact

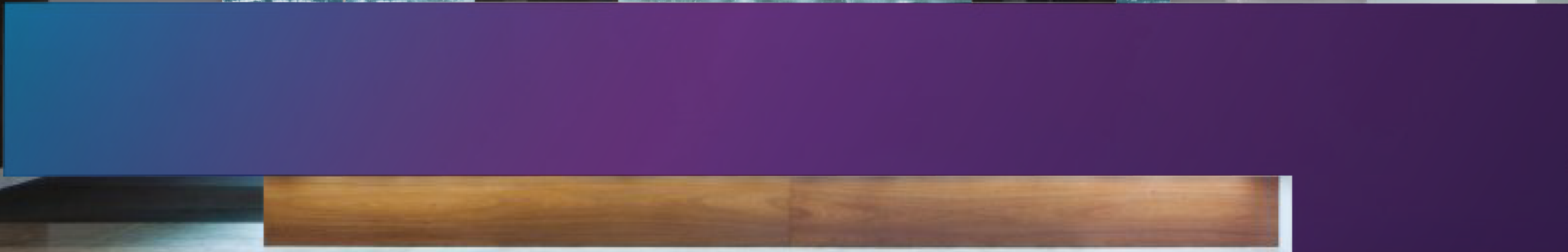
The firm's first investment would create economic incentives for mission-driven finance to prevent healthcare deserts in underserved communities.

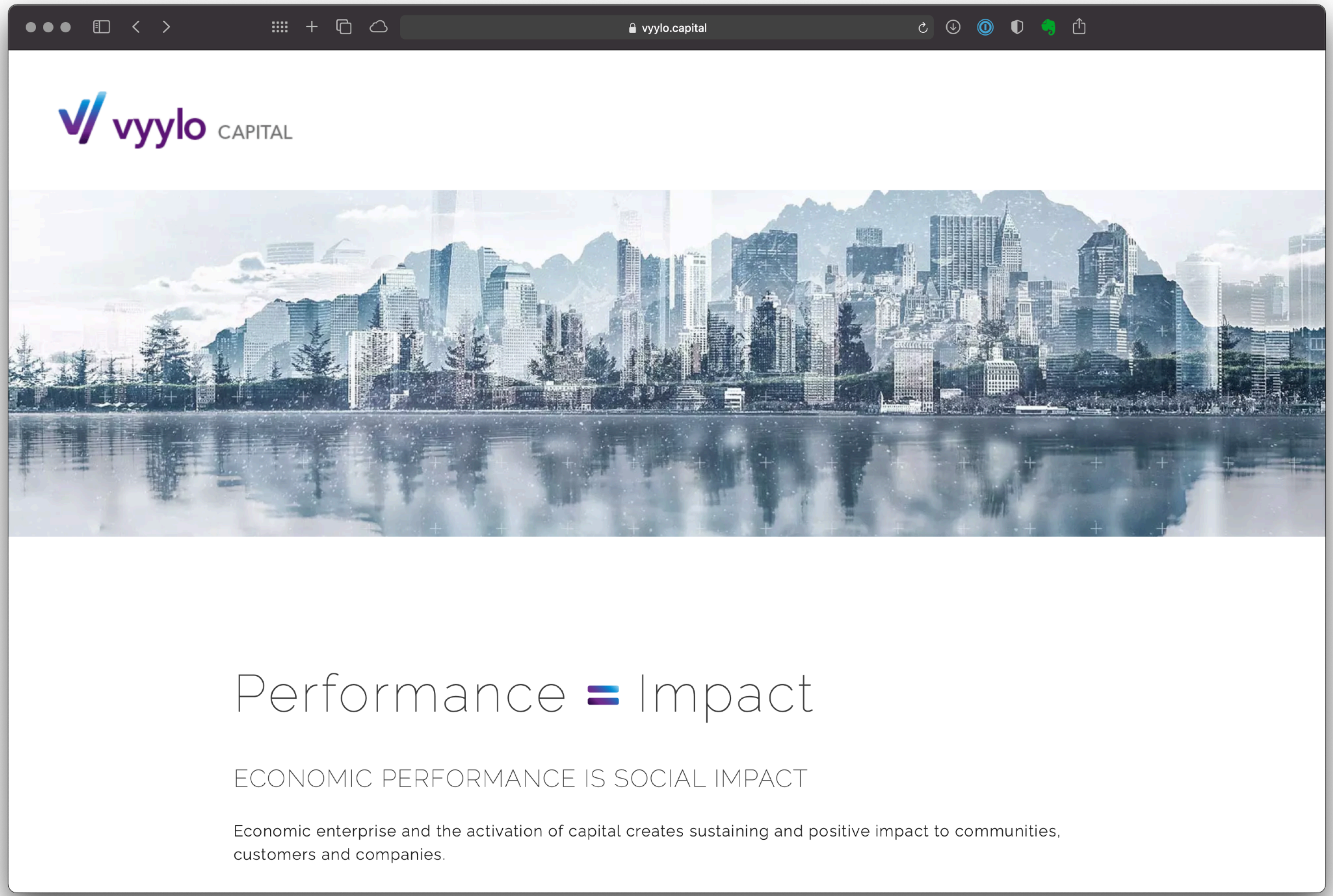


ECONOMIC PERFORMANCE = SOCIAL IMPACT









 vyylo CAPITAL

Performance = Impact

ECONOMIC PERFORMANCE IS SOCIAL IMPACT

Economic enterprise and the activation of capital creates sustaining and positive impact to communities, customers and companies.

Eletrope builds programs that clarify how you connect with your market, identify opportunities to strengthen your position, and engage customers in a memorable and meaningful experience.

To begin the conversation, email

Kenneth Penkowski,
Senior Partner – Eletrope

✉ kenneth@eletrope.agency



Brand Management

Generating keen insights and developing a relevant approach to understanding and delivering a resonate brand experience.



Market Strategy

Deploying the strategies and tactics that drive action by delivering the right message to the right audience at the right moment.



Sales Enablement

Giving sales organizations an unfair advantage through methodologies and mindsets that build competition-proof customer relationships.



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communications marketing design