

CASE STUDY

A TRULY REVOLUTIONARY BRAND FOR A WALL STREET REVOLUTION

The leadership at Lumineye – Wall Street veterans and software pros whose passion for trading is matched by their collective experience building high-end trading platforms – shared a vision: create a platform to arm institutional traders with the insight and precision typically available only to the largest investment firms.

The vision, however, didn't end there. Developing trading algorithms is typically a weeks-long affair, requiring teams of PhDs and millions of dollars of IT infrastructure. What if this new platform could allow users to envision, build, test and execute any possible strategy – no matter how complex – in just hours?!?

After several years of rigorous development and testing, Lumineye knew that they were on the cusp of launching a true industry revolution. They also knew that a company delivering such powerful technology needed an equally powerful brand.

“We’re building a fundamentally different kind of company – and culture – around helping investors imagine any possible scenario and arming them with the knowledge and precision to capitalize when they occur. BrandFoundations understood this from the beginning and did a great job developing our brand platform to reflect the promise of our product and the passion of our people, including the name ‘KnowVera.’ The entire process really gave us a solid foundation for the future. I can’t recommend them highly enough.”

— Harry Temkin, CEO
KnowVera

*new name,
logo and
tagline*

KnowVera
TRUE MARKET INSIGHT



SOLUTION

BrandFoundations guided a Lumineye team through our proven, three-step brand-development process: (1) an internal brand articulation workshop; (2) in-depth customer interviews; and (3) a detailed competitive analysis. We also convened a roundtable discussion with some of the industry's most well-respected institutional traders, gleaning their vital perspectives.

Through these exercises, we were able to clarify the vision and articulate Lumineye's compelling "why": to let traders see – and capitalize on – any market possibility. They also served to coalesce Lumineye's people around a powerful sense of purpose: forever changing the institutional investing game.

IMPACT

As dictated by the resulting positioning and messages we developed, a product and company this revolutionary needed a new and resonant name and tagline: "KnowVera: True Market Insight."

Bridging the concepts of "knowledge" and "truth," the KnowVera brand – complete with new logo and state-of-the-art website – ideally positions the company as a leader in providing institutional investors with something they've desperately wanted: the ability to quickly explore any possibility in seeking the highest returns for their clients.

new website

LET'S TALK ABOUT YOU

We'd welcome the opportunity to learn about your organization and its brand challenges.

Our sweet-spots include (but aren't limited to):

- Technology / Telecom
- Financial Services
- Healthcare / Pharmaceutical
- Consumer / Luxury
- Association / Education

Visit www.brandfoundations.us, follow us on Twitter at [@brandbuiltsolid](https://twitter.com/brandbuiltsolid), email us at info@brandfoundations.us, or simply pick up the phone and call us at **914.841.5166**.

