

Jeff Immelt Opens Up

GE's CEO Wants Your IP | By Patrick Raymond

One of my professors in business school said that it is not a good sign when a company has too much cash reserves: It meant it had “more cash than ideas,” which is bad for long-term growth.

Of course, as independent inventors, we tend to have the opposite problem ... more ideas than cash.

So it was a delightful surprise this past July when our Inventors Association of Manhattan got an unsolicited sponsorship offer (via social networking platform Meetup.com) of \$50 per quarter from the GE ecomagination Challenge. Huh? Thanks for the gesture, but what's the catch?

Turns out they're serious. And they put more than 50 bucks behind it. In fact, they're investing \$200 million worldwide.

Yes, General Electric, that American corporate icon founded in 1892 and still headquartered in Fairfield, Conn., had just begun a national campaign



