An Introduction To Local Investment
## How To Nurture Local Business?

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- Angel Investors
- Angel Clubs
- Venture Investors
- Hedge Funds
- Institutions
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Investor Apartheid
The Impact of $15 Trillion Shift
($186 Billion for Oregon)
Impacts of a 25% Food Shift: Metro Cleveland (2010)

Jobs = 27,000

Wages = $868 million

Value Added = $1.5 billion

Taxes = $126 million
Capital Requirements for 25% Shift in Cleveland ($735M)
The Challenge
“Say You Want a Revolution…”

• Start-Ups
• Bigger Companies
• Economic Developers
• Investment Professionals
• Investors
• Policymakers
Start-Ups

- Sponsorships
- Peer Lending
- Pre-Selling
Some Local Sites

- changefunder
- CommunityFunded™
- The MoneyCrowd
- No Ant Works Alone.
- LUCKYANT.com
Start-Ups

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- Peer Lending
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Start-Ups

• Sponsorships
• Peer Lending
• Pre-Selling
Bigger Companies

• Co-ops
• Direct Public Offerings
• Crowdfunding
Bigger Companies

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Bigger Companies

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Economic Developers

- LIONs
- Funds
- Slow Munis
Economic Developers

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Economic and Community Development Institute
Economic Developers

- LIONs
- Funds
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Investment Professionals

- Targeted CDs
- Local Exchanges
- Mutual Funds
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Investment Professionals

- Targeted CDs
- Local Exchanges
- Mutual Funds
Individual Investors

- Move Your Money
- Investment Clubs
- Self-Directed IRA
Small Business Share of All Commercial Loans

- Small Banks: 56%
- Mid-Sized Banks: 33%
- Largest 20 Banks: 18%

Source: Federal Deposit Insurance Corporation Data, 3rd Quarter 2009
Notes: Small banks are defined as those with $1 billion in assets or less and mid-sized banks as those between $1 billion and $10 billion in assets. The largest 20 banks have an average of $380 billion in assets each. Small business loans consist of commercial and industrial loans of $1 million or less.
New Rules Project’s Community Banking initiative

**Share of Bank Assets**
- Mid-Sized Banks: 11%
- Small Banks: 11%
- Largest 20 Banks: 57%

**Share of Small Business Lending**
- Mid-Sized Banks: 20%
- Small Banks: 34%
- Largest 20 Banks: 28%

Source: Federal Deposit Insurance Corporation Data, 3rd Quarter 2009
Notes: Small banks are defined as those with $1 billion in assets or less and mid-sized banks as those between $1 billion and $10 billion in assets. The largest 20 banks have an average of $380 billion in assets each. Small business loans consist of commercial and industrial loans of $1 million or less.
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• Investment Clubs
• Self-Directed IRA
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• Investment Clubs
• Self-Directed IRA
Policymakers

• Public Bank

• List Offerings & SD-IRAs

• Tax Credit
Policymakers

- Public Bank
- List Offerings & SD-IRAs
- Tax Credit
Policymakers

- Public Bank
- List Offerings & SD-IRAs
- Tax Credit
One Simple Federal Ask
(That the SEC Can’t Refuse)

“Hey…what stays intra-state…ain’t none of your damn business….”
Questions & Discussion
For More Information:

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