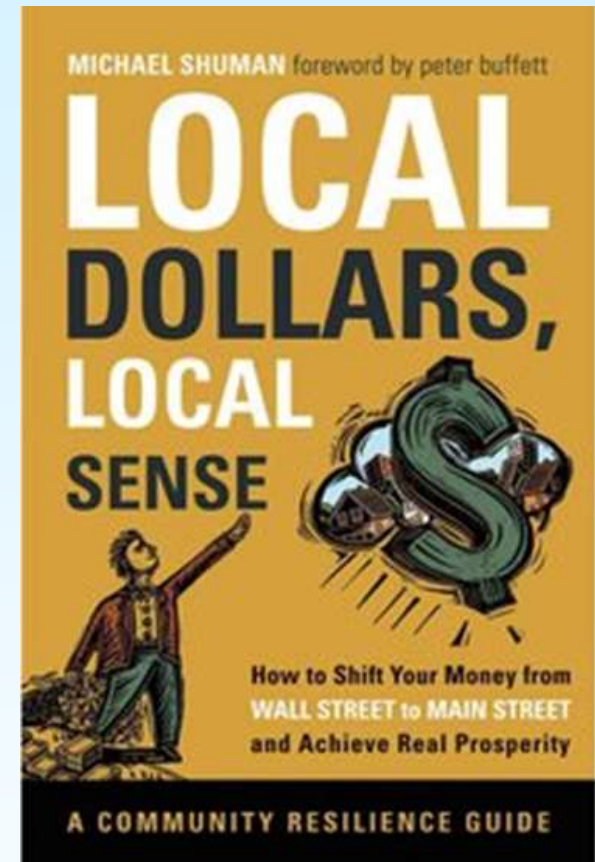


# Local Investment 101



Unlocking the Economic Power of Local

# Workshop Mission

- ***Education*** – About the myriad strategies to local investment available today.
- ***Training*** – On the practical and legal issues linked to these strategies.
- ***Organizing*** – To connect you with similarly minded people in your community.

# Overview

<b>9:00 – 9:30</b>	<b>Why Local Business Matters</b>
<b>9:30 – 10:00</b>	<b>Preliminary Thoughts on Local Investment</b>
<b>10:00 – 10:30</b>	<b>Community Banking</b>
<b>10:30 – 10:45</b>	<b>Break</b>
<b>10:45 – 11:15</b>	<b>Cooperatives</b>
<b>11:15 – 11:45</b>	<b>Accredited Investor Landscape</b>
<b>11:45 – 12:15</b>	<b>Non-Securities</b>
<b>12:15 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 1:30</b>	<b>Local Stock &amp; Stock Markets</b>
<b>1:30 – 2:00</b>	<b>Local Investment Funds</b>
<b>2:00 – 2:15</b>	<b>Small Group Preparation</b>
<b>2:15 – 2:30</b>	<b>Break</b>
<b>2:30 – 3:15</b>	<b>Small Group Discussions</b>
<b>3:15 – 3:45</b>	<b>Report Back</b>
<b>3:45 – 4:00</b>	<b>Final Discussion</b>



# Introduction



# Ground Rules

- Silence Cell Phones
- Short Wind Sprints
- Clarification vs. Discussion Qs
- Respect Differences
- What Will ***You*** Do?



# What About Notes?



# Caveats

- Work in Progress
- Feedback
- Follow Up



# **Part 1:**

## **Why Local Business Matters**



**Unlocking the Economic Power of Local**



# Three Rules for Local Prosperity

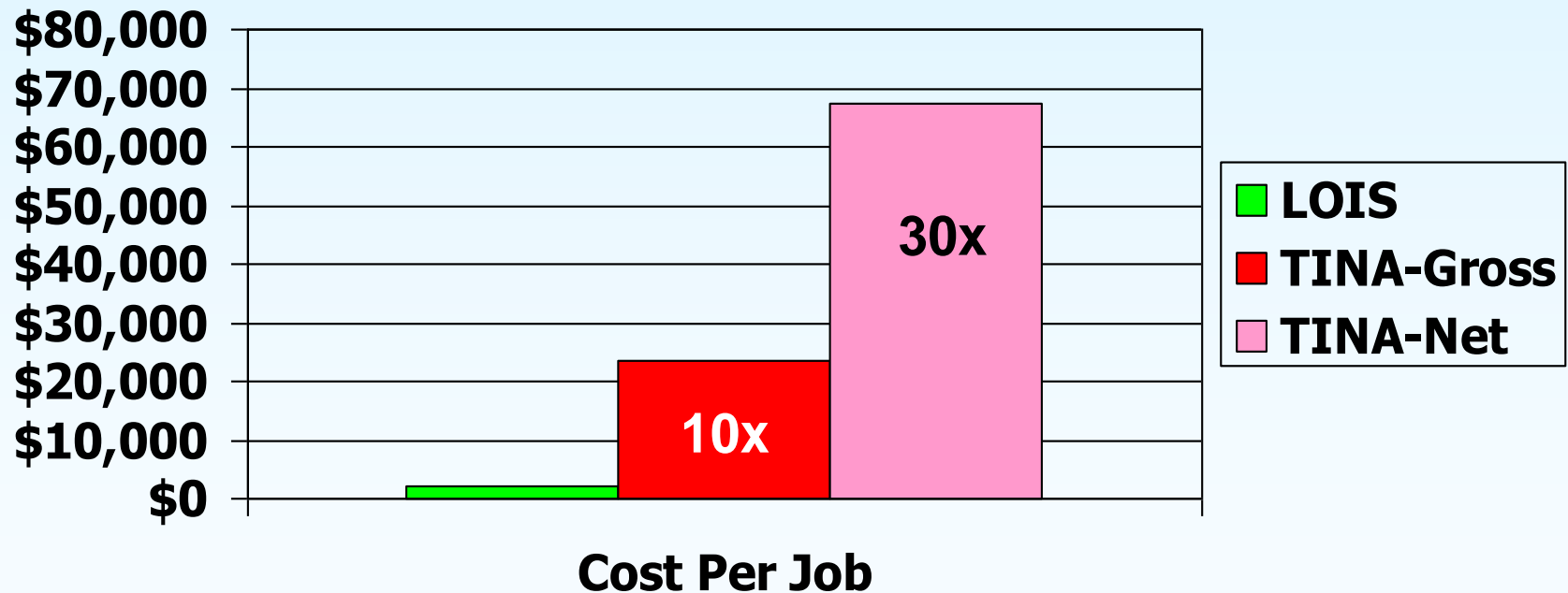
- (1) Maximize local ownership of business.
- (2) Maximize local self-reliance.
- (3) Spread models of triple-bottom line success.



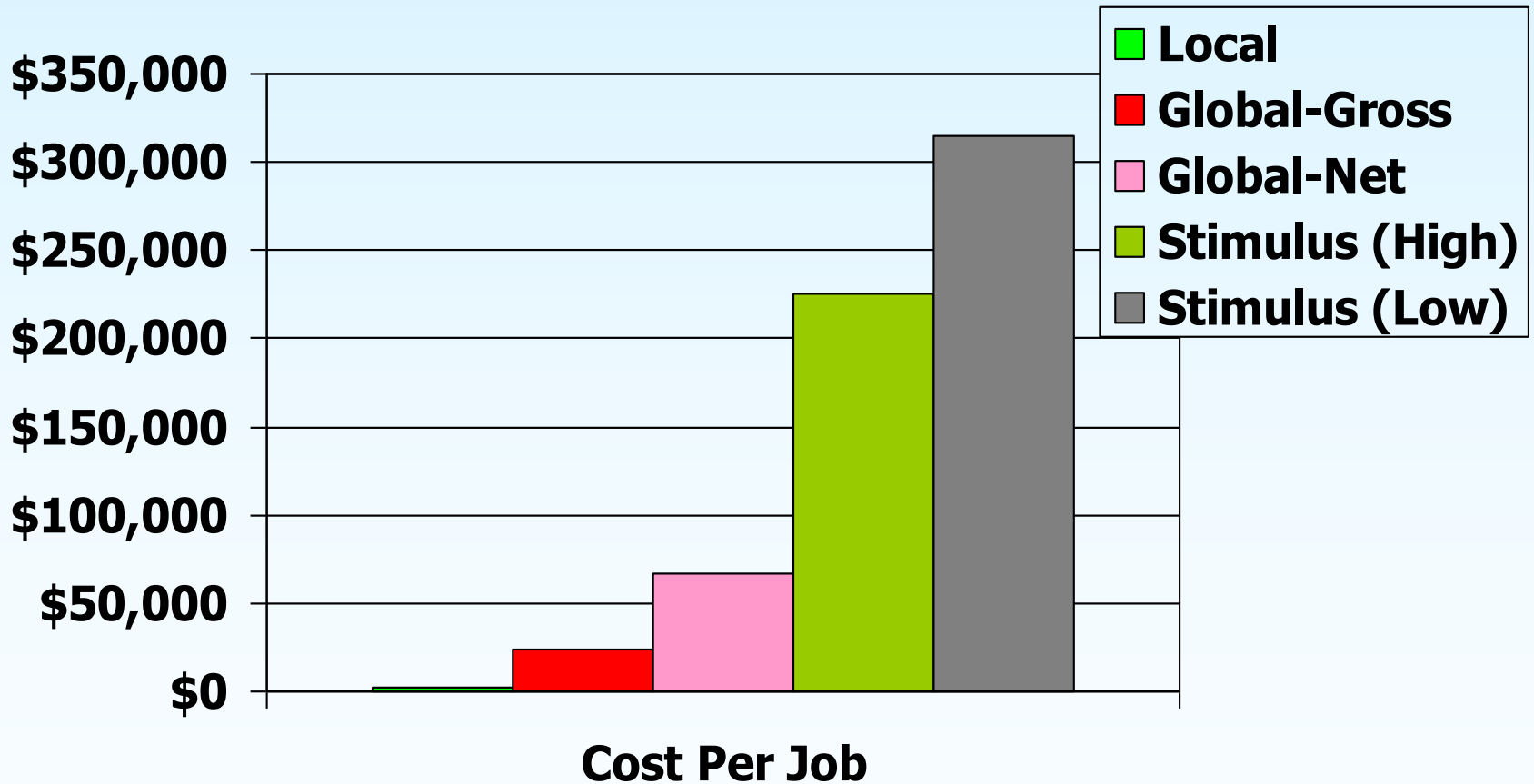
# Rule #1:

## Maximize Local Ownership

### Business Subsidies in Lane County (OR) (mid-2003)

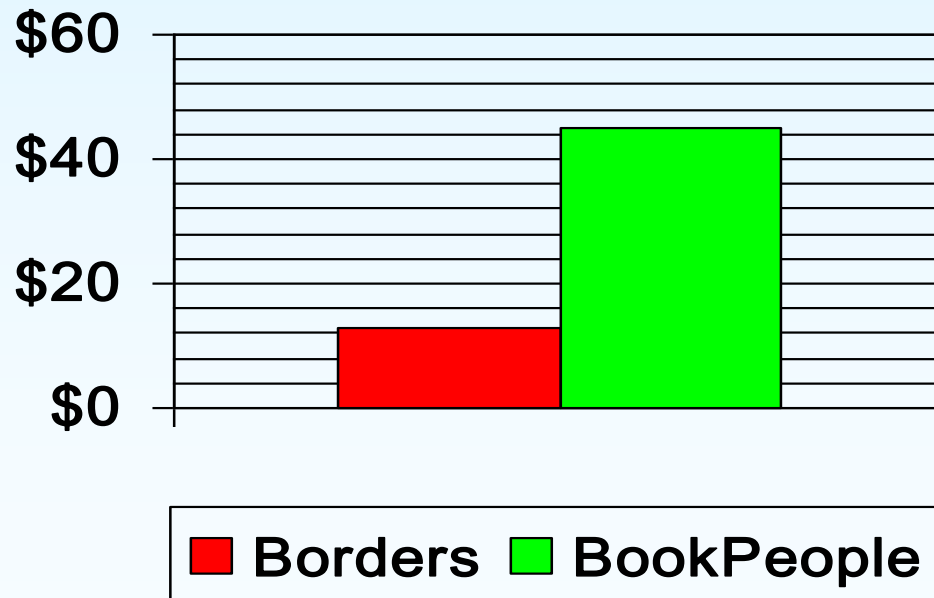


# Recent U.S. Stimulus



# The Importance of Multipliers

## Impact of \$100 Spending (Austin)



# The Jobs Verdict

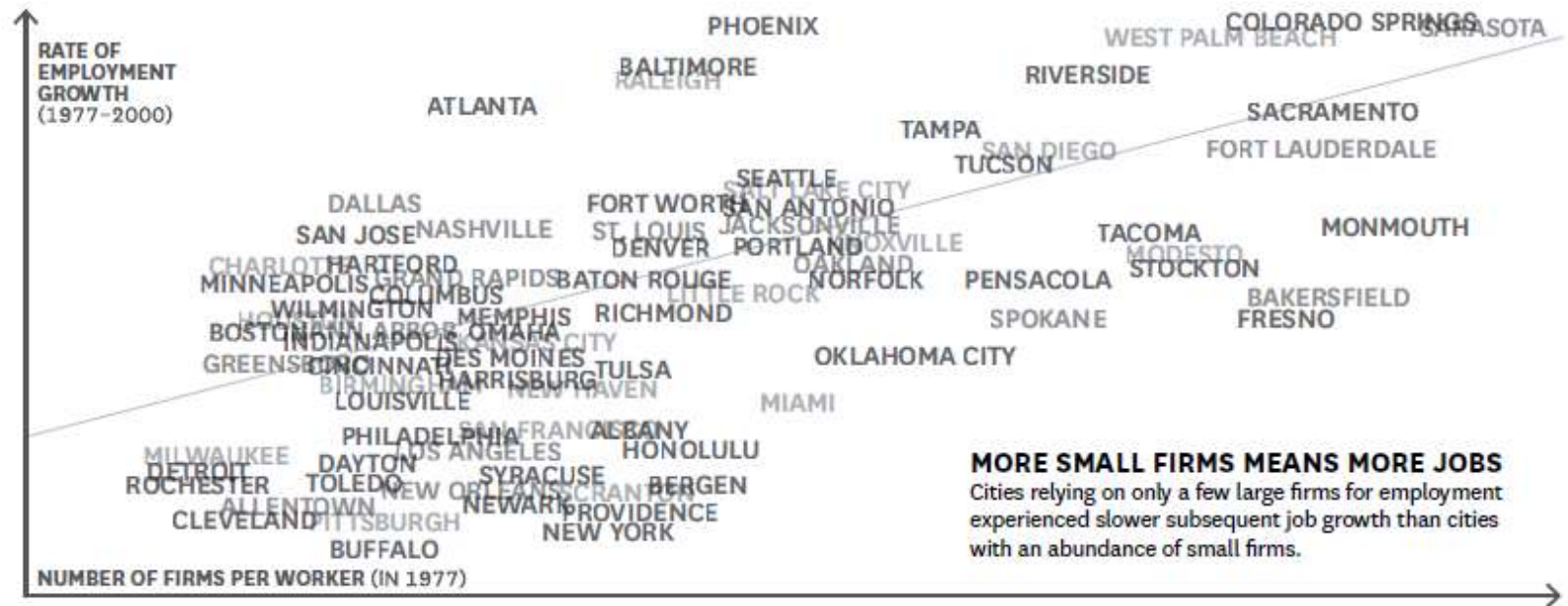
Study	\$ Circulated Locally: Local vs. Nonlocal Ownership
Austin (2002)	3.5
Maine (2003)	5.0
Chicago (2004)	1.6
Toledo (2004)	4.0
Iowa (2006)	1.6 (Jobs)
San Francisco (2007)	1.4-1.7
Phoenix (2007)	2.9
Grand Rapids (2008)	1.6
New Orleans (2009)	2.0
AVERAGE	2.6

# Harvard Business Review

July-August 2010

## More Small Firms Means More Jobs

Cities relying on only a few large firms for employment experienced slower subsequent job growth than cities with an abundance of small firms.



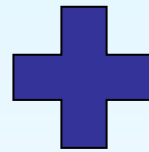
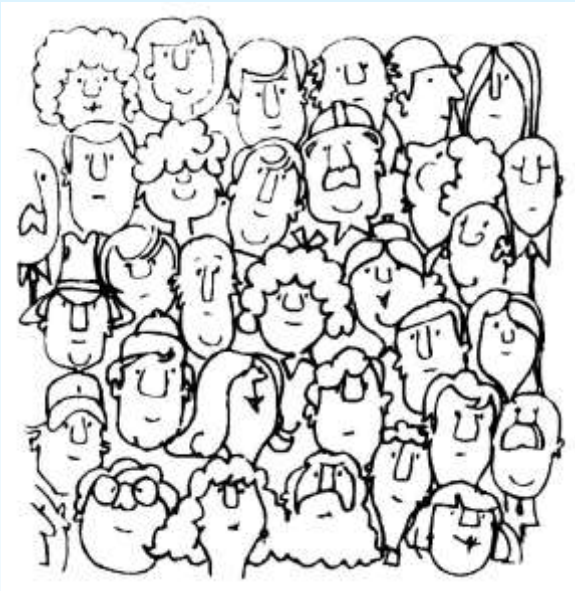
# Other Reasons Ownership Matters

- Smart Growth
- Tourism
- Entrepreneurship
- Civil Society
- Political Participation



# Rule #2:

## Maximize Local Self-Reliance





# The Zingerman's Story









Zingerman's  
BAKEHOUSE





BEARCLAWCOFFEE.COM



you really can  
taste the difference







Zingerman's  
roadhouse  
really good american food











# SHARING ZINGERMAN'S UNIQUE APPROACH TO BUSINESS

**SEMINARS | BOOKS & DVDs | CUSTOM TRAINING**

 **SEARCH**

## FEATURED SEMINAR!

### Zingerman's marketing "secrets"

Zingerman's is known for a colorful, bold, engaging Look & Feel that is carried through print media, in-store signage and displays, online merchandising, social media and more. Our marketing specialists share what Zingerman's has done on a relatively small budget, and how you can adapt our approach and tools to work for your business.

**REGISTER**



## UPCOMING SEMINARS & SERVSAFE TRAINING

May 7-8

[The Zingerman's Experience](#)

May 14-15

[Fun, Flavorful Finance](#)

May 21-22

[The Art of Giving Great Service](#)

June 4-5

[Leading with Zing!](#)

July 10

[Customer Service Express Workshop](#)

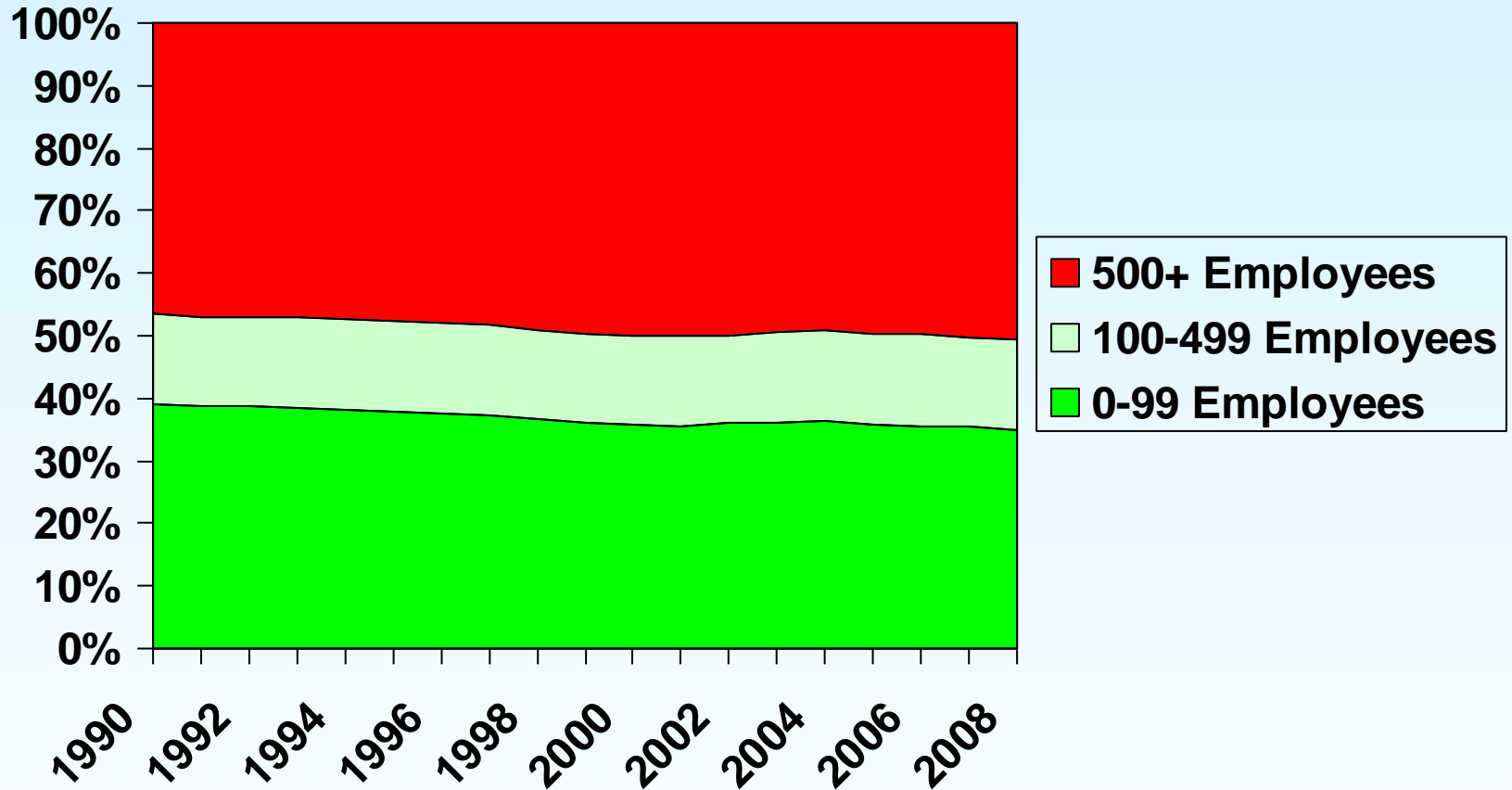
**VIEW MORE...**

# **Rule #3:**

## **Spread Triple-Bottom-Line Business**

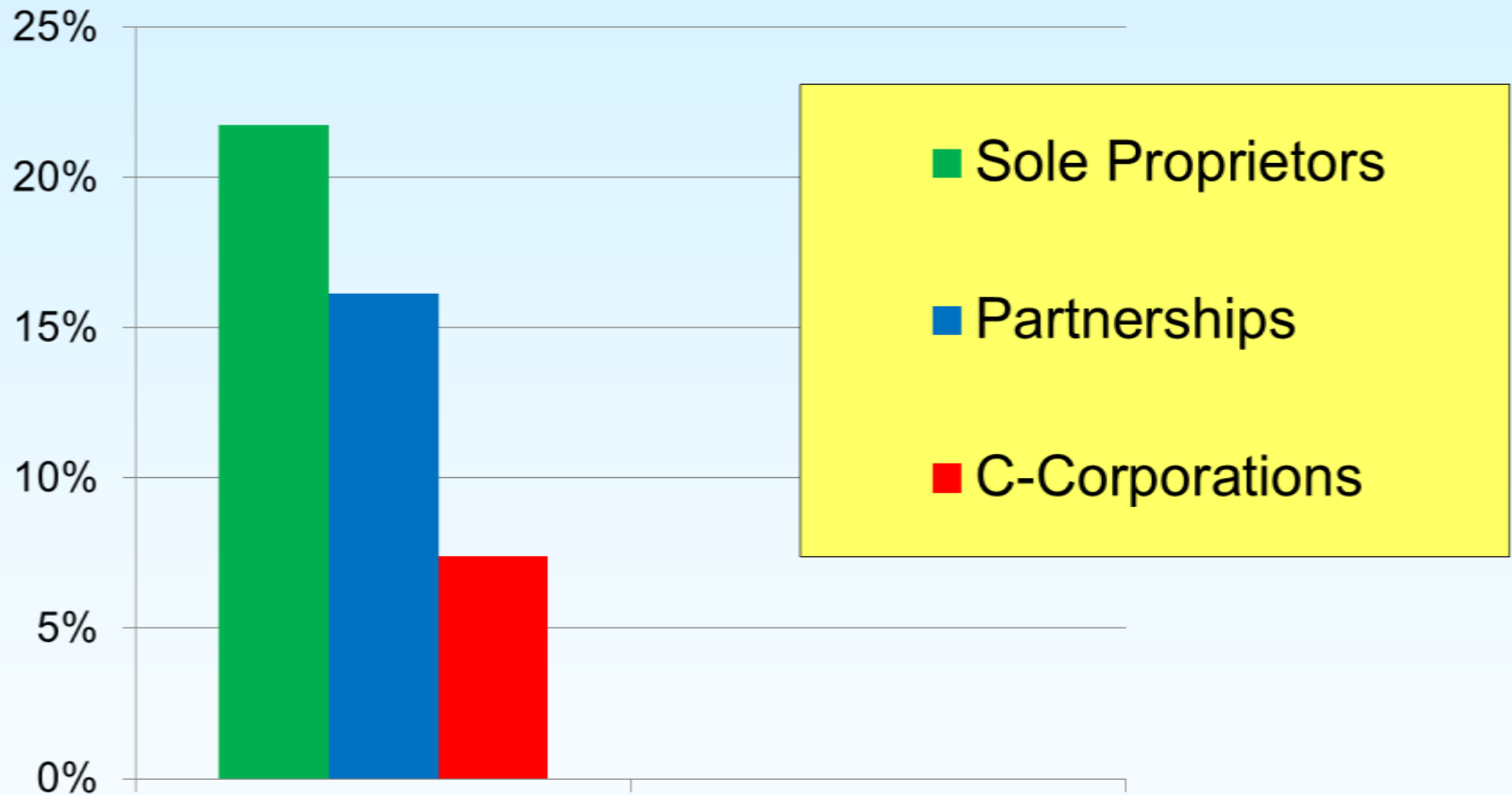


# The Competitiveness of Small



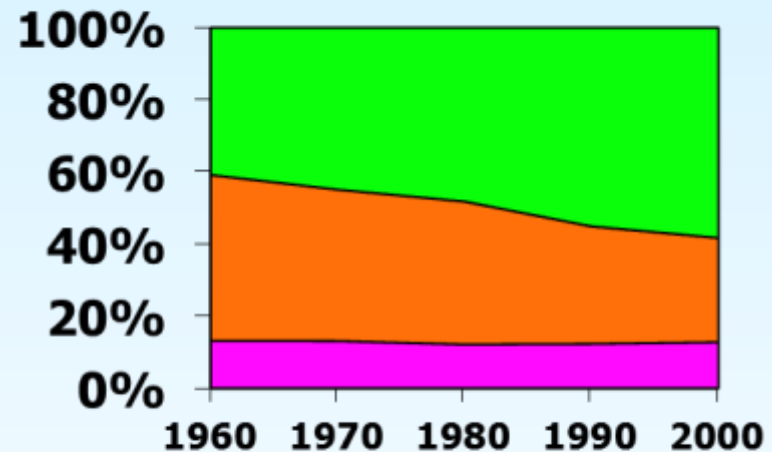
# Profitability of Local in 2006

(Net Income/Net Revenue)



# Why Global Is Becoming Less Competitive

- **Service Economy**
- Rising Oil Costs
- Home-Based Buz



■ Durables

■ Nondurables

■ Services

# Why Global Is Becoming Less Competitive

- Service Economy
- **Rising Oil Costs**
- Home-Based Buz





# Why Global Is Becoming Less Competitive

- Service Economy
- Rising Oil Costs
- **Home-Based Buz**



# Questions & Discussion





# **Part 2:** **Preliminary Thoughts on Local Investment**



**Unlocking the Economic Power of Local**

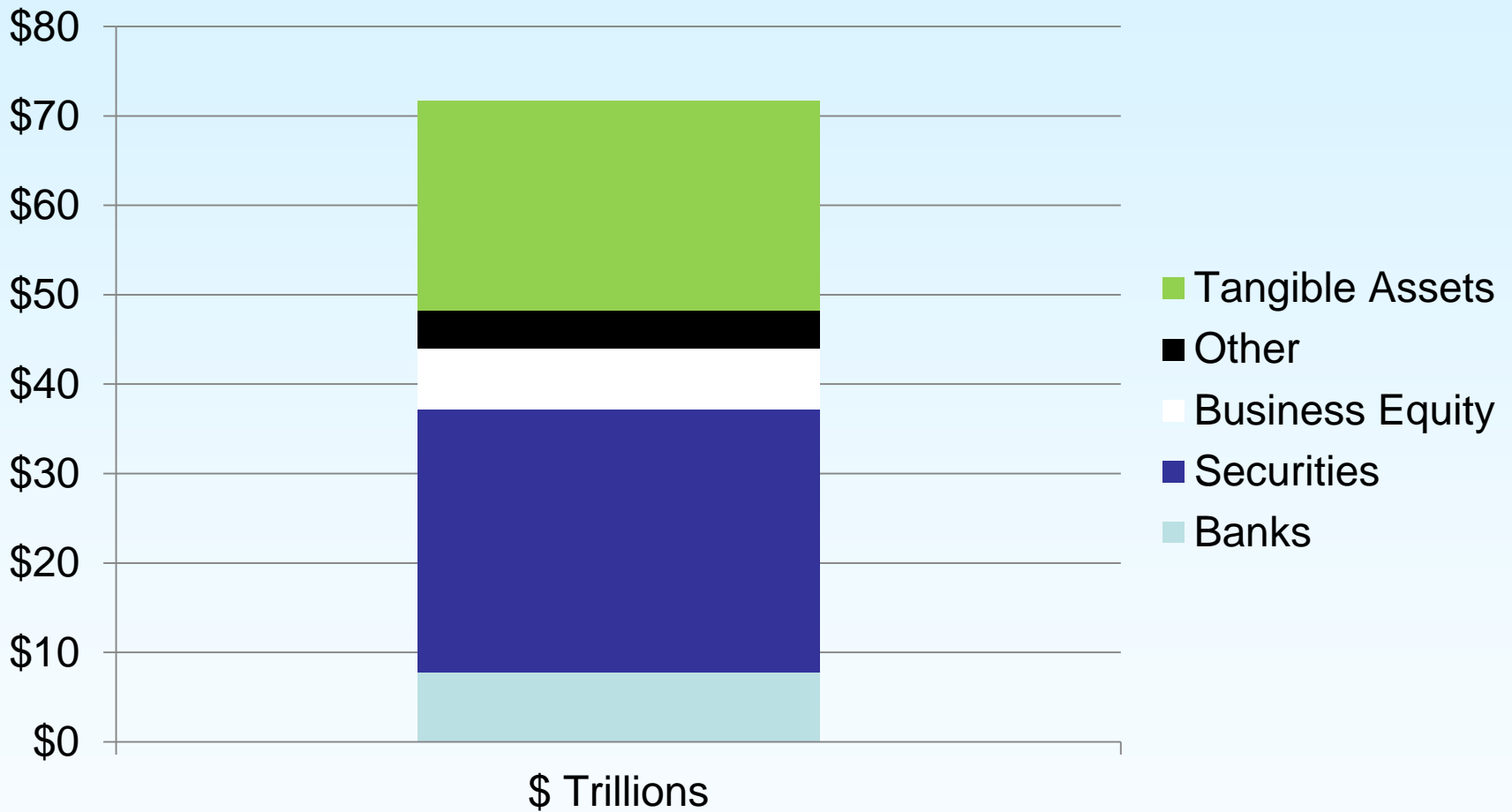
# How To Nurture Local Business?

<b>Planning</b>	Plug the leaks.
<b>People</b>	Support entrepreneurs.
<b>Partners</b>	Compete through collaboration.
<b>Purse</b>	Harness pensions locally.
<b>Purchasing</b>	Spearhead “Local First” campaigns.
<b>Policymaking</b>	Remove anti-local biases.

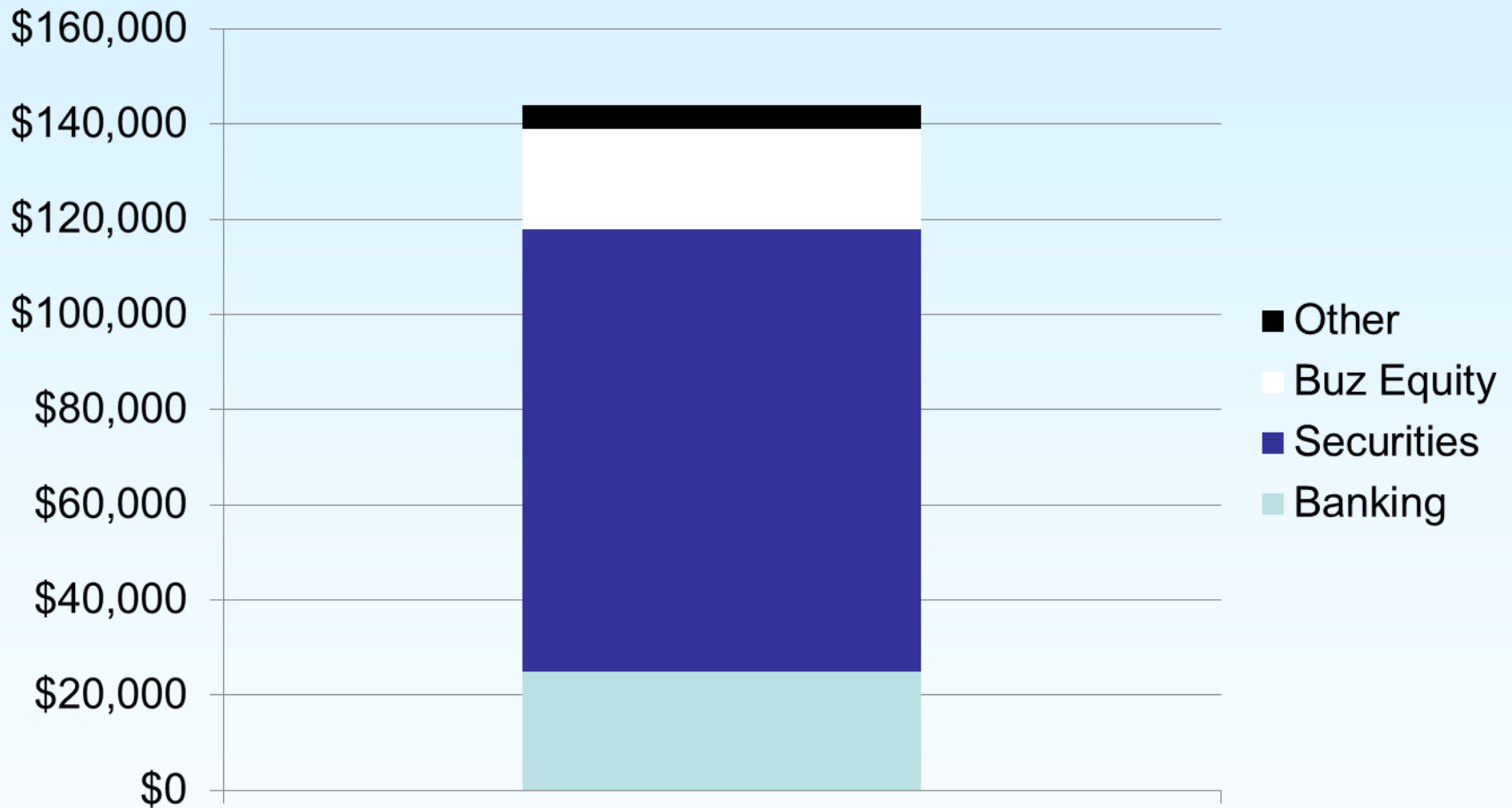
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<b>Purse</b>	Harness pensions locally.
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# Household & Nonprofit Assets (2010)



# Per Capita Financial Assets (2010)



# Our Current Investment Strategy



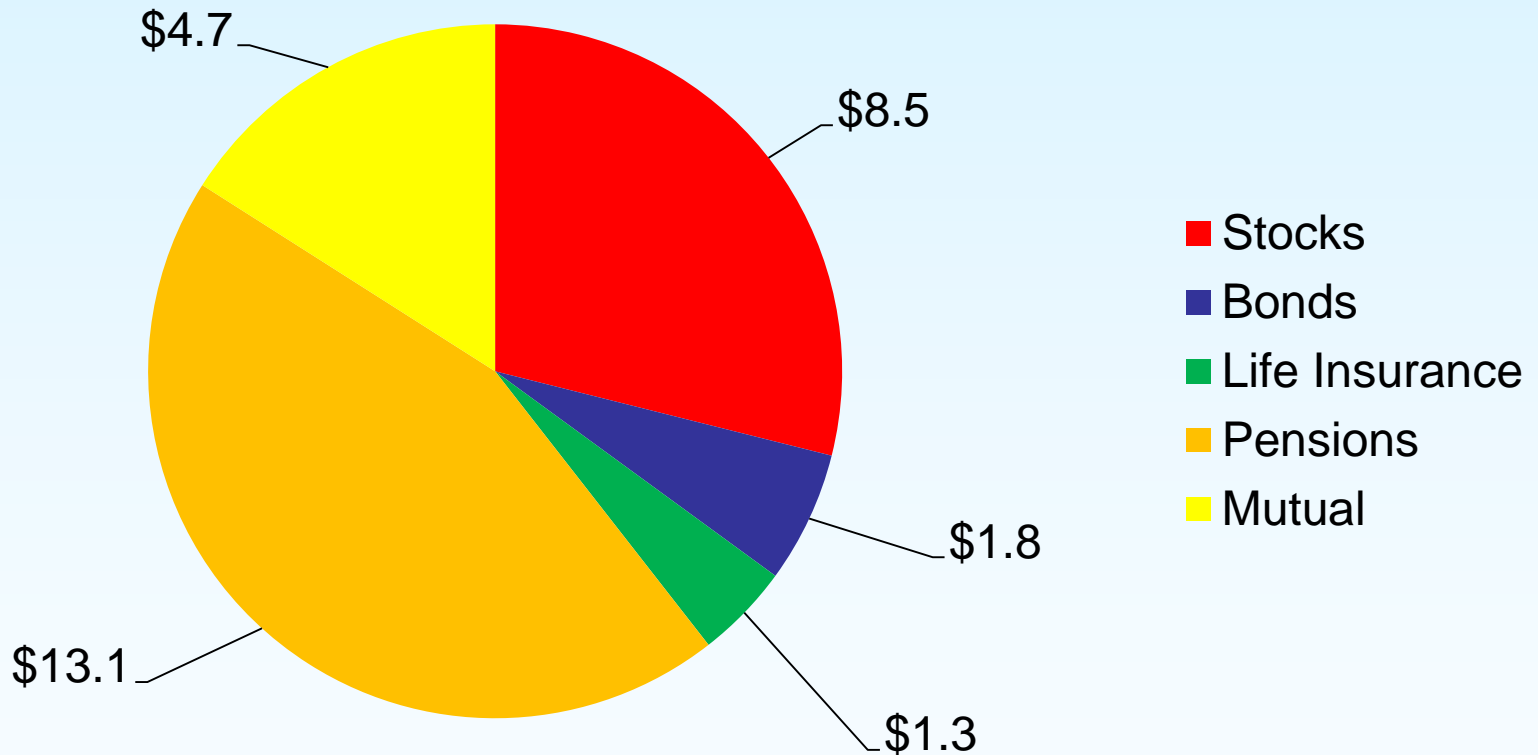
# The Accredited Investor

- \$200-300k Income
- \$1 Million Wealth
- \$5 Million Institution



# Household Finance (~\$30 Trillion)

Assets (\$ Trillions)





# The Impact of \$15 Trillion Shift

**(\$12 Billion for New London County)**



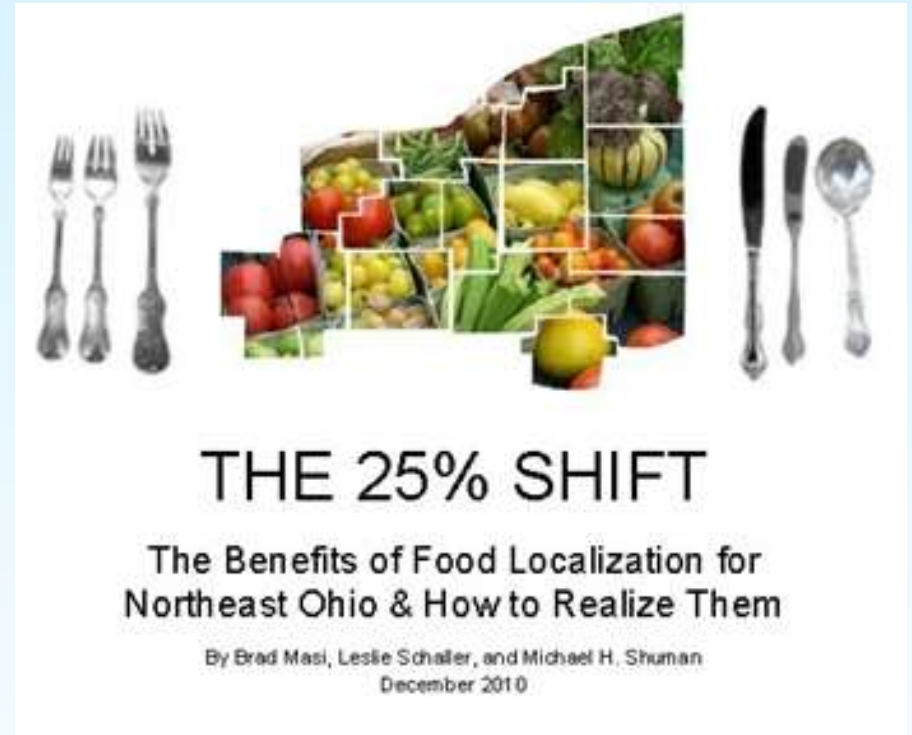
# Impacts of a 25% Food Shift: Metro Cleveland (2010)

Jobs = 27,000

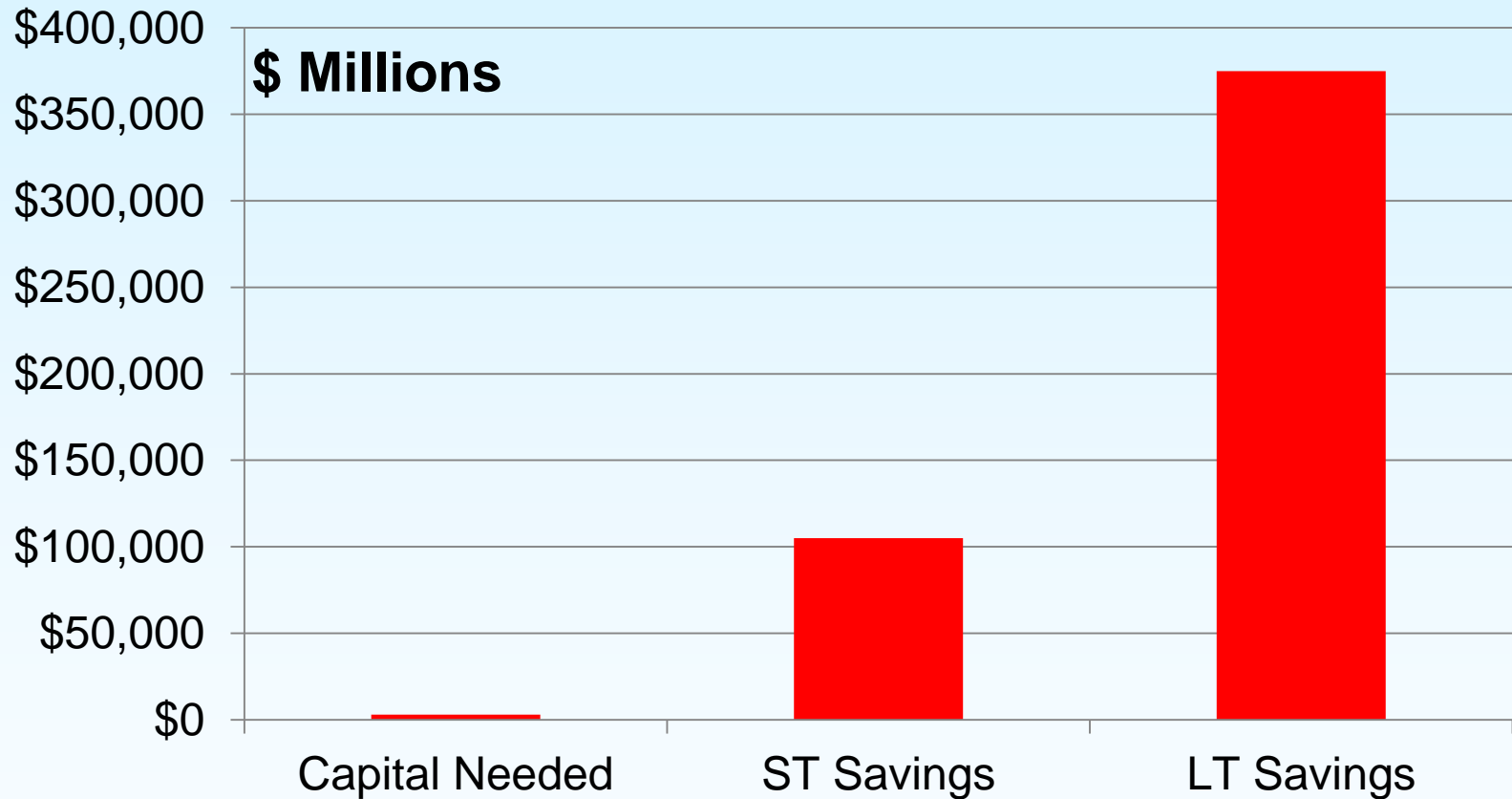
Wages = \$868 million

Value Added = \$1.5 billion

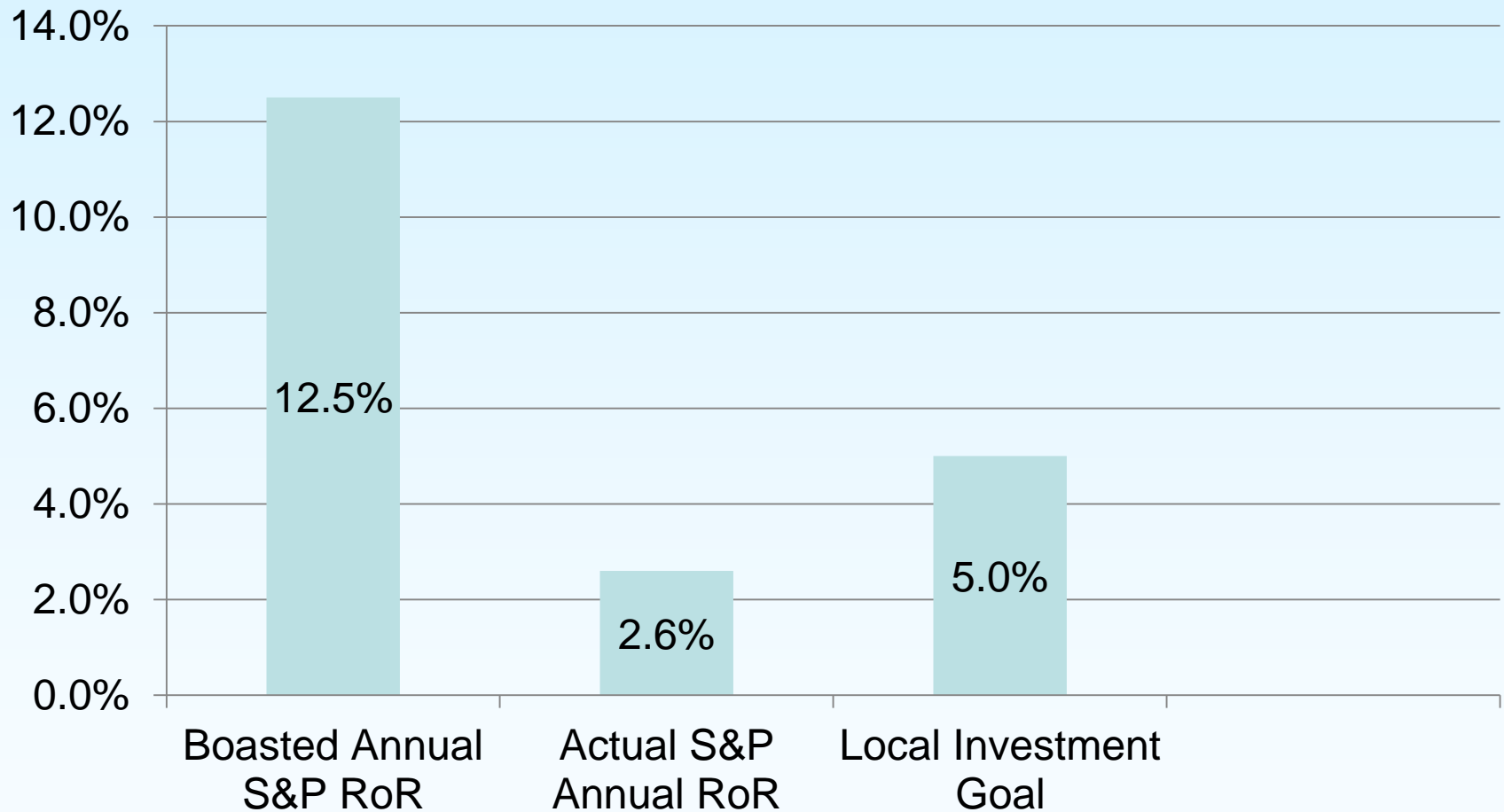
Taxes = \$126 million



# Capital Requirements for 25% Shift in Cleveland (\$735M)

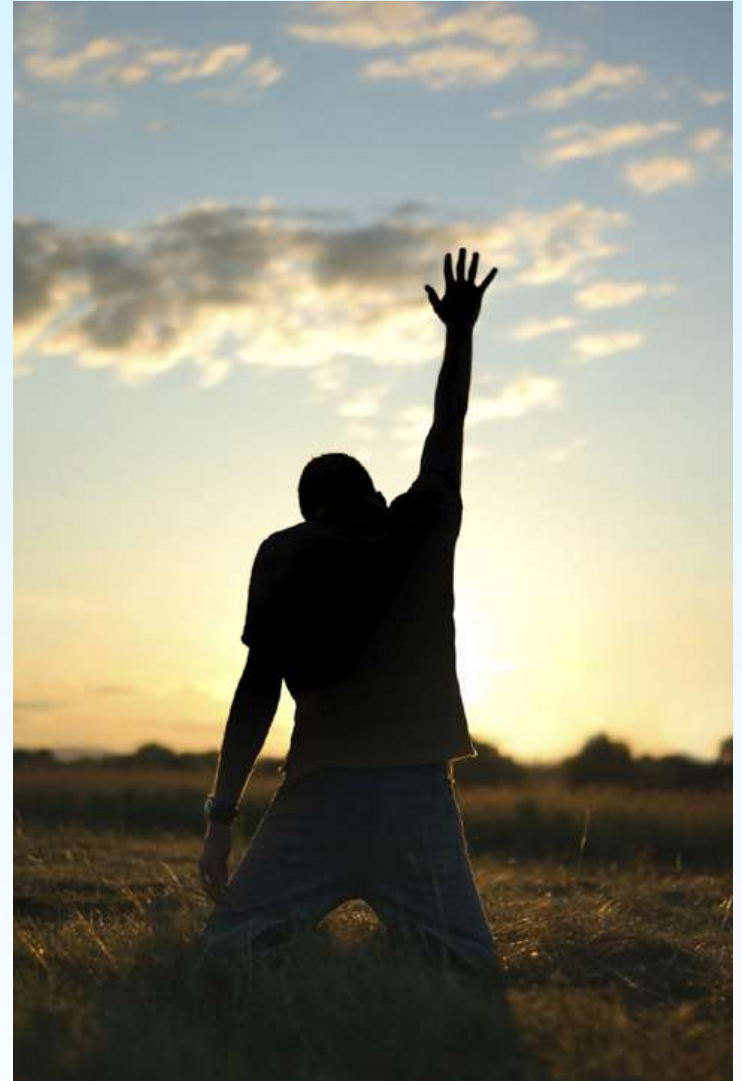


# What's the Goal to Beat?

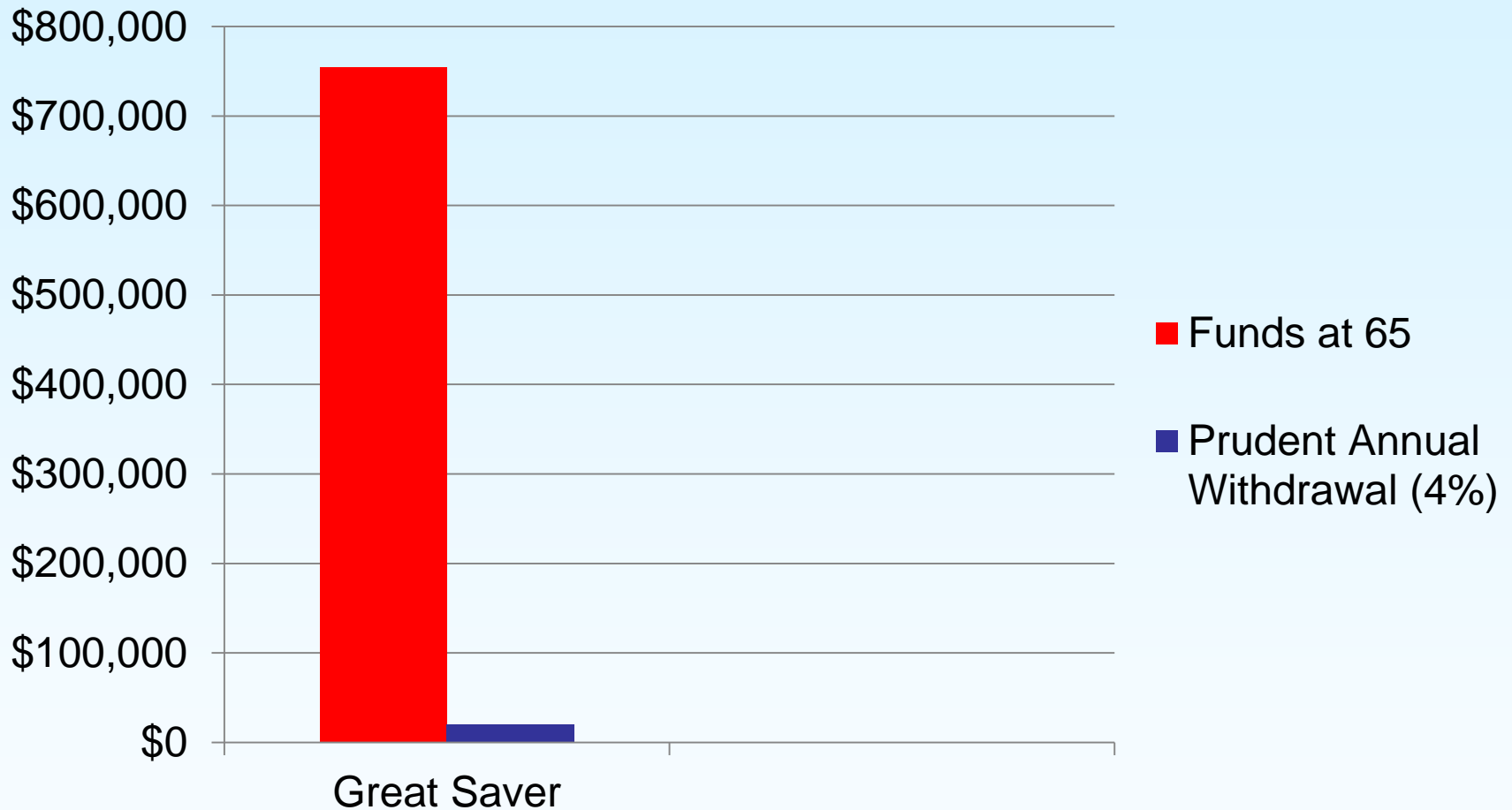


# Local Investments Beating 5%

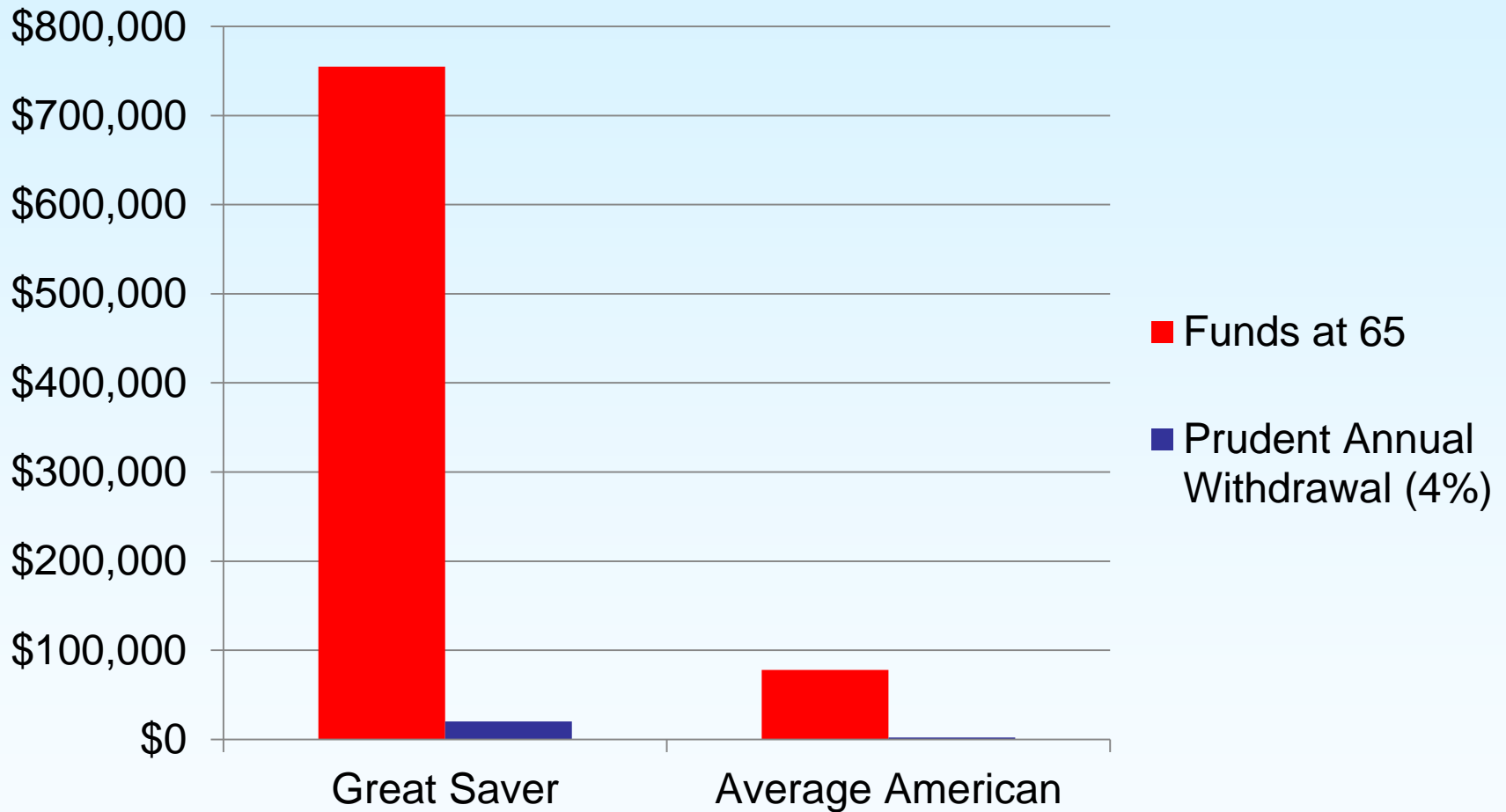
- Equal Exchange
- Community Grocers
- Weaver Street
- Organic Valley
- New Markets Tax Credits



# Coming Retirement Crisis



# Coming Retirement Crisis



# Why This Analysis Might Be Too Rosy

- Taxes Could Increase
- Social Security Could Go Bust
- Stocks Could Underperform Historic Averages





# How Local Investment Can Increase Risk

- Fewer Businesses
- Fewer Investors
- Business Cycle



# How Local Investment Can Decrease Risk

- Better Information
- TBL Benefits
- Investors = Consumers
- Multiplier Impacts
- Industrial Ecology



# Questions & Discussion



# Part 3:

## Community Banking



Unlocking the Economic Power of Local

# How Entrepreneurs Actually Finance Start-ups

- House



# How Entrepreneurs Actually Finance Start-ups

- House
- **Credit Cards**



# How Entrepreneurs Actually Finance Start-ups

- House
- Credit Cards
- **Retained Earnings**





# How Entrepreneurs Actually Finance Start-ups

- House
- Credit Cards
- Retained Earnings
- **3 F's**





# Entrepreneurs Therefore Look to Banks



# Key Points about Banking

- **Efficiency & Scale**
- Consolidation
- Ownership Matters
- Collateral Rules

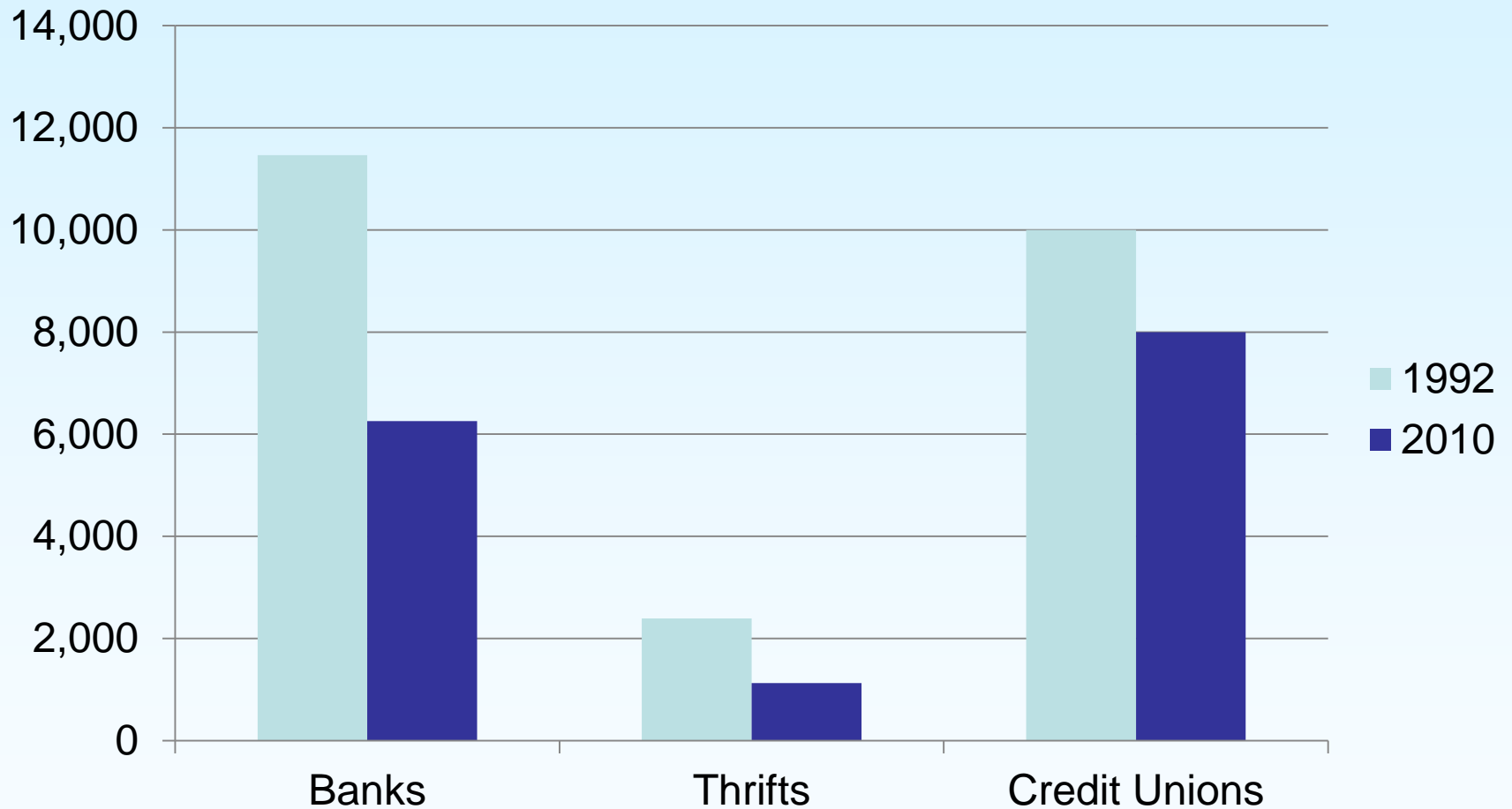


# Key Points about Banking

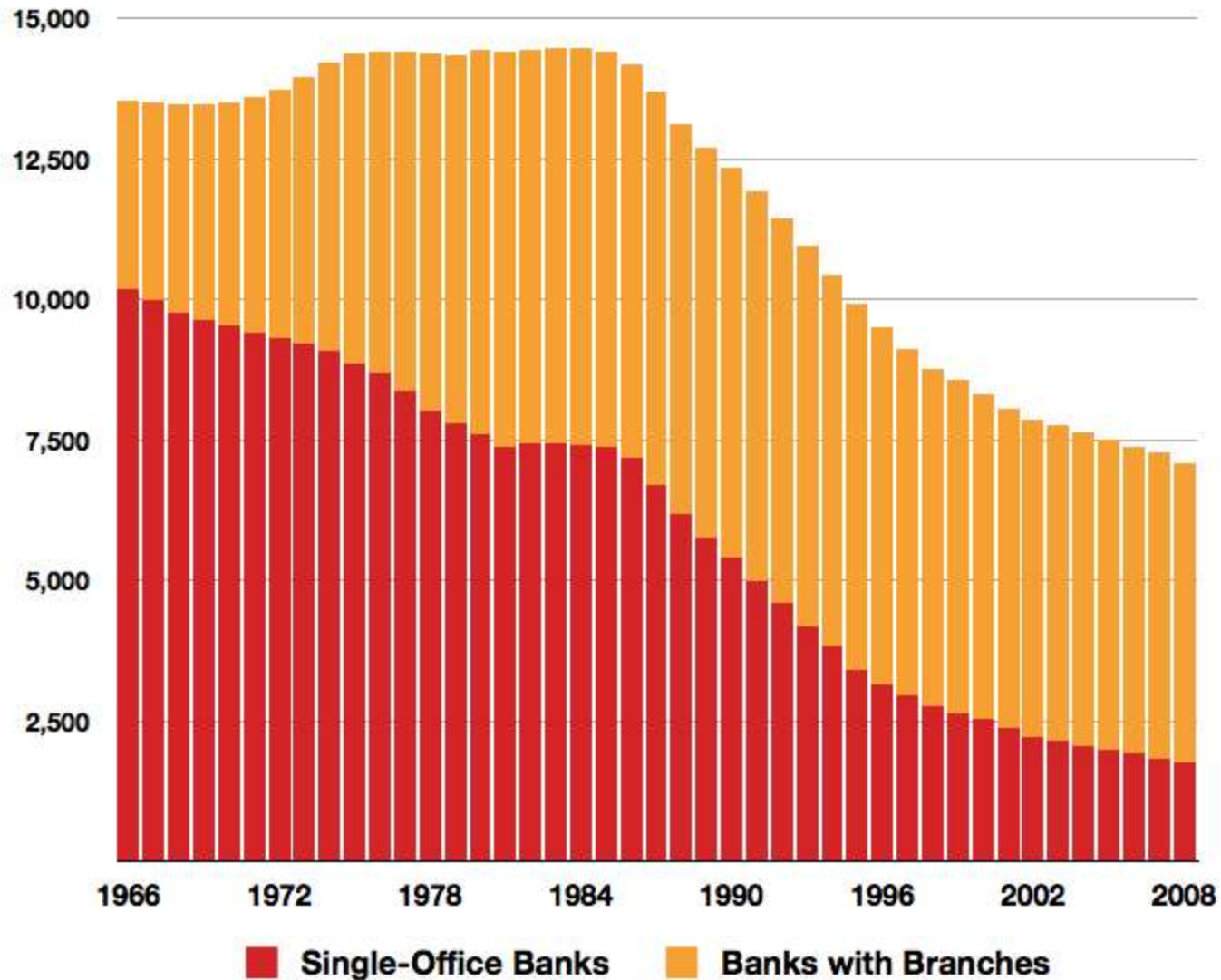
- Efficiency & Scale
- **Consolidation**
- Ownership Matters
- Collateral Rules



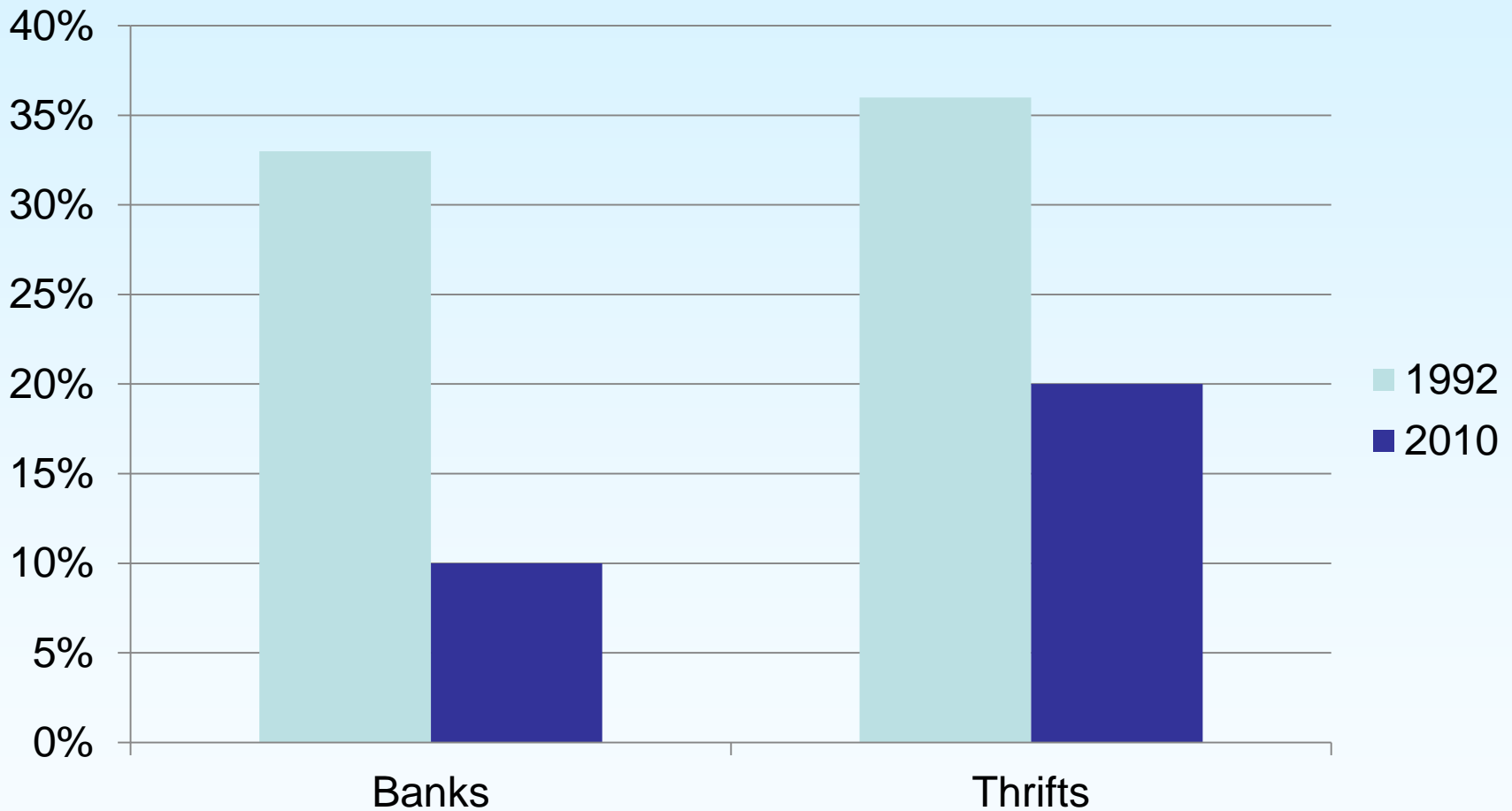
# Thinning of the Herd



## Number of Commercial Banks in the U.S.



# % Assets Managed by Smaller Institutions (<\$1B)



# Why Mergers Occur





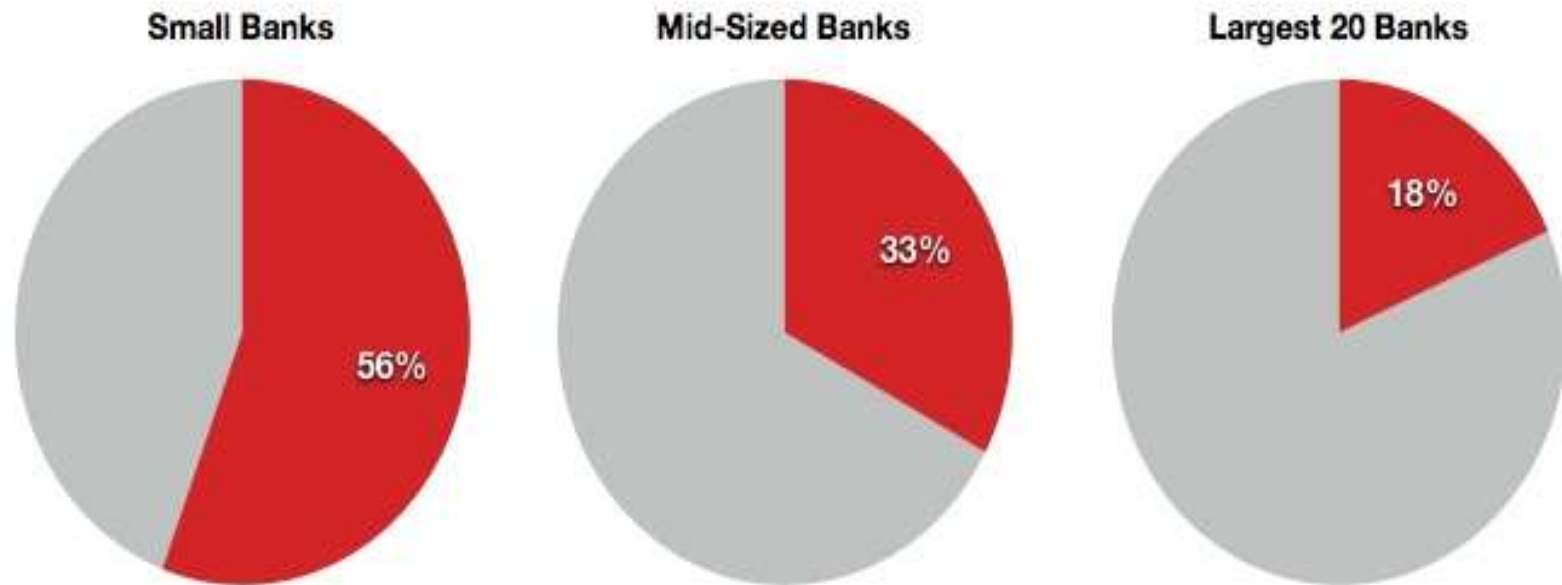
# Key Points about Banking

- Efficiency
- Consolidation
- **Ownership Matters**
- Collateral Rules





## Small Business Share of All Commercial Loans

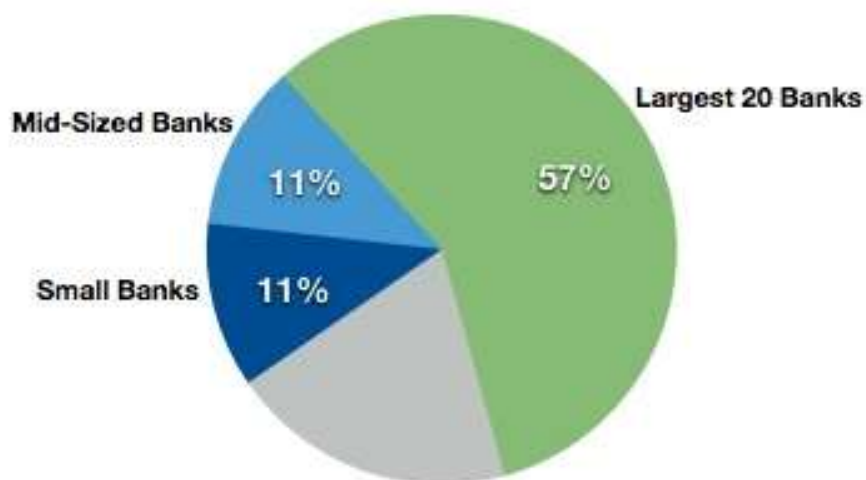


Source: Federal Deposit Insurance Corporation Data, 3rd Quarter 2009

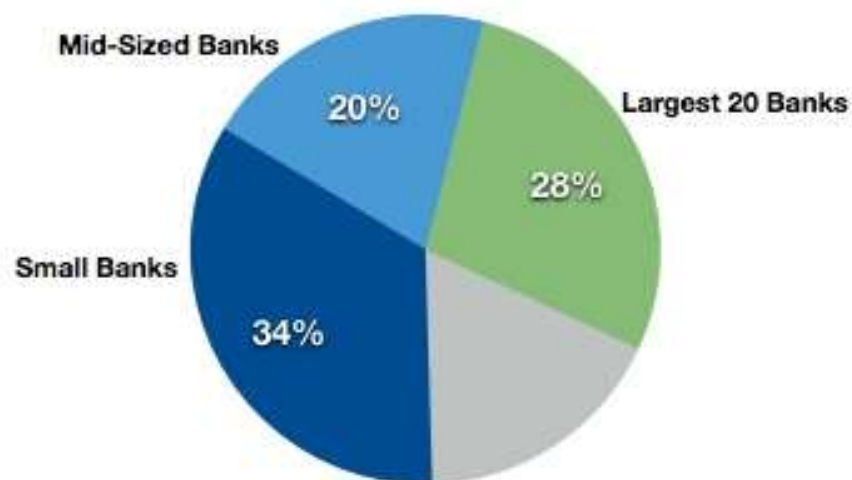
Notes: Small banks are defined as those with \$1 billion in assets or less and mid-sized banks as those between \$1 billion and \$10 billion in assets. The largest 20 banks have an average of \$380 billion in assets each. Small business loans consist of commercial and industrial loans of \$1 million or less.

## New Rules Project's Community Banking Initiative

### Share of Bank Assets



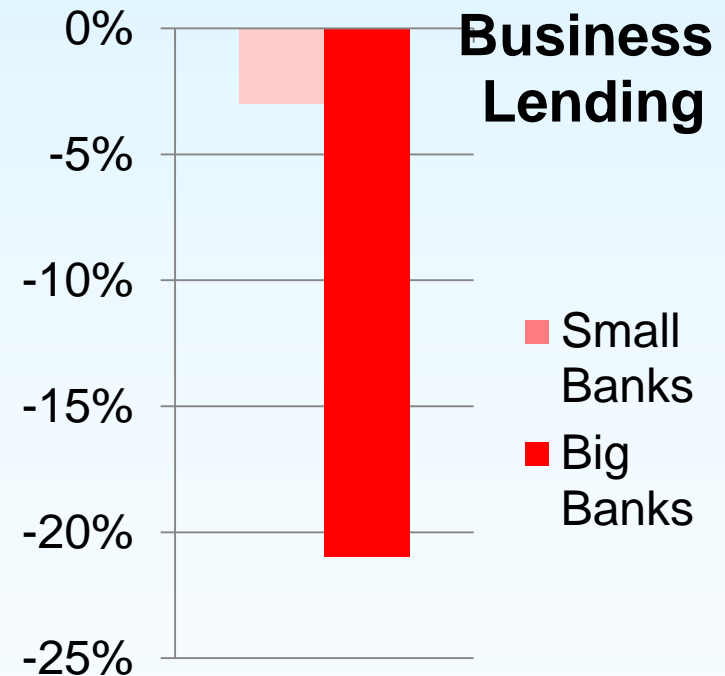
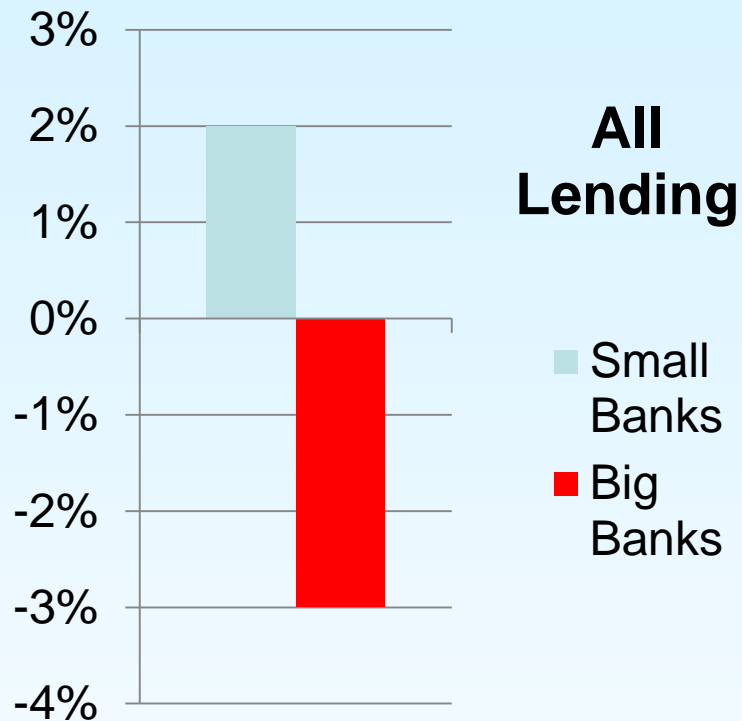
### Share of Small Business Lending



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.

# Lending Change (2009-10)



# Key Points about Banking

- Efficiency & Scale
- Consolidation
- Ownership Matters
- **Collateral Rules**



# Nonbank Borrowing

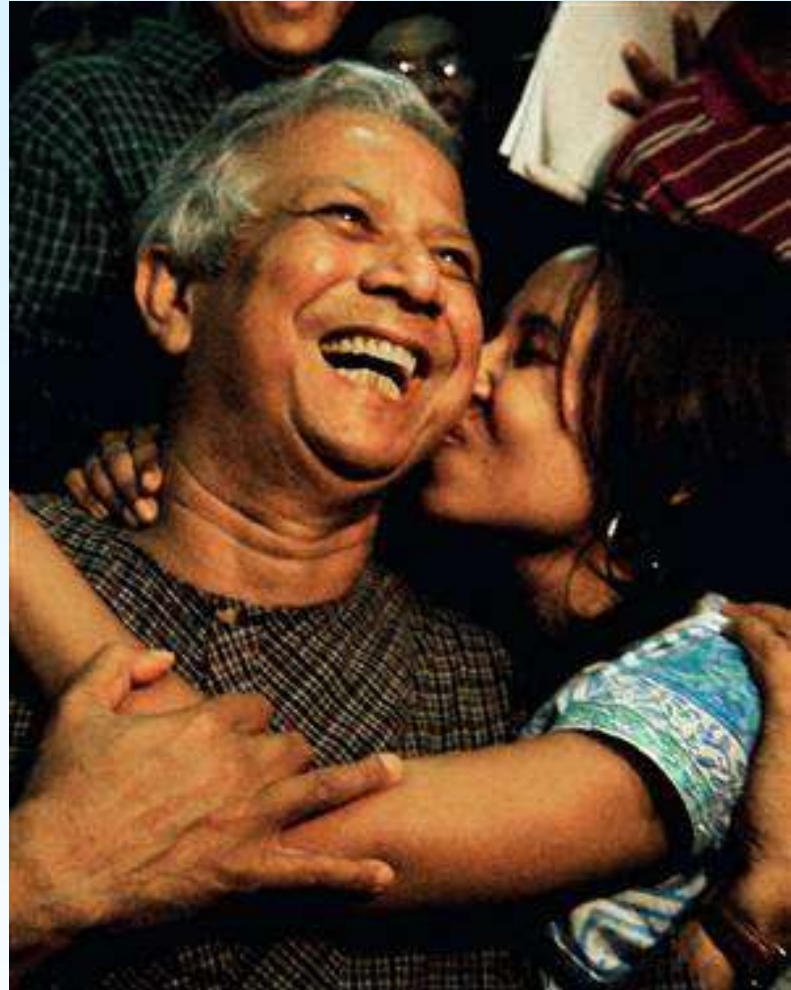
- **Credit Circle**
- Microcredit
- Community Loan Funds
- Internet Tools





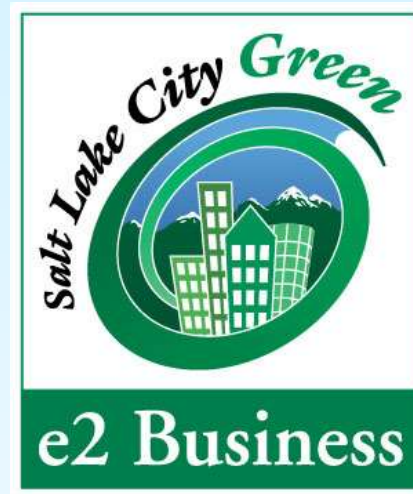
# Nonbank Borrowing

- Credit Circle
- **Microcredit**
- Community Loan Funds
- Internet Tools



# Nonbank Borrowing

- Credit Circle
- Microcredit
- **Community Loan Funds**
- Internet Tools



*Greeley Community  
Development Fund*



# Nonbank Borrowing

- Credit Circle
- Microcredit
- Community Loan Funds
- **Internet Tools**



# Specialty CD's: Example #1

## The E. F. Schumacher Society

Linking people, land, and community by building local economies

### SHARE Microcredit Program

---





# Specialty CD's: Example #2



## Business

### Business Services



Over twenty years ago a group of small businesses wanted to expand and couldn't get capital from the banking system.

Alternatives Federal Credit Union was chartered to address that problem. It's stated directly in our Mission Statement: Alternatives provides "Capital investments in individuals, small business and non-profits." Serving small business, as well as non-profits, is promoting smart community development. Small businesses, especially start-ups, are engines of local economic development. Small businesses play a major role in job creation in New York, creating 80% of all new jobs.



Most banks ignore businesses when they have less than a million dollars in annual sales. Small business or "micro-enterprise" lending is our specialty. Alternatives designs products and services to meet the needs of small businesses: retail, service, small manufacturers, home-based businesses, cooperatives, worker-owned businesses, non-profits and start-ups.



# Specialty CD's: Example #3



# Questions & Discussion



# COFFEE BREAK



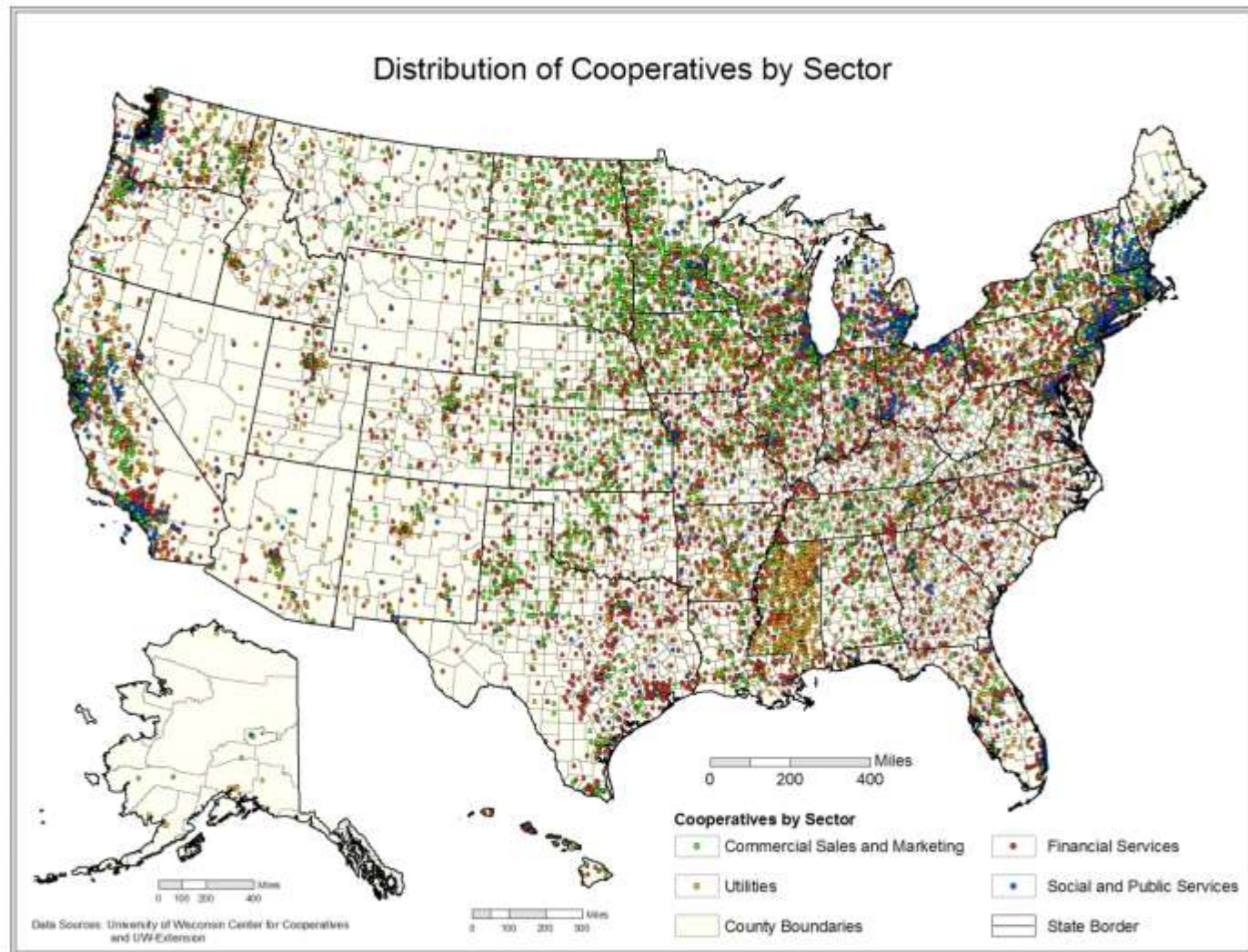
# **Part 4:** **Cooperatives**



**Unlocking the Economic Power of Local**



# Coops in the United States





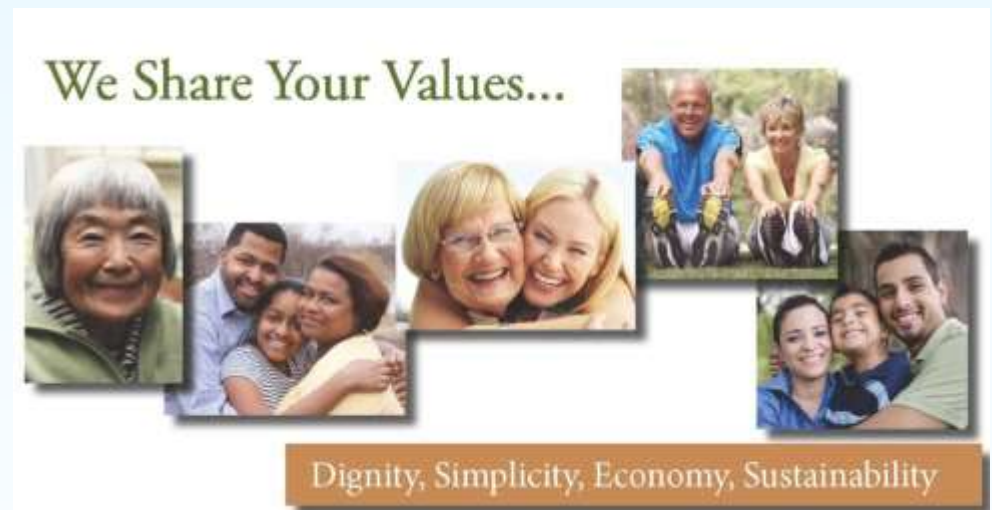
# Types of Coops

- Consumer Coops
- Worker Coops
- Producer Coops
- Hybrids



# Economic Arguments

- Fields Others Won't Touch
- Consumers Drive Down Price
- Higher Worker Productivity
- Bulk Purchasing



# Legal Issues

- *United Housing v. Forman* (1975)
- Mostly State Laws
- Intrastate Simplifies
- Ag Coops Exception



# Six Models of Coop Investment

- **Member Capital**
- Member Lending
- Coop Loan Funds
- Investing Coops
- Worker-Owned Coops
- Charitable Coops



# Six Models of Coop Investment

- Member Capital
- **Member Lending**
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- **Worker-Owned Coops**
- Charitable Coops



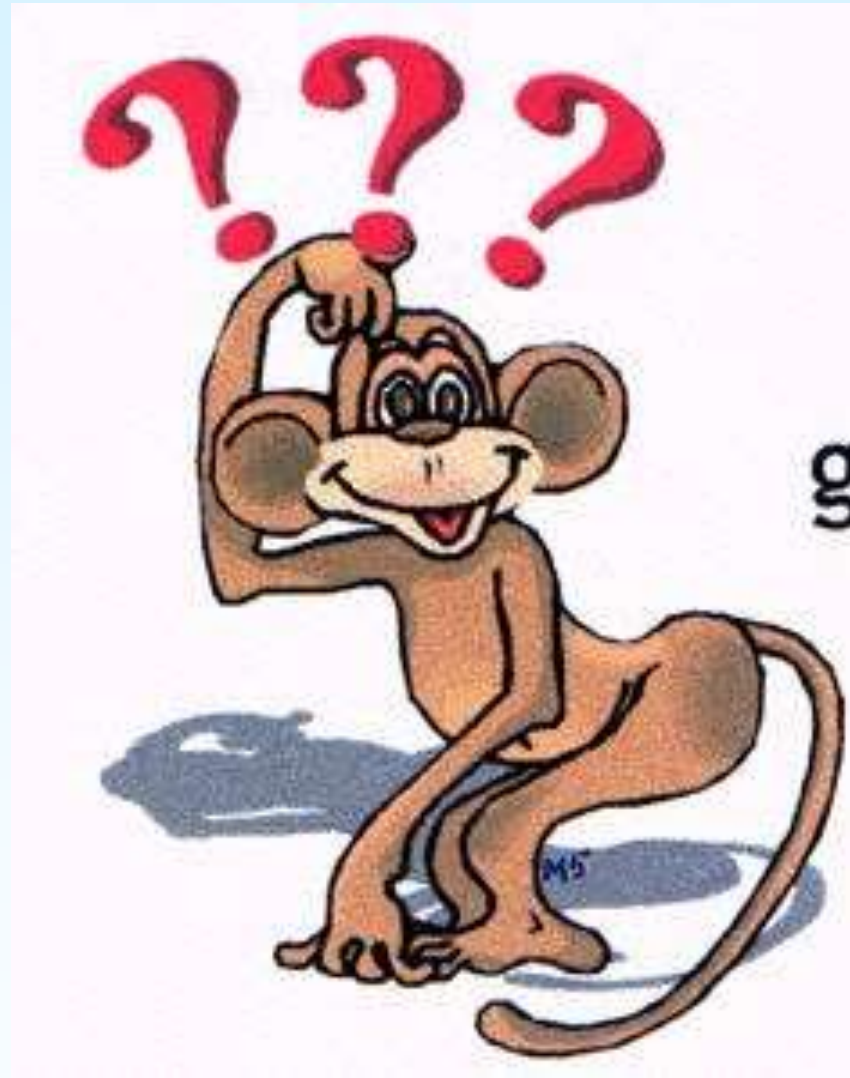
# Six Models of Coop Investment

- Member Capital
- Member Lending
- Coop Loan Funds
- Investing Coops
- Worker-Owned Coops
- **Charitable Coops**





# Questions & Discussion





# **Part 5:** **Accredited Investor Landscape**



**Unlocking the Economic Power of Local**

# Equity Inventory

- **Angel Investors**
- Angel Clubs
- Venture Investors
- Hedge Funds
- Institutions



# Equity Inventory

- Angel Investors
- **Angel Clubs**
- Venture Investors
- Hedge Funds
- Institutions



# Equity Inventory

- Angel Investors
- Angel Clubs
- **Venture Investors**
- Hedge Funds
- Institutions



# Equity Inventory

- Angel Investors
- Angel Clubs
- Venture Investors
- **Hedge Funds**
- Institutions





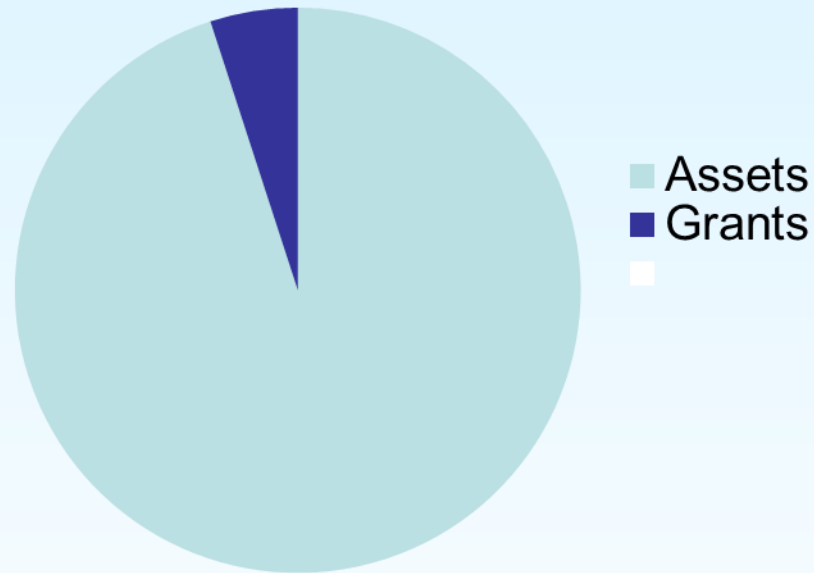
# Equity Inventory

- Angel Investors
- Angel Clubs
- Venture Investors
- Hedge Funds
- **Institutions**



# Program-Related Investments

## Foundation Capital



# Fairfield, Iowa



# Hardwick, Vermont





# Pt. Townsend, Washington





# Community Development Financial Institutions

- **A \$25 Billion Landscape**
  - Banks (South Shore)
  - Credit Unions (Self-Help)
  - CDCs
  - Revolving Loan Funds
  - Community Support Organizations (LISC)
- **Assumptions about the Poor**
- **Accredited Investors**



# New Markets Tax Credits

- \$30 Billion Authorized
- 39% Return Over 7 Years
- EG – Ohio Cooperative Solar



# Examples of CDFIs: Coastal Enterprises (ME)



# Examples of CDFIs: CAMEO (CA)





# Examples of CDFIs: Vermont Sustainable Jobs Fund

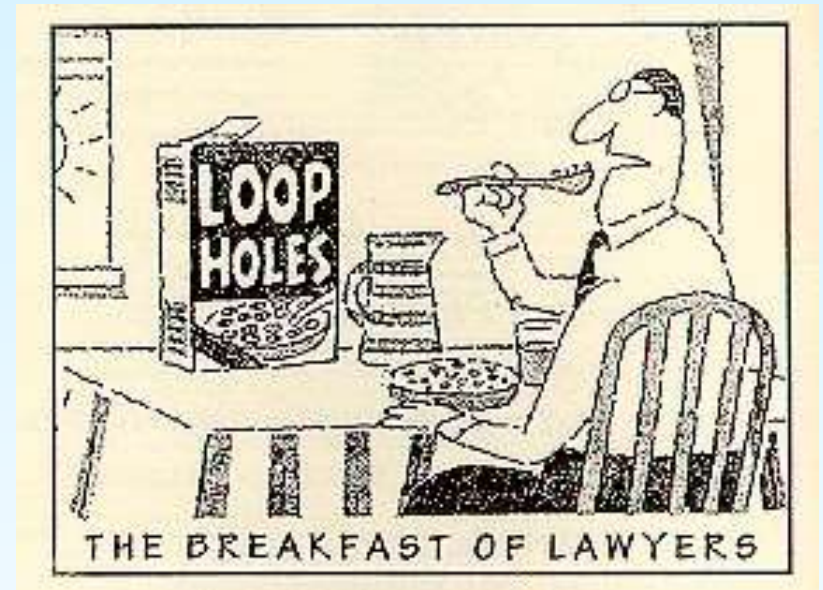




# Questions & Discussion



# Part 6: Non-Securities



Unlocking the Economic Power of Local

# What Is A “Security”

The official definition, from the Securities Exchange Act of 1934, is: "Any note, stock, treasury stock, bond, debenture, certificate of interest or participation in any profit-sharing agreement or in any oil, gas, or other mineral royalty or lease, any collateral trust certificate, preorganization certificate or subscription, transferable share, investment contract, voting-trust certificate, certificate of deposit, for a security, any put, call, straddle, option, or privilege on any security, certificate of deposit, or group or index of securities (including any interest therein or based on the value thereof), or any put, call, straddle, option, or privilege entered into on a national securities exchange relating to foreign currency, or in general, any instrument commonly known as a 'security'; or any certificate of interest or participation in, temporary or interim certificate for, receipt for, or warrant or right to subscribe to or purchase, any of the foregoing; but shall not include currency or any note, draft, bill of exchange, or banker's acceptance which has a maturity at the time of issuance of not

# (1) Your Own Business



## (2) Sponsorship

**KICKSTARTER**

Discover  
great projects

Start  
your project

BLOGFAQSIGN UPLOG IN

# Brickside Brewery, Copper Harbor's first Microbrewery.

Project by Jason D Robinson • [send message](#)

PROJECT HOME

UPDATES2

BACKERS78

COMMENTS5



Brickside Brewery  
Copper Harbor, MI

PLAY VIDEO

Like

353 people like this.

Tweet

EMBED

<http://kck.st/lqvw9>

78  
BACKERS

\$8,140  
PLEDGED OF \$20,000 GOAL

38  
DAYS TO GO

THIS PROJECT WILL ONLY BE FUNDED IF AT  
LEAST \$20,000 IS PLEDGED BY SATURDAY  
JUL 9, 9:44AM EDT.

BACK THIS PROJECT

\$1 MINIMUM PLEDGE

PLEDGE \$5 OR MORE

You get a brick with your name on it for  
the brewery wall, a custom Brickside

ABOUT THIS PROJECT



# Some Local Sites



## (3) Interest-Free Lending



# But Note Other P2P Approaches Are Securities...



## (4) Slow Munis (Permissible Securities)





## (5) Public Banks





## (6) Pre-Selling



## (7) Community Land Trusts

**FIGURE 1**  
**CLTs Now Exist in 41 States and the District of Columbia**



Source: Produced by Yesim Sungu-Eryilmaz for the National CLT Academy, 2008.

# Questions & Discussion





What's Your  
Project?



OUT TO LUNCH





# **Part 7:**

## **Local Stock & Local Stock Markets**



**Unlocking the Economic Power of Local**

# Basics of Securities Law

## **Accredited Investors:**

- Generally Permitted
- Loose Disclosures

## **Unaccredited Investors:**

- Generally Prohibited
- Expensive Disclosures

**AND...Must Have  
Pre-existing Relationships**



# Public vs. Private Offerings



Approximately 500 people in this photograph taken March 19, 2004

© DaveRoels.com



# Public vs. Private Offerings



# Key “Exemptions” to SEC Registration

- **“Intrastate Offerings”**
- **Reg. D – Rule 504**
  - <\$1 million
  - SCOR Form U-7
  - < 35 Unaccredited
- **Reg. D – Rules 505 & 506**
  - Higher \$
  - More Demanding Disclosures
  - < 35 Unaccredited
- **Reg. A**
  - Unlimited Unaccredited
  - <\$5 million





# Intrastate Offering: Example #1



# Intrastate Offering: Example #2



# Multistate Grassroots Offering



## Table of Contents

As filed with the Securities and Exchange Commission on February 2, 2012

Registration No. 333-170270

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

### Amendment No. 2 to FORM S-1 REGISTRATION STATEMENT UNDER THE SECURITIES ACT OF 1933

#### ANNIE'S, INC.

(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or Other Jurisdiction of  
Incorporation or Organization)

**2990**  
(Primary Standard Industrial  
Classification Code Number)  
1513 Fifth Street  
Berkeley, CA 94710  
(310) 558-7500

**261296678**  
(F.R.S. Employer  
Identification Number)

(Address, including Zip Code, and Telephone Number, including Area Code, of Registrant's Principal Executive Office)

**Billy J. Kowensky**  
Chief Financial Officer  
Annie's, Inc.  
1513 Fifth Street  
Berkeley, CA 94710  
(310) 558-7500

(Name, Address, including Zip Code, and Telephone Number, including Area Code, of Agent for Service)

#### Copies to:

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Proskauer Rose LLP  
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**Kris F. Heinzelman, Esq.**  
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825 Eighth Avenue  
New York, NY 10018-7475  
Telephone: (212) 474-1858  
Fax: (212) 474-5706

**Approximate date of commencement of proposed sale to the public:** As soon as practicable after the effective date of this Registration Statement.

If any of the securities being registered on this form are to be offered on a delayed or continuous basis pursuant to Rule 415 under the Securities Act of 1933, check the following box: ☐

If this form is filed to register additional securities for an offering pursuant to Rule 462(b) under the Securities Act, check the following box and list the Securities Act registration statement number of the earlier effective registration statement for the same offering: ☐

If this form is a post-effective amendment filed pursuant to Rule 462(c) under the Securities Act, check the following box and list the Securities Act registration statement number of the earlier effective registration statement for the same offering: ☐

If this form is a post-effective amendment filed pursuant to Rule 462(d) under the Securities Act, check the following box and list the Securities Act registration statement number of the earlier effective registration statement for the same offering: ☐

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

☐

Accelerated filer

☐

Non-accelerated filer

☒

(Do not check if a smaller reporting company)

Smaller reporting company

☐

# Risks to Unaccredited Investors



# Other Ways of Limiting Risk

- Fraud Statutes
- Dollar Limits
- Intermediaries
- Peer Feedback





# Contradictions in Risk Policy



# Recent Legislation







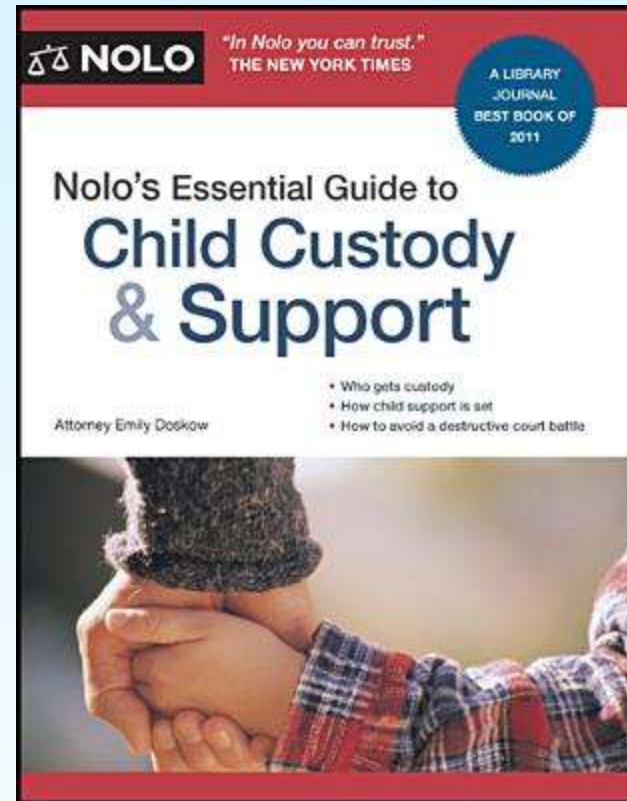
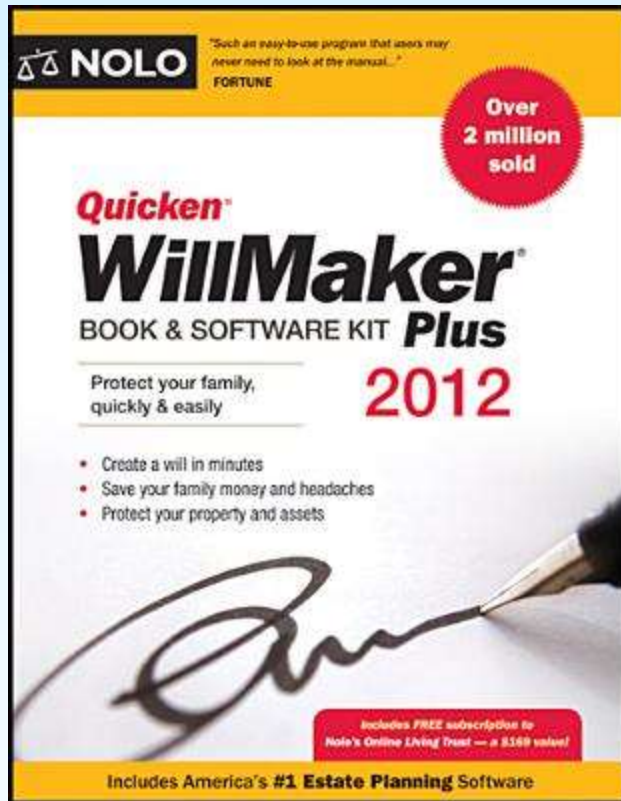
# The New World Order

## 5 April 2012

- <\$1 million
- <\$100k → \$2k/5%
- >\$100k → 10%
- Intermediary Required
- State Preemption



# The Future of DPOs





# Local Stock Exchanges

many missions one market  
**MISSION**  
MARKETS™



# Community Portal

[Sign Up](#)[Login](#)[Home](#)[What We Do](#)[The MMX](#)[Services](#)[Our Team](#)[Contact](#)

## The Financial Marketplace For Sustainable Capitalism

Find Sustainable  
Investments

Raise Mission  
Aligned Capital

Transact on The  
MMX

Use Impact Metrics

Create a Community  
Portal

### Create a Community Portal

A Community Portal is our turnkey technology solution creating a branded private capital marketplace allowing communities and organisations to more effectively serve their markets.

[Learn More](#)



# Key Elements of Community Portals

- Initial & Secondary Offerings
- High Standards
- Ongoing Reporting
- Broker-Dealer
- Legal Compliance
- Build Local Marketplace



# Questions & Discussion



# Part 7: Pools of Money



Unlocking the Power of Community Capital



# Why Pools Matter



# Investment Company Act



# Act Exemptions

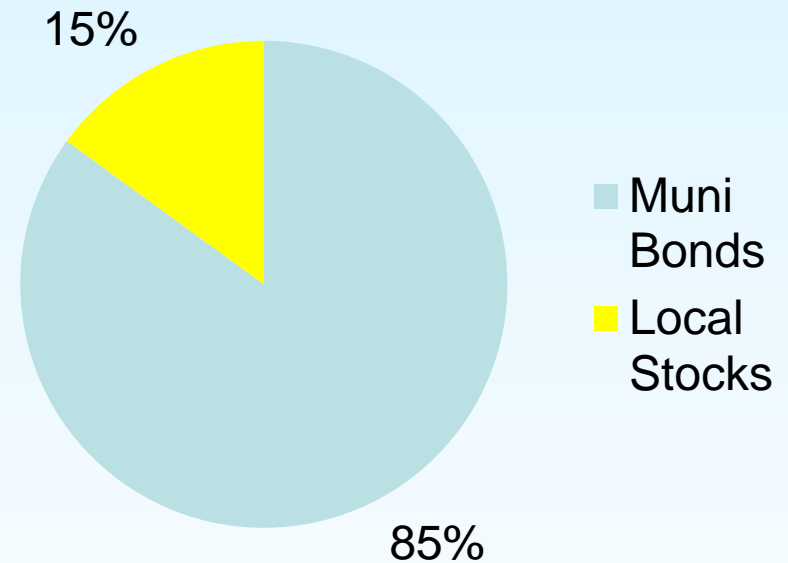
- Nonprofits
- Banks, Etc.
- < 100 Investors
- Clubs
- BIDCOs



# Mutual Funds

- 7,500 Funds
- 0 Locally Focused
- Possibilities

**Plausible Structure**



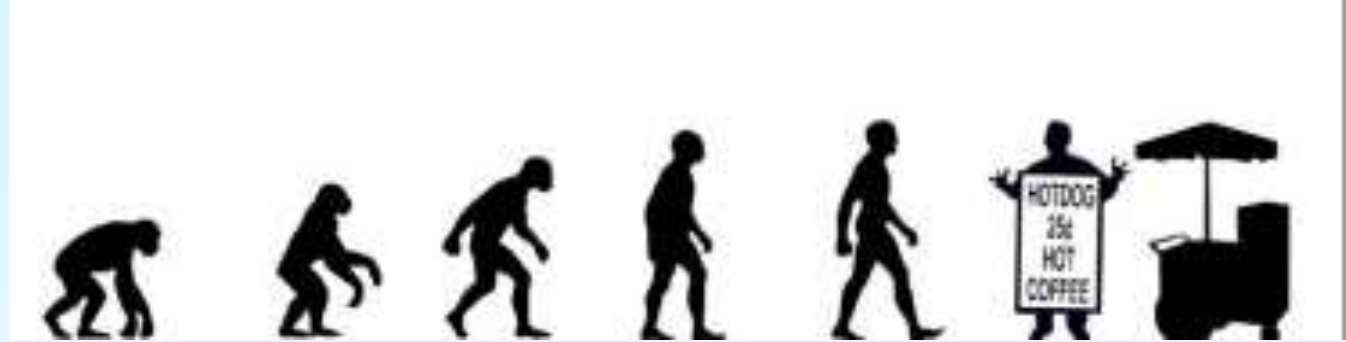
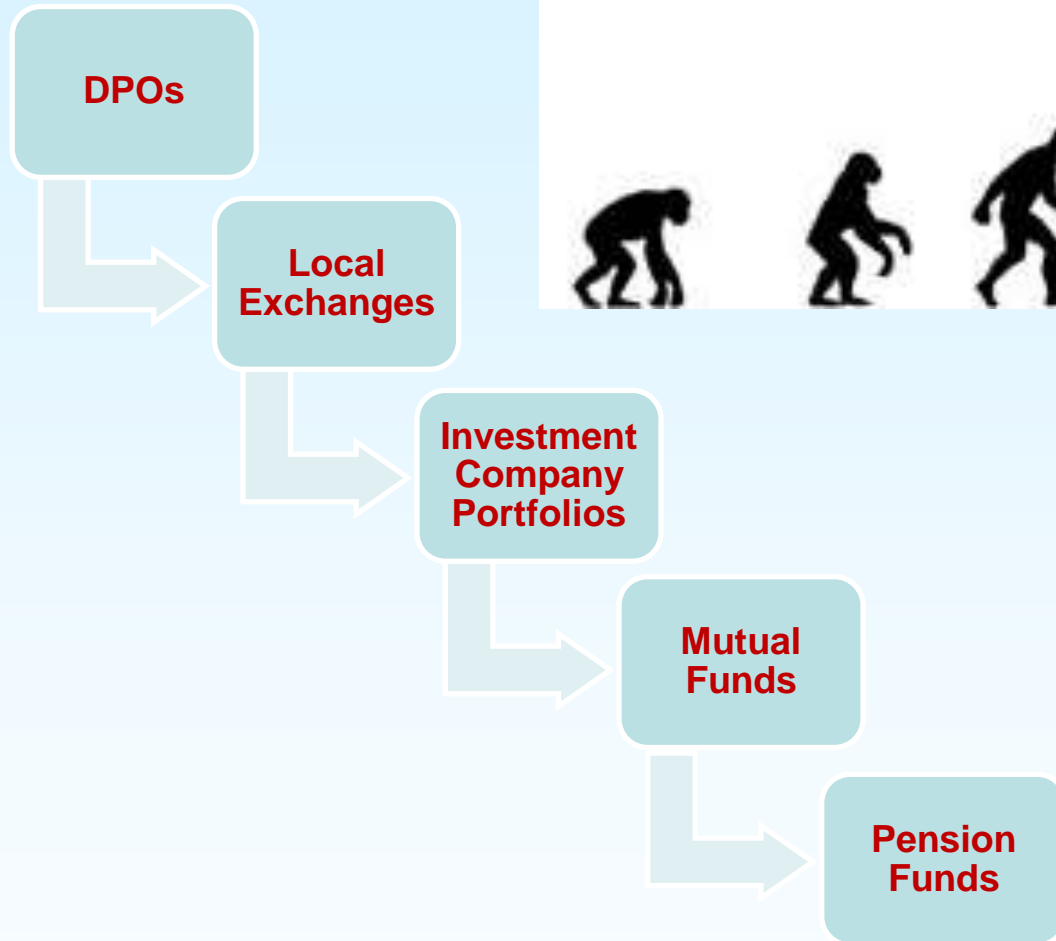
# Pension Funds

- ERISA Rules
  - Fiduciary Duty
- Exceptional ETIs
  - NY
  - MI
  - CalPERs





# Likely Arc of Evolution



# Unaccredited Investor Models

- **RSF Social Investment Fund**
- Calvert Community Notes
- Revolving Loan Funds
- Investment Clubs
- BIDCOs



# Unaccredited Investor Models

- RSF Social Investment Fund
- **Calvert Community Notes**
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# Unaccredited Investor Models

- RSF Social Investment Fund
- Calvert Community Notes
- **Revolving Loan Funds**
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# Unaccredited Investor Models

- RSF Social Investment Fund
- Calvert Community Notes
- Revolving Loan Funds
- **Investment Clubs**
- BIDCOs



## The “No Small Potatoes” Investment Club

Over the summer, a group of Mainers met through our common interest in the Slow Money Movement. We formed an Investment Club to provide working capital in the form of low-interest loans to Maine Farmers and Food Producers. Currently, we meet quarterly as a group to discuss loan opportunities that our members want to support. At this point, we make individual self-directed loans to Maine farmers and food enterprises; soon, however, we plan to pool our funds and make loans as a group.

*You can make a difference*

Our loans have ranged from \$3,000-\$15,000. The investment commitment to join our club is \$5,000. We hope you will consider joining our fun, productive, and worthwhile investment club.

Our first set of loans helped these three wonderful Maine companies:

Heiwa Tofu  
of Camden Maine



Maho & Ami, Jeff & Ina

Lalibela Farm  
of Dresden Maine



Iyana & Makeda

Thirty Acres Farm  
of Whitefield Maine



Otis & Will

*We invest in growing Maine families*



Creamy and delectable handcrafted tofu



Naturally fermented, wonderful tempeh



Raw, tangy, effervescent cultured vegetables

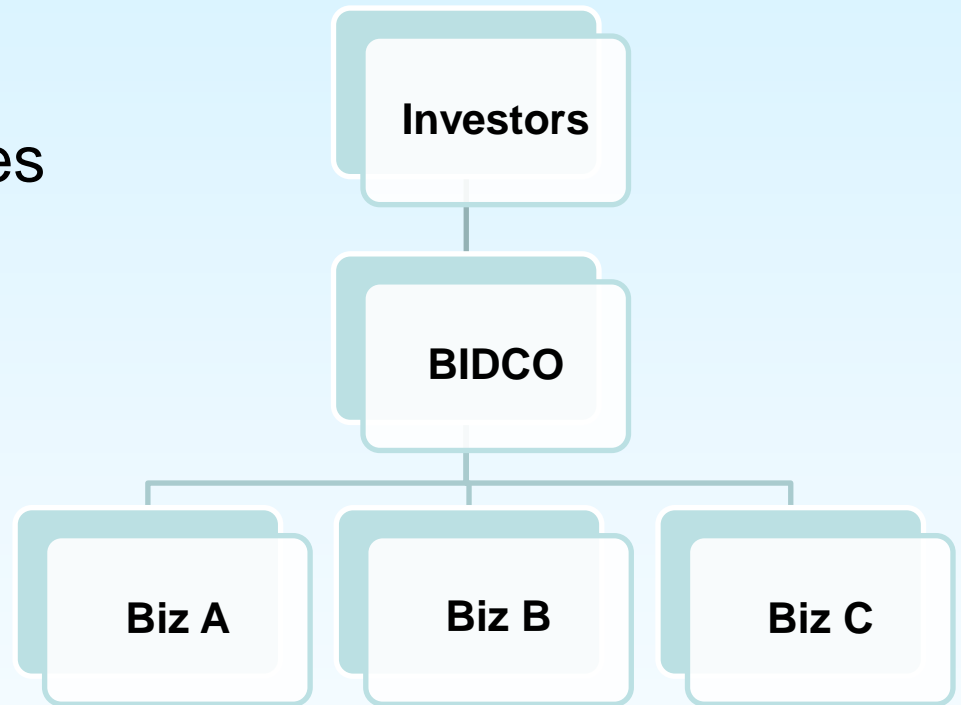
*We invest in growing Maine food*

**Get involved** Please contact Eleanor Kinney at 380-3155/eleanorkinney@mac.com or Chris Hallweaver at 329-5043/chrisHallweaver@gmail.com for more information about our loan fund.

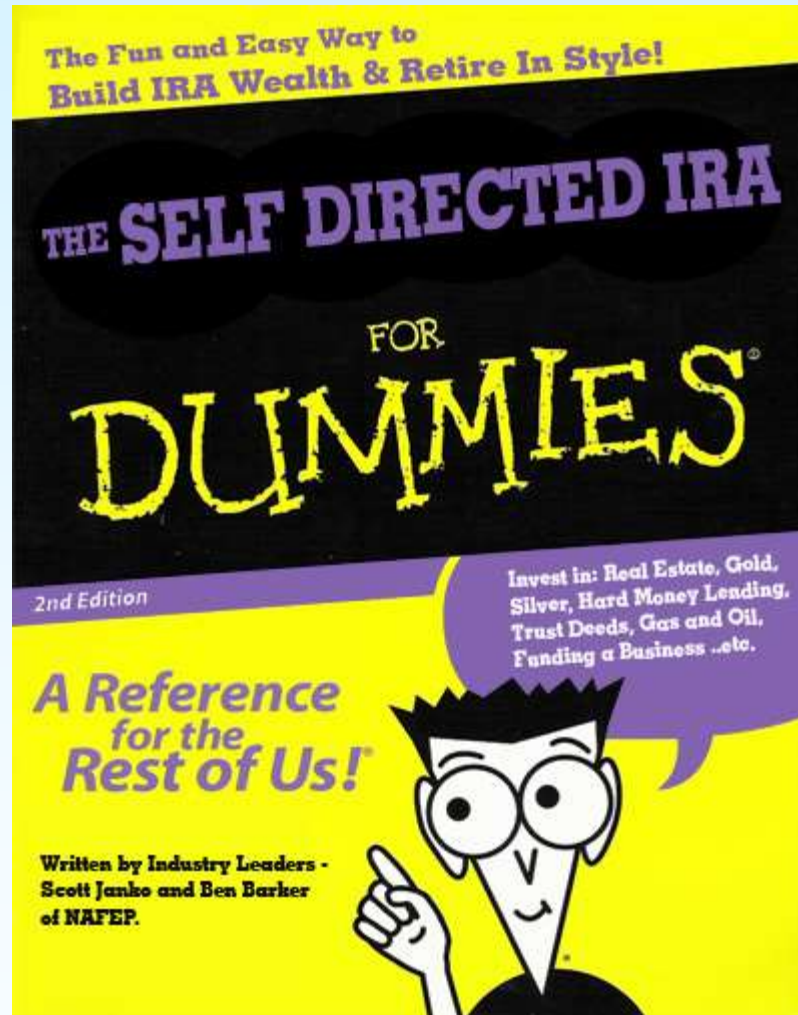


# Unaccredited Investor Models

- RSF Social Investment Fund
- Calvert Community Notes
- Revolving Loan Funds
- Investment Clubs
- **BIDCOs**



# The “Secret” Weapon



# Questions & Discussion



# Part 8: Small Groups



Unlocking the Economic Power of Local

# Choosing Top Tools

- Cutting Edge Coops (Mark)
- Community Portalm (Ronna)
- Local Fund (Hanna)
- Investment Club (Art)
- Current Investment Opps (Marian)



# Questions for Small Group

**(1) DEFINITION:** What's the opportunity?

**(2) CAPACITY:** What do we have – to build on?

**(3) BENEFICIARIES:** Who could benefit? Which businesses?

**(4) OBSTACLES:** What stands in the way? Policies? Laws?  
Money? Organization? Technology?

**(5) STRATEGY:** How might the obstacles be overcome?

**(6) MOVING FORWARD:** Who should do what, when?

***BE SURE TO PICK A RAPPORTEUR!***

# Break



# Questions for Small Group

**(1) DEFINITION:** What's the opportunity?

**(2) CAPACITY:** What do we have – to build on?

**(3) BENEFICIARIES:** Who could benefit? Which businesses?

**(4) OBSTACLES:** What stands in the way? Policies? Laws?  
Money? Organization? Technology?

**(5) STRATEGY:** How might the obstacles be overcome?

**(6) MOVING FORWARD:** Who should do what, when?

***BE SURE TO PICK A RAPPORTEUR!***

# Report: Investment Fund

## **DEFINITION -**

### **CAPACITY**

- Francis Fund
- Dime Bank

### **BENEFICIARIES**

- Scope Magazine

## **OBSTACLES**

- Awareness
- 

## **STRATEGY**

- Make Opps Accessible
- Niche: Educational Institutions are all over town. Could generate a hub of opps.
- Post-military economy, recycle human and built capital

## **MOVING FORWARD**

- Dime bank interest in some vehicle
- Francis Fund in a planning process
- Need more people involved

# Report: Community Opps

## DEFINITION

- Bens of local business

## CAPACITY

- Hodges Square campaign
- Local farmers
- interests here
- Schools – Mitchell, Coast

Guard

## BENEFICIARIES

- People w/o cars
- Elderly, youths
- Local Businesses

## OBSTACLES

- Costs
- Zoning
- Health Codes

## STRATEGY

- LISTS of people, orgs, resources, businesses looking for capital, investors looking for investment opportunities
- MONTHLY get together like LION, Jacqui will provide good food and venue

## MOVING FORWARD\

- Group will move ahead
- This is a launch



# Report: Cutting-Edge Coops

## DEFINITION

- Buz model that most people don't know.
- Fundamentally community oriented.
- Many kinds of businesses can operate as coops

## CAPACITY

- Fiddleheads (\$3m/yr)

## BENEFICIARIES

- Hard to find small spaces. Need to help small startups.
- Housing
- Health care

## OBSTACLES

- Mindset against coops
- Not enuf entreps attracted to New London
- Zoning doesn't facilitated entrepreneurship (need rewrite code)
- Myth that unprofitable
- Startup capital

## STRATEGY

- Write down the story
- Hodges Square development as a model, break out piece, bring in bigger players
- Procurement opportunities
- Tap interns

## MOVING FORWARD

- Tell story about rolling out
- Funding – neighborhood fund, get

# Report: Community Portals

## DEFINITION

- Marketplace where local investors and businesses can find each other

- 

## CAPACITY

- Mission Markets local
- Businesses HAVE used

CF'ing

- 

## BENEFICIARIES

- Neighborhood revitalization
  - Investors opportunities
- (direct and indirect)

## OBSTACLES

- Newbies
- Legal issues
- Money to get started
- Shakeout period & risks

## STRATEGY

- MM – planning, education, positioned now, start small, get stakeholders together now

## MOVING FORWARD

- Continue meeting
- MM – Mike van Patten

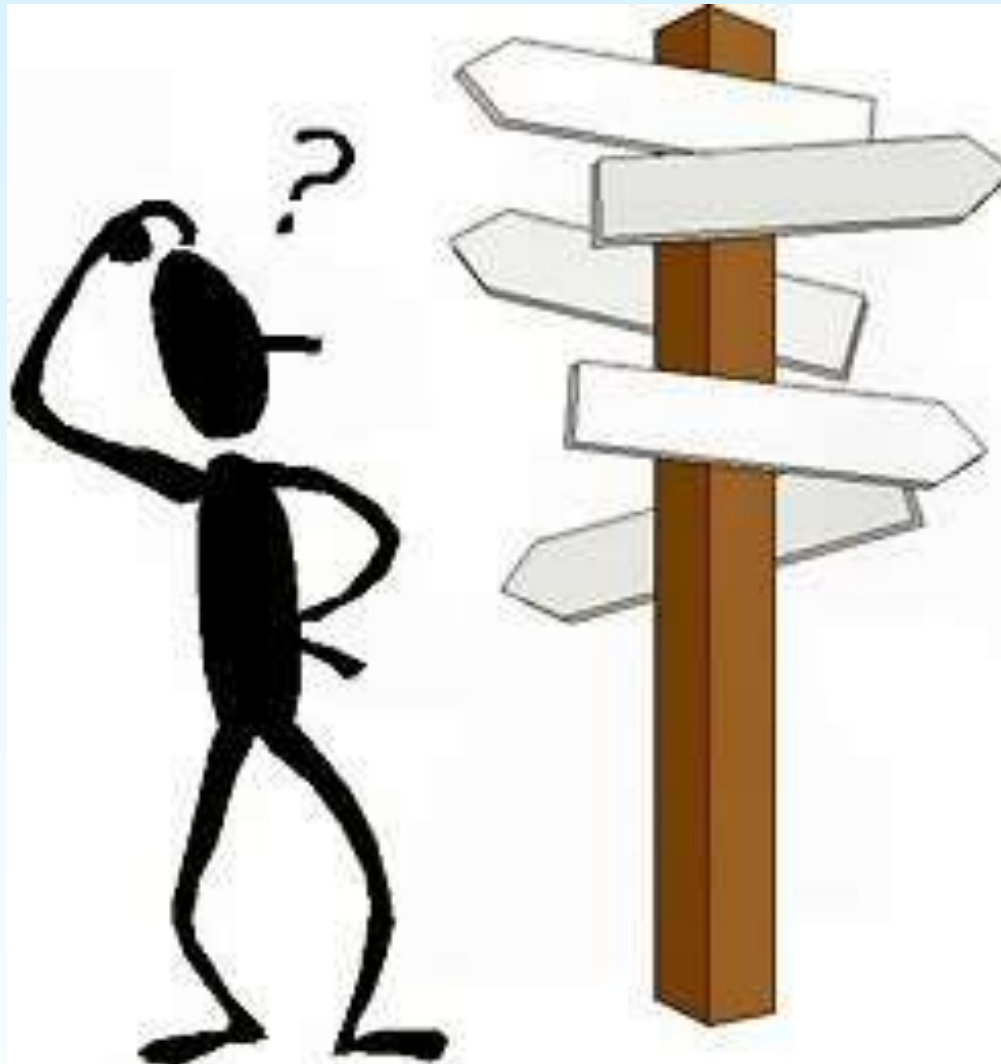
# **Finale':**

## **Next Steps & Wrap Up**



**Unlocking the Economic Power of Local**

# What Else Should Be Done Here?



# What Can The City Do?

- Bank Local
- Web Listing
- SD-IRA Deals
- Mission Markets Platform
- More Reform





# What Are The Obstacles?



# What Are The Next Steps?





Any more  
questions?

Phil



# Once The Dam Cracks...



# For More Information:

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[www.locatopia.net](http://www.locatopia.net) (soon!)

