

Investment Crowdfunding for Investors

Investing locally gives communities control of their own destinies as they support local entrepreneurs.

Why invest locally?

After the 2008 economic downturn, Michiganders lost jobs and many local businesses collapsed, undermining local economies and individual financial stability. Americans suffered, Michiganders suffered.

Investing locally gives communities control of their own destinies as they support local entrepreneurs, directing much needed funds to grow and sustain local businesses while making smart financial investments.

What is crowdfunding?

Crowdfunding is the process of raising capital from many individual donors to support a product, business or idea. Donation-based crowdfunding, in which individuals contribute to a project in return for a small, tangible gift, has gained significant popularity on sites like *Kickstarter* or *Indiegogo*. Crowdfunding has become so popular that over \$5 billion has now been donated to projects by community members.

Michigan Invests Locally Exemption (MILE) incorporates the best parts of donation-based crowdfunding to empower Michigan investors through **intrastate investment crowdfunding**. Now, Michigan citizens can support new or existing Michigan businesses in exchange for equity, debt or revenue sharing. For the first time, non-accredited investors – those with less than \$1 million in net worth – are equipped with an investment tool that empowers them to invest in local projects including real estate development, the rehabilitation and repurposing of blighted buildings, or the establishment of a new restaurant in town, for example.

Am I an investor?

Yes! All legal Michigan residents are investors under MILE. Entrepreneurs rely on committed community investors to raise capital from the “crowd,” neighbors, business owners, accredited investors, community banks – and you!

How much can I invest?

Non-accredited investors may invest up to \$10,000 per campaign. Accredited investors may invest any amount.

I'm interested! *What do I do next?*

1 Get more information about Michigan crowdfunding.

Visit www.crowdfundingMI.com to learn more and become part of your local crowdfunding community.

2 Read the actual bill.

Go to bit.ly/MILEactfinal to read the final approved document.

3 Get Smart.

Learn due diligence and how to identify a great investment opportunity by contacting your financial advisor or seeking advice through organizations like **Revalue**.

4 Browse live campaigns on Michigan's available portals.

Currently there are only two platforms operating in Michigan: *Localstake* and *Fundrise*. Search for businesses closest to your community!

5 Join a community of investors.

Meetup Groups: Investors, financial and legal intermediaries and entrepreneurs discuss new opportunities, best practices and lessons learned for investment crowdfunding with MILE.

Your Community: Gather your neighbors, fellow investors and local entrepreneurs and business owners to discuss opportunities for investing locally.

Resources:

venture LOCAL

www.venturelocalMI.org

Revalue

www.revalueinvesting.com

Reconsider

www.timetoreconsider.com

SE Michigan Crowdfunding Meetup

www.meetup.com/SE-Michigan-Crowdfunding-Meetup

Investment Readiness Scholarship Application

bit.ly/VLScholarship

Michigan Municipal League Case Study

bit.ly/TBCcasestudy

About the MILE Act and crowdfunding:

www.crowdfundingMI.com

bit.ly/MILEresearch

Crowdfunding platforms:

Localstake

www.localstake.com

Fundrise

www.fundrise.com

Popularise

www.popularise.com