



The
LocalCrowd[®]
Community. Connection. Capital.

TLC 4SE
A Force for Good
For Your Community

The **TLC** Team



Jessica Brauer



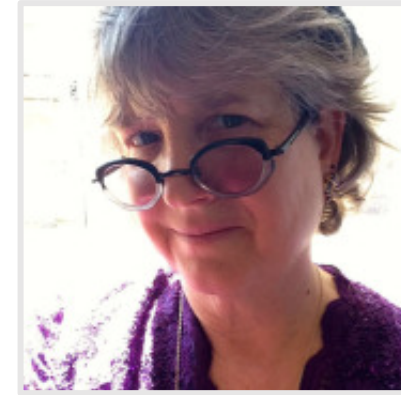
Jen Risley



Katelyn Heller



Amanda Jeffers



Diane Sontum



Kim Vincent



Community Funded Enterprises

Questions from Nicole...

- 📌 What is the local crowd? How is this different from existing / more traditional financing mechanisms? How does it complement other financing tools?
- 📌 What problem were you trying to solve when you developed this model?
- 📌 What are some of the challenges specific to rural areas that this kind of investing helps address?
- 📌 What is the fourth sector? What are some examples of fourth sector ventures in the communities you work in?
- 📌 [In this article from 2017](#) written about your work, you're quoted as saying: It's been a slow and painstaking process. "It takes a long time to build the culture and the ecosystem," says Wolverton. Tell us about building the culture - what do you mean by that? What kind of culture are you trying to build and why is that so difficult?
- 📌 With the current pandemic we've all seen gross inequities in our system - in particular many of the small businesses and non-profit organizations, for which programs like PPP and SBA EIDL were designed, did not get access to the capital they needed. Considering our current context, why is this type of local investment model so critical at this particular moment in time?
- 📌 What do communities who want to start this kind of investment need to know? Are there prerequisite conditions that are needed to make this successful? What needs to be in place to get started?

Economic opportunity 4 rural communities



Rural Flight: The most common reason for leaving:
Lack of economic opportunity.



Created by Emily L
from Noun Project

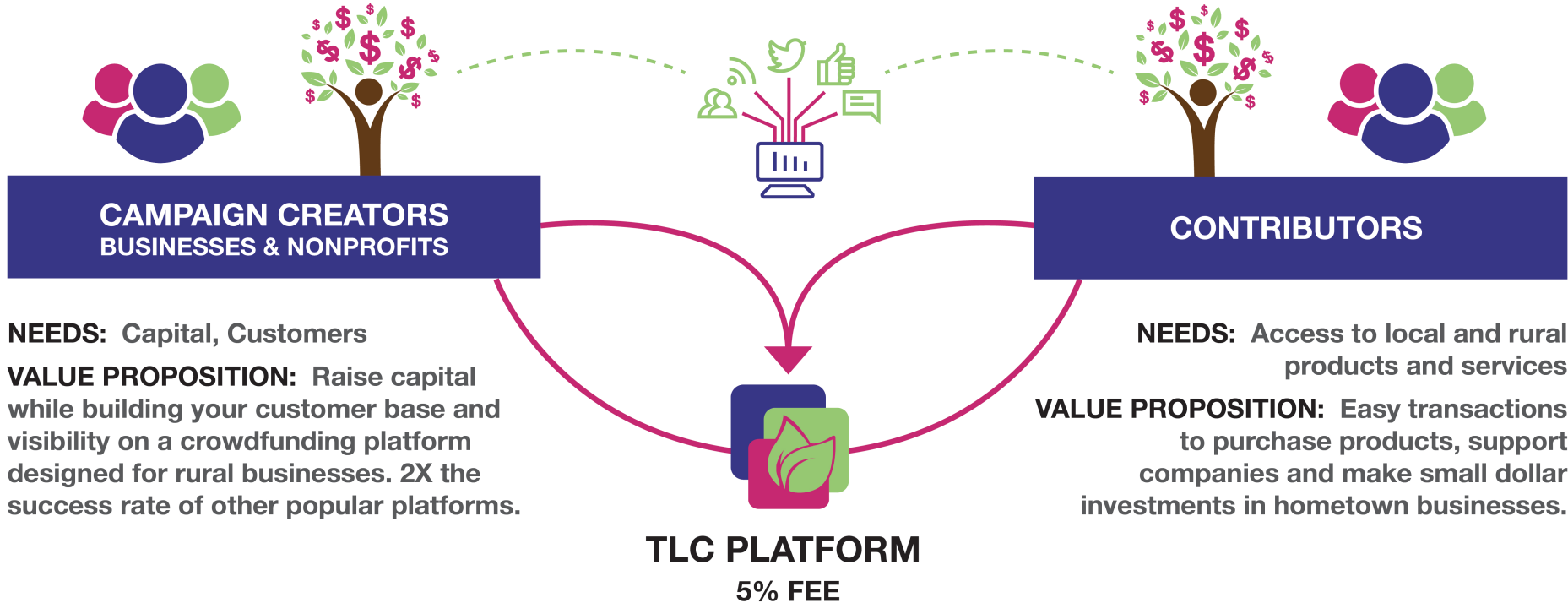
Over the last 3 decades, more than half of all banks in America have closed, 96% of them community banks—the primary source of lending in rural communities

Entrepreneurship creates opportunity.

What is it? Rewards-Based Crowdfunding Hosted By Rural Communities

Member Community

The Two-Sided Crowdfunding Platform



TYPES of Crowdfunding



DONATIONS

Philanthropic donation or gift, no return expected

REWARDS

Contribution in exchange for a perk or a pre-order of a product

LENDING

Capital repayment most often with interest

EQUITY

Investment for an ownership stake in the business

ROYALTY

Crowdfunders invest in campaign owners and receive a share of revenue earned in return for their investment

It's About YOUR COMMUNITY

THE LOCAL CROWD
MONADNOCK



HOME ABOUT ► FAQs ► NEWS ► EVENTS ► CONTACT US

Create Your
CUSTOMIZED Locally
Focused Platform

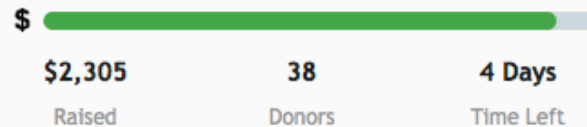
Health & Wellness



Yoga for Recovery

A community-funded effort geared toward supporting the individuals of our community who are in recovery by providing scholarships to attend regular yoga...

Keene, NH



Education



2019 Plaid Friday, Cider Monday and More

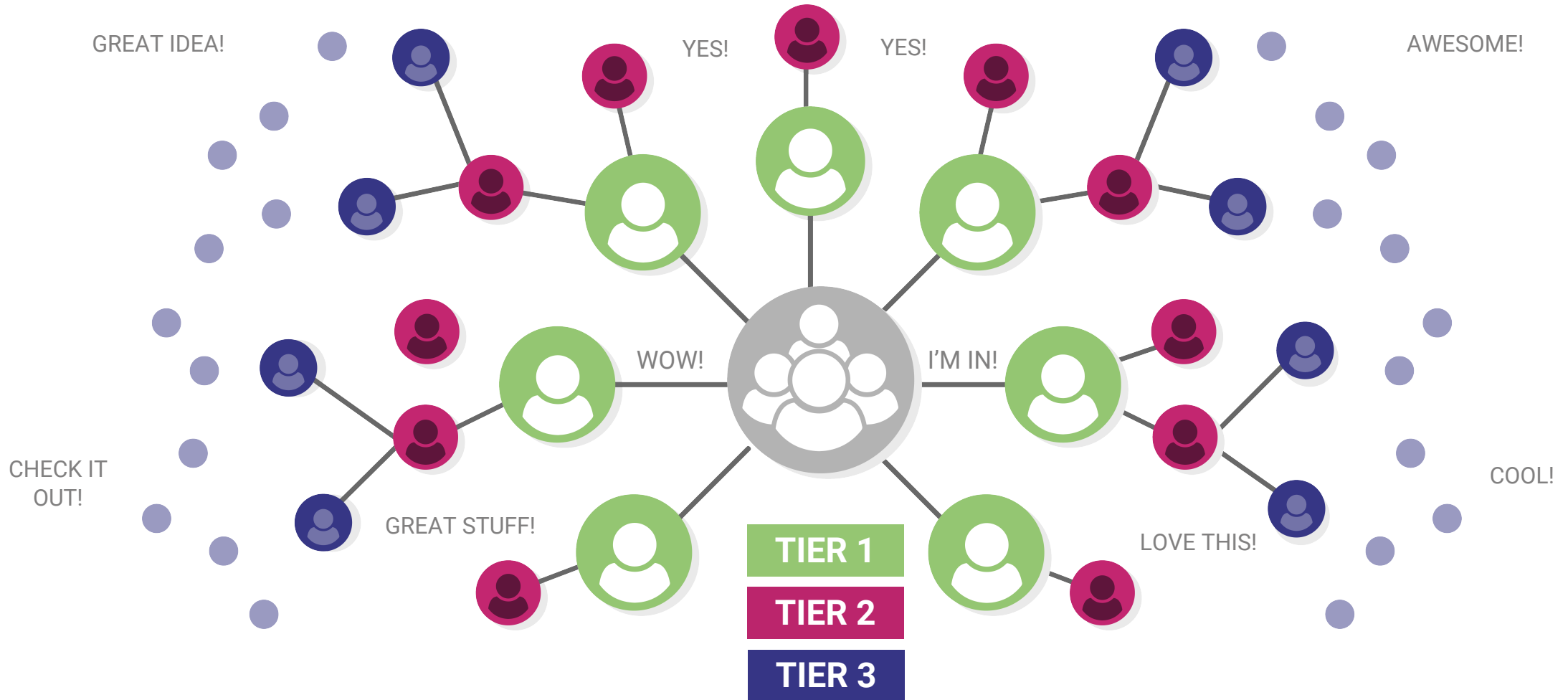
YOU can help us inspire more of our friends and neighbors to support locally owned businesses by shifting more of our holiday spending to independent bu...

Keene, NH



How Crowdfunding **WORKS...**

80%-90% of funds raised come from activities of the Campaign Creator and his or her team



It's About **EDUCATION**

Teaching Best Practices → Creating User Success

Day to Day marketing plans raise **180%** more.

Videos raise **105%** more.

Regular updates raise **126%** more.

Teams raise **38%** more.

Once you reach your goal, you are **78%** more likely to exceed it.

Best campaigns last **20-40** days.

Personal email is **Best** way to connect.

People are **22%** more likely to give once the project has reached **40%** of its goal.

Best descriptions are **300-500** words.

683,110 Projects Tracked

PROJECTS STATS & ANALYTICS

Showing Period 1st January 2014 - 6th July 2014



Average Raised

In 161,331 fully funded projects

\$28,439

Fully Funded

The percent of projects ended fully funded

22.4%

Average Pledge

In 161,331 fully funded projects

\$95

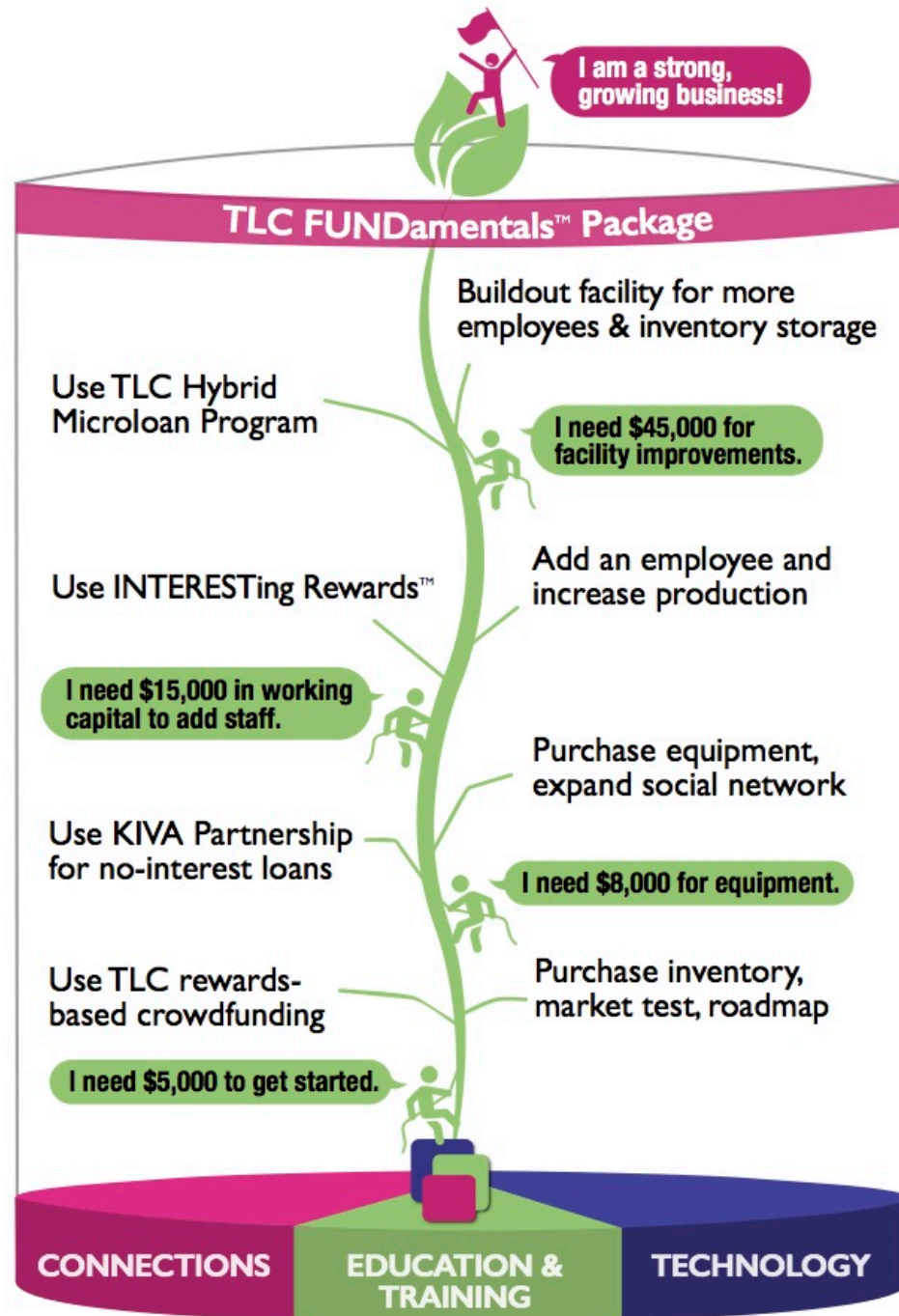
Average Backers

In fully funded projects (47 in all)

299



**Seed
Crowdfunding:**
TLC 4SE is part of the
funding ecosystem for
small businesses and
entrepreneurs.



The Grey Suit Factor...

Funding comes from the market—not from a select group of “grey suits” stuck in outdated practices.

Underserved populations have a chance to shine!

Women-led campaigns reach their goals more often than men.

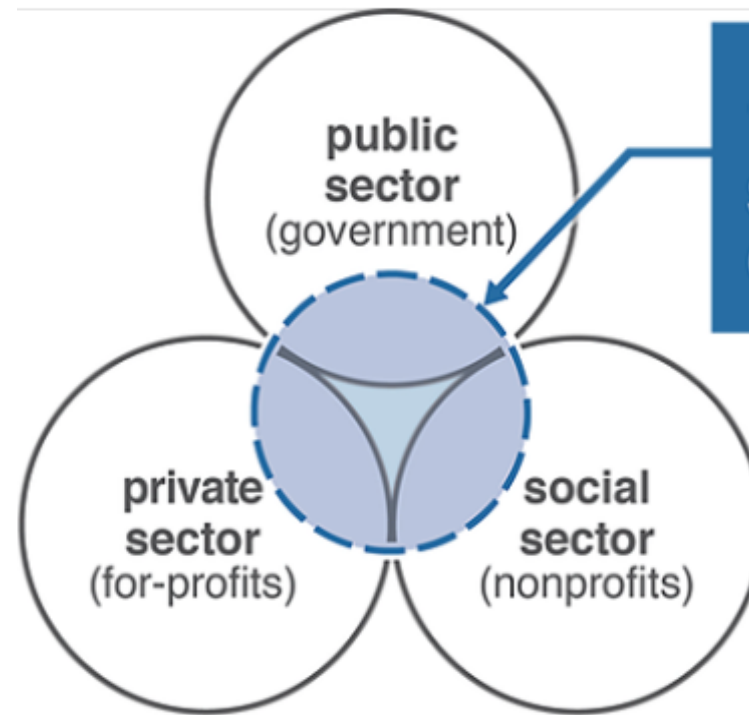


What is the 4th Sector?

Caring Economy—genuine caring for people and nature is the top priority

Making the world a better place using business models.

**Social Enterprise
4-Benefit Businesses
Mission Driven**



fourth sector
(for-benefits)

Blended Value Organizations
Chaordic Organizations
Civic/Municipal Enterprises
Common Good Corporations
Community Development Corps.
Community Interest Corporations
Community Wealth Organizations
Cooperatives
Cross-Sectoral Partnerships
Ethical Social Institutions
Faith-Based Enterprises
Hybrid Organizations
New Profit Companies
Non-Profit Enterprises
Social Businesses
Social Economy Enterprises
Social Enterprises
Sustainable Enterprises
Tribal Corporations

 **4SE**
FORCE!

Crowdfunding Economic Impact

- 🌱 Crowdfunded companies increased quarterly revenues by an average of 24%
- 🌱 Equity-based increased revenue by 351%.
- 🌱 39% of companies hired an average of 2.2 new employees (48% more said they plan to hire.)
- 🌱 Within 3 months, 28% had closed an investor round. (An additional 43% were in discussions.)
- 🌱 Every hour invested in a successful crowdfunding campaign returned \$813.

Let's Move 4WARD!



LET US TOGETHER REBUILD THIS WORLD.

-Asagun, Lord of the Rings

This is an unprecedented time—one we could not have imagined even six months ago. Yet, what we imagine today gives us the power to change the world of tomorrow into one we want for ourselves, our children, our neighbors and the planet that sustains us.

Imagine a world of Tenderness, Lovingkindness and Care. Imagine how we can express that vision by caring for everyone in our community. Imagine how we can ensure this ethic of caring continues beyond these uncertain and chaotic times. The archeologist tells us that culture is made up of the stories we tell ourselves about ourselves. Now is the time to imagine and embody a new story together—a story of caring.


LET US RE-IMAGINE THIS WORLD TOGETHER

The purpose of TLC 4WARD is to help rural communities recover more quickly and more completely from this crisis. The initiative is based on TLC's recent SBIR research, funded in part by the National Science Foundation. The research concluded that the TLC crowdfunding platform is an effective tool for stimulating financial and social capital in the communities that use it.

In response to the economic crisis created by the COVID-19 pandemic, TLC developed 4WARD—a crowdfunding-based initiative that can be rapidly deployed in communities to support recovery. 4WARD enables residents to contribute to local businesses and organizations through online transactions. It is also a repository for important information and resources for rebuilding.


FIND YOUR TLC 4WARD COMMUNITY

UPPER VALLEY



Vital Communities is a nonprofit organization that cultivates the civic, environmental, and

MONADNOCK



We leverage the power of crowdfunding to

INTERESTED IN LEARNING MORE?

Our mission is to help you leverage the power of a localized crowdfunding platform for the establishment and support of the emerging fourth sector of the economy. To learn more, click on the button below.

CONTACT US TODAY

SUBSCRIBE

Subscribe to our email newsletter to get the most current news, tutorials or promotions!


Jessa
jessa@homegrownhideaways.

Subscribe



Home Submit Your Business Story About Contact News

TLC 4WARD - Monadnock Cart (1) Lo



Community Response to COVID

Empowering you to support the local businesses you don't want to live without! Together, let's help the locally owned businesses below weather the COVID-19 crises, meet changes in community needs and seize new opportunities to forward a more local, green and fair economy in the Monadnock Region.

Let's Move 4WARD!

Spread the Word

\$660 Raised of \$9,600.00 Goal 30 Gifts

Search

Keep us moving 4WARD Rewards Community

Keep us moving 4WARD



Archway Farm Store Upgrade

Help us upgrade the electric service of our farm store to better handle our new display freezers and refrigerator and give us more capacity to make additional upgrades going forward.

\$215 Raised of \$1,000 Goal

10 Donors



Prime Roast Beans By Bike

As demand for BySpoke - Beans By Bike continues to grow, we find ourselves in need of a back-up battery for Iris. With your support, we can keep Iris rolling and our community caffeinated!

\$185 Raised of \$600 Goal

7 Donors



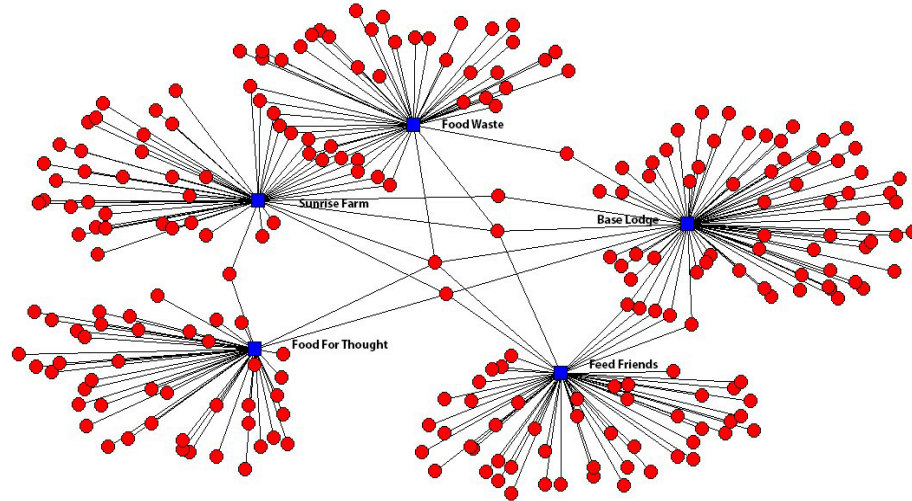
Supporting Co-op Curbside Pick-Up

We turn to our community to help us cover a portion of the cost of a refrigerated trailer. Your support will help us keep curbside pick-up available now and into the future.

\$115 Raised of \$7,000 Goal

6 Donors

Call for Demonstration Sites



- Use of TLC 4SE platform for 2 years at no charge.
- IRISS will provide insights into social capital in your community.
- Founding member of 4SE Cooperative
- Help businesses survive the COVID crisis
- Crowdfunding Fees Returned to Community Host (During research period.)



United States Department of Agriculture
National Institute of Food and Agriculture

Bring a new **4SE** to your community!



UPPER VALLEY



Vital Communities is a nonprofit organization that cultivates the civic, environmental, and economic vitality of the Upper Valley.

[SUPPORT UPPER VALLEY](#)



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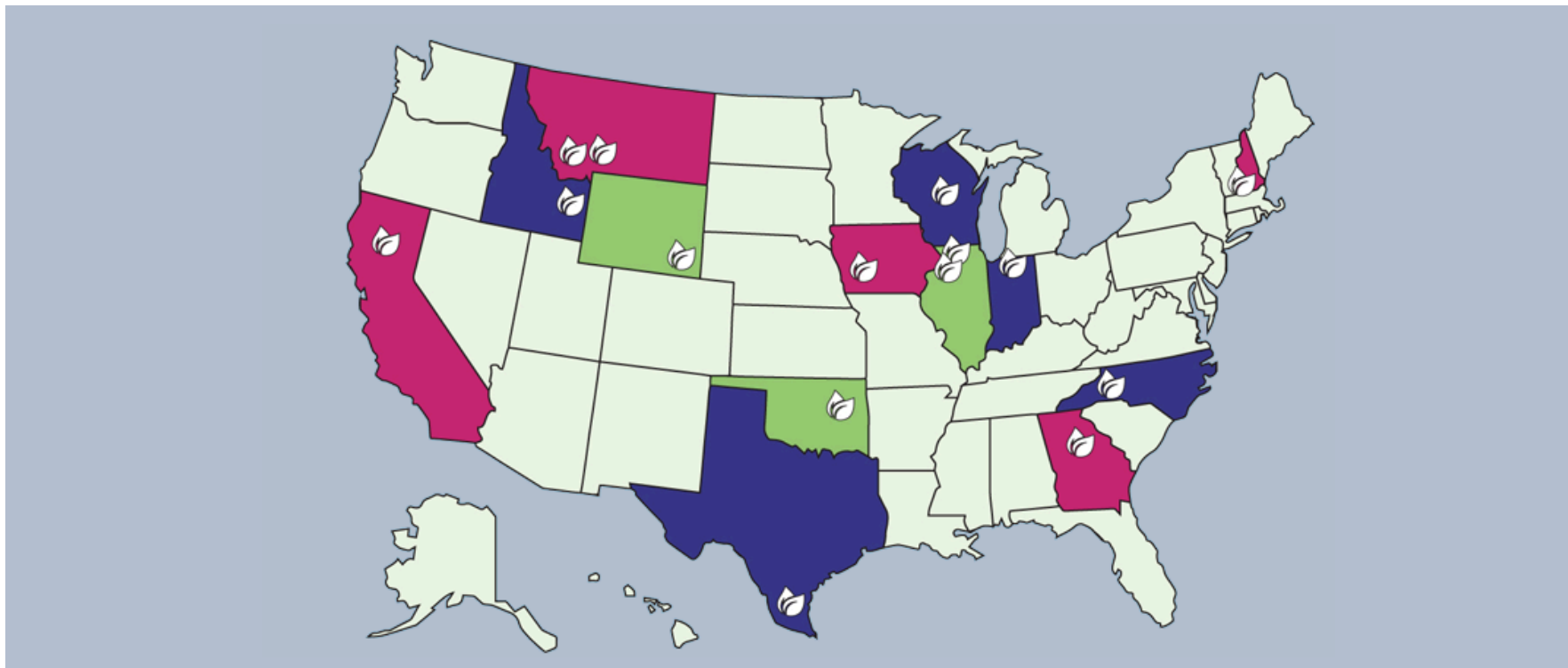
We leverage the power of crowdfunding to cultivate a stronger ecosystem of investors, service providers and local economy in the Monadnock Region.

[SUPPORT MONADNOCK](#)



Bring a new **4SE** to your community!

Our mission is to support the wellbeing of communities by **catalyzing entrepreneurial ecosystems** through the introduction of an educational crowdfunding tool.



Crowdfunding Made Local

**COMMUNITY.
CONNECTION.
CAPITAL.**

www.thelocalcrowd.com

*Where people
gather to
share stories,
resources,
and love for
community.*

**DISCOVER THE POWER
OF YOUR COMMUNITY.**



Thank you!

We appreciate the opportunity to help Make It Happen in your community. TLC has the resources to guide your clients to the next level in funding their business ideas.

- TLC staff -