



Mapping Michigan's Community Capital Ecosystem

Prepared for the 2020 MSU Innovate Michigan Summit

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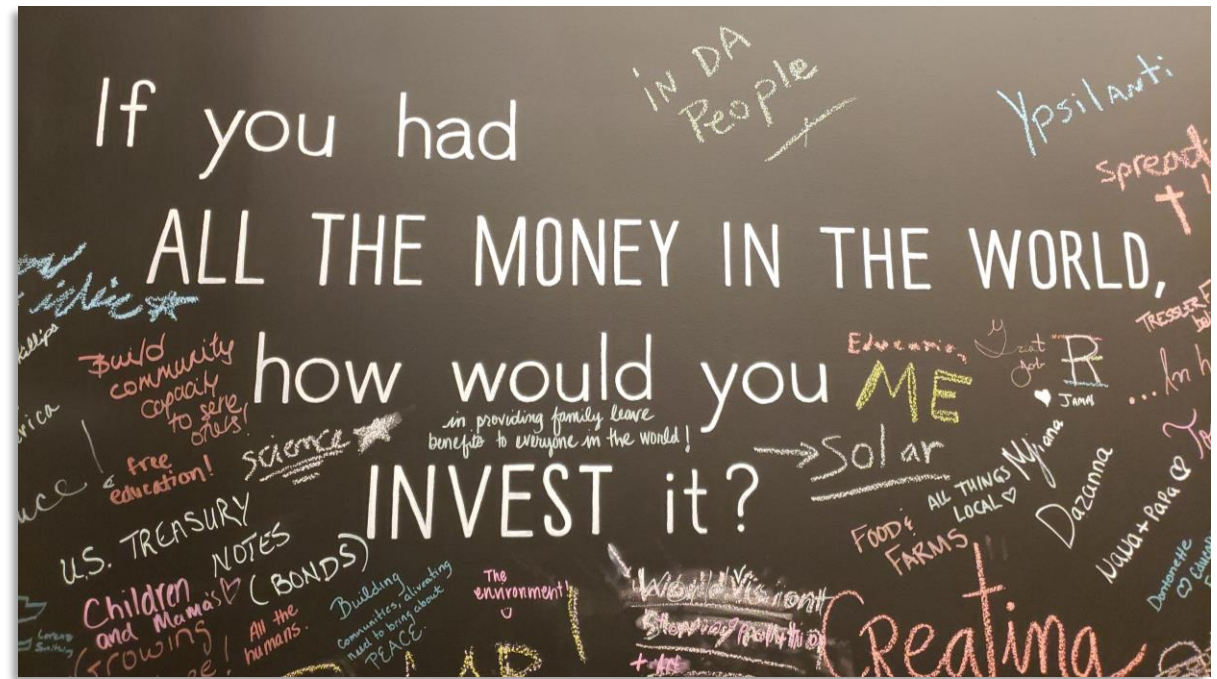
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Today's journey

- The 30,000-foot view
- The supply chain
- The solutions
- The actions





The Project scope

Map Michigan's community capital ecosystem of people, organizations, and resources that make up the current marketplace.

- 23 informational interviews
- Trends research
- Consolidation of current initiatives
- Solution ideation
- Presentation and information materials



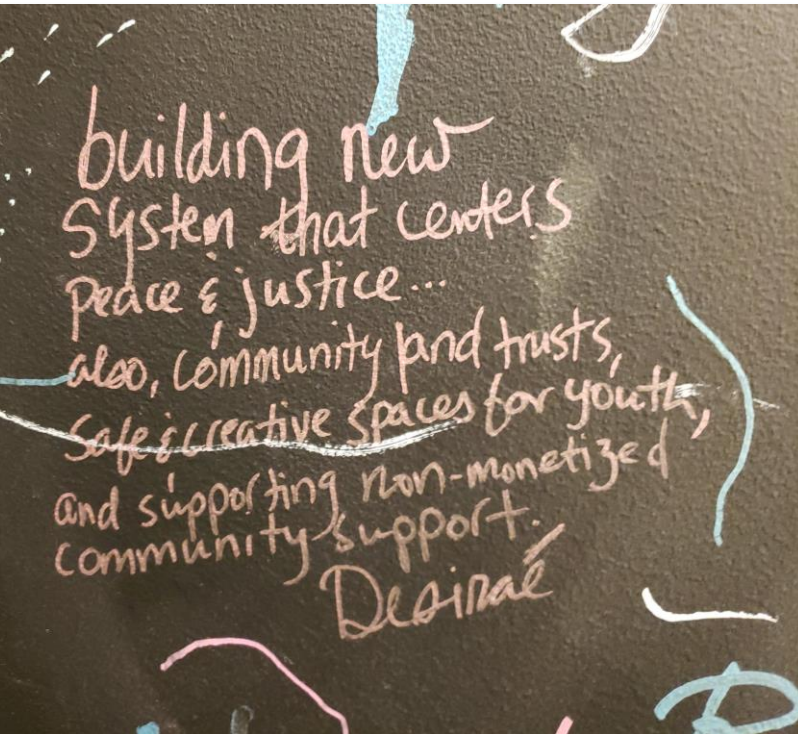
The 30,000-foot view

Taking a long view

The foundational components

High level findings

Taking a long view



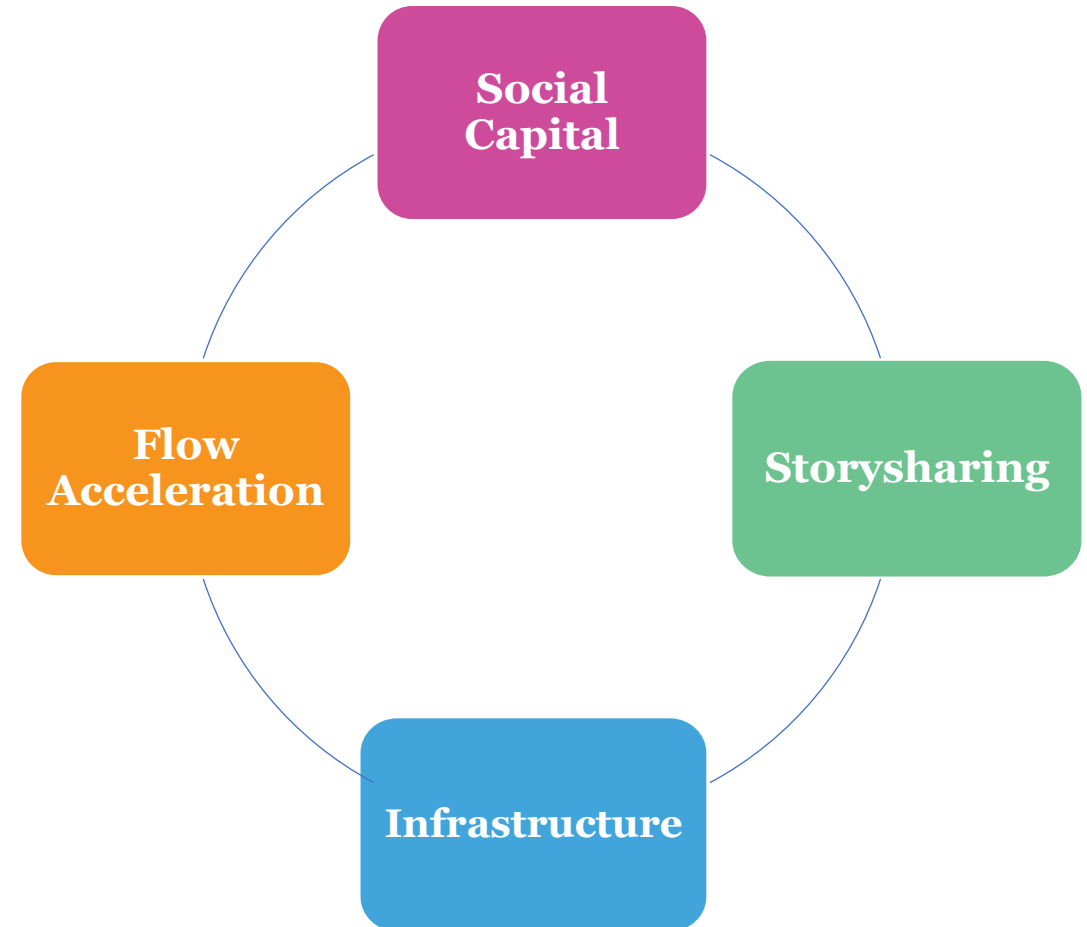
The time horizon is not 5 years. It's not 10 years. Or even 20 years. It's 100 years. Our grandchildren's grandchildren will reap what we sow today.

While our economic justice time horizon may extend beyond our lifetimes, the best laid plans never survive contact with reality unscathed. Economic change is an iterative process, forged by many hands, wrapped in a 100-year view.

The foundational components

To create the future we want, we need to tend to the parts AND their sum.

A resilient and equitable economy based on the circulation of financial capital among its participants involves more than just figuring out how to get money from point A to point B.





High level findings

- Businesses do not understand how to **access** community investment.
- Investors cannot easily **find** businesses who need capital.
- Every step of the supply chain is **siloed**.
- There is little help for facilitating the **alignment** between various types of investors.
- There are approximately **50 people** developing and managing Michigan's community investment ecosystem.
- Many people leading the movement cited **harm and negative effects** to them and their families due to lack of funding support.



The supply chain

Primary intersections

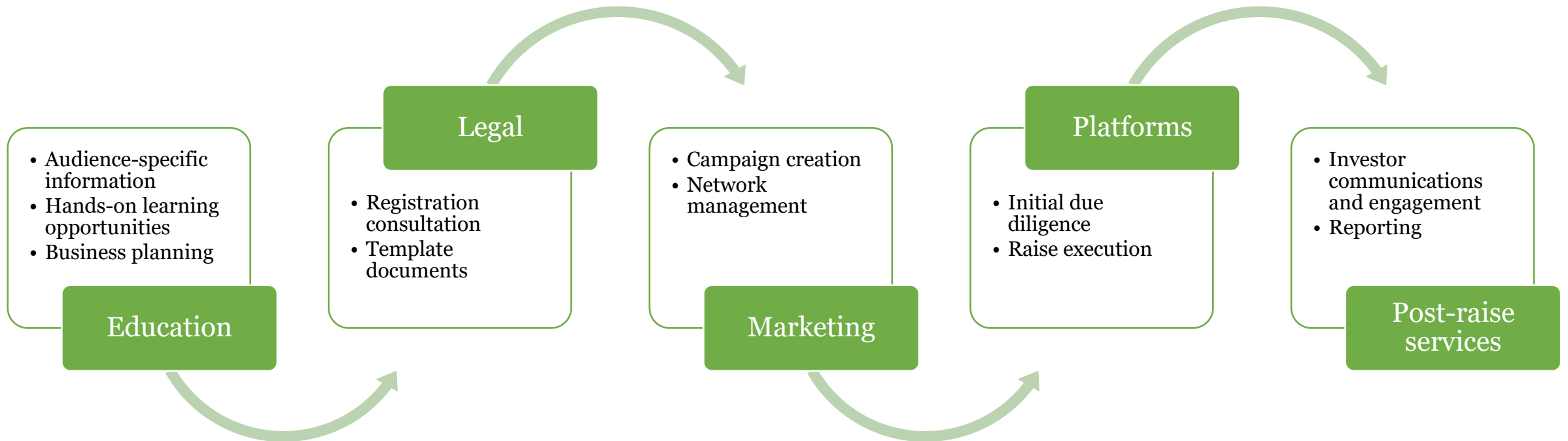
What we found

People behind the movement

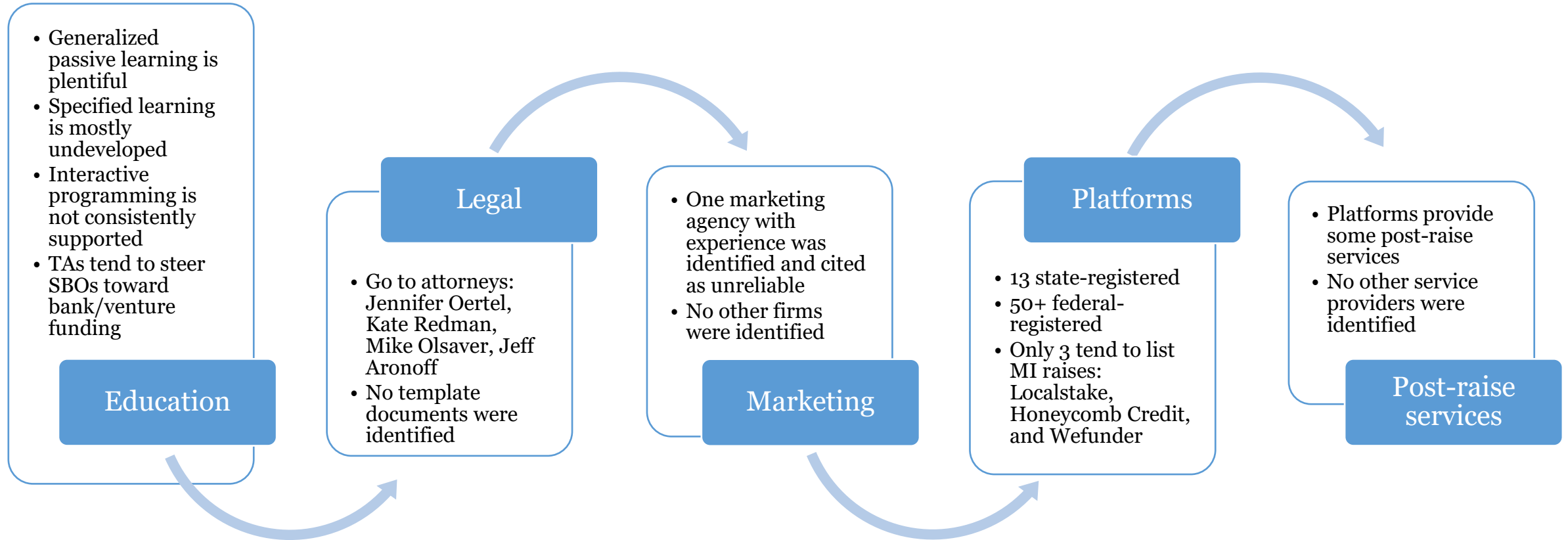
Horizon spotlights



Primary intersections



What we found





People behind the movement

Social capital



Storysharing



Flow Acceleration



Infrastructure





The solutions

Magic wand moments

Horizon spotlights



Magic Wand Moments

- **Infrastructure development**

- Statewide clearinghouse for all parties to get routed to next steps and people; An institution that has reduced transaction costs and includes a social capital lens
- More nonprofit real estate developers
- Federal legislation to incentivize local investment
- Public listing website for companies wanting to raise capital and investors wanting to invest to connect
- Public pressure on institutional investors to diversify into community investments
- A mutual aid roundtable for community investment players that meets regularly

- **Program and service underwriting**

- A significant multi-year funding commitment to ecosystem developers
- Legal services for businesses
- Community-based education for investors and business owners/nonprofit leaders
- Inclusive capital education for business owners (diff. between types of capital)
- Due diligence technical assistance for investors
- Defunding of public institutions that have concentrated power and resources

Horizon Spotlights





The actions

What you can do right now

Shareable graphics

Book Revalue to speak



What you can do right now



Social capital

- Introduce two people you know
- Expose a business to the idea and resources
- Expose an investor to the idea and resources



Storysharing

- Share your story on platforms with audiences
- Connect with university student teams to produce case studies



Infrastructure

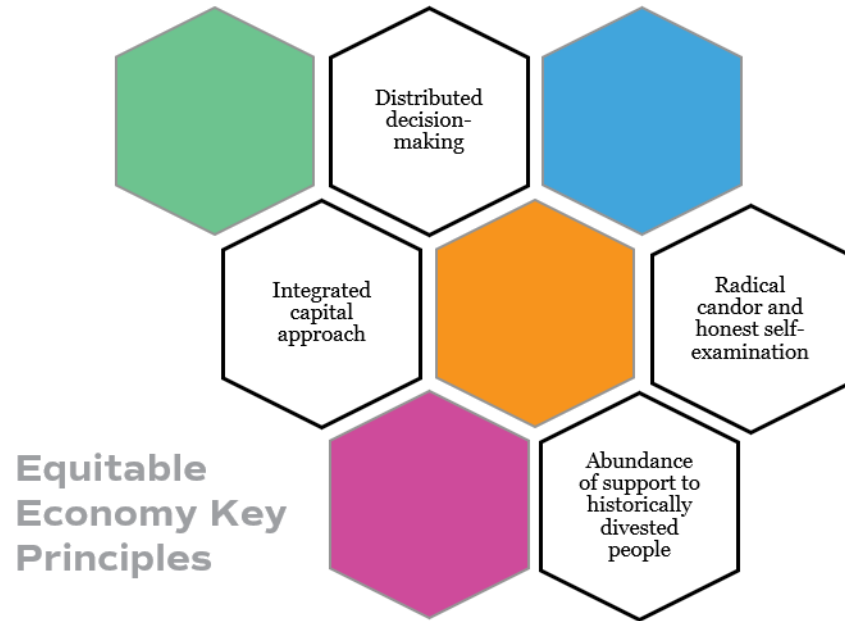
- Expose an attorney to the idea and resources
- Expose a marketing firm to the idea and resources

Flow acceleration

- Create a coalition in your town of community capital supporters for deal sourcing and shared learning
- Leverage your position of influence to activate ecosystem funding support



Sharable Graphics



#locavesting #economicjustice
#communitycapital #investinMI

Accelerating Community Capital

What it takes to forge a Resilient and Equitable Economy in Michigan

Social Capital

Cultivation of partnerships, cooperation, and network building is the real community currency. This is achieved by supporting engagement networks, peer-to-peer advocacy and referral-making, collaboration for pipeline development, due diligence, and market testing.



Storysharing

Shining a light on our stories, drawing upon the ancient practice of wisdom sharing, is what inspires people to take action. This priority allows us to describe the world as it already is, making knowledge accessible to all levels of learning. Storysharing also helps us to not hoard knowledge while acknowledging that people are in silos.

Infrastructure

Supply chain participants can advance the mission by partnering together to build the scaffolding required for the efficient flow of capital throughout the marketplace. Audience-specific training, publicly available templates accepted by pillars of the community, Triple Bottom Line (TBL) reporting standards, and advocacy for public policy change are a few of the missing pieces.



Flow Acceleration

Friction positivity is the idea that market friction should not be avoided, but instead studied and used to inform action. This involves identifying and addressing barriers for social and financial capital acceleration, built on an agile systems approach, by collecting market intelligence and communicating findings for distributed ownership of improvements.

"The greatest danger to our future is apathy." – Jane Goodall

Learn more at <https://revaluecenter.org>





Revalue will speak on these topics wherever we are invited.

Visit our website to book time on our calendar **today and let us know you are looking for a speaker to inform, advocate, and inspire!**

Thank you MSU!

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