



Working for the success of every fundraiser and their supporters, by providing education, resources and assistance to all stakeholders in the Crowdfunding community

Friday, September 16, 2022

SuperCrowd22

Closing Address

INTRODUCTION

Hello everyone, my name is Scott McIntyre. I'm presently enjoying my 6th term as Chairman and 11th year in leadership at the Crowdfunding Professional Association. CfPA is the alternative finance industry's all-volunteer trade group, and also a co-sponsor of this event. I thank you all for participating in what we hope to learn was a rewarding experience among members & new friends. But firstly, I need to thank Devin Thorpe for his gargantuan effort in gathering for this inaugural event the biggest group of visionary experts I've ever seen assembled—I'm honored to be included. Thank you, again, Devin, for all you do as a tireless volunteer and ethical professional.

[[SLIDE 1: CFPA BOARD MEMBERS OVER THE YEARS: CfPA: Advocating for an accessible & equitable investment marketplace](#)]

Many of you may also recognize Devin's role and contributions as our VP at the CfPA, helping advance Crowdfunding—a vital and purposeful destination for so many risk takers and job creators...and an opportunity for investors of any size to take stock, and pride, in helping support them.

Since foundation in 2012, our generous volunteers have selflessly defended the only investment marketplace serving all American innovators and investors. Without volunteering I might never have addressed heads of state, leaders of industry, crowds of investors, and tens of thousands of aspiring entrepreneurs...on 4 continents. Trust me, volunteering is the best investment you'll ever make.

So, I welcome you to the movement, and know you're always invited to volunteer in any capacity at the CfPA if you also have *time* to invest. For more information, CfPA.org is our site.



HISTORY - hindsight validates foresight...eventually, hopefully.

[[SLIDE 2: SYSTEMIC EQUITY: all the failed institutions, graphic of distrust of corps, pols](#)]

So, why am I here? Well, like many of you, I'm an entrepreneur—always have been—and when I started my first business I could never have imagined the diverse financial landscape and communication infrastructure we have today. But sadly, what I've enjoyed just these last 25 years, and what many of you may enjoy now, is still entirely out of reach for far too many Americans, and that's always driven me to find a better way—I believe the goal of Systemic Equity is reflected in my volunteer work and in my commercial endeavors, and I'm honored to be able to share some of this with you all today.

SIDEBAR: Systemic Equity may sound like a rather deep subject to tackle in 18 minutes, and it is—so if you want more detail on what I'm talking about, I'll post this presentation at WEconomy.US and you can download [this PDF](#) from COventures.us to get all the links and references I mention.

[[SLIDE 3 WEconomy](#)]

Anyway, along my journey learning a trade, I've witnessed both personal and systemic failures—from too many startups that stopped, to whole industries imploding, to the full loss of faith in the system itself. And among the many lessons I make part of my practice now, three make particular sense to discuss today:

1. **Profit at all cost, costs us all.** I'm a huge fan of Impact Investors who agree with me that triple bottom line accounting is better than single bottom line. And we're now seeing companies, often classified as Benefit Corporations, make a healthier bottom line by accounting for their impact on People and the Planet as part of their financial metrics, not just bottom line Profits. So if you want to stand out among people that care and work for more than just more money, consider being a benefit corp.
2. **It does take (only) a village.** Long before the US dollar or even national currencies, communities thrived with their own money on their own terms. And they didn't have the (promise of the) democratizing force of the interwebs either. As you'll learn, the purpose behind why a crowd invests is not far from how economies worked before crowdfunding—it's a lot about proximity, whether just what people in communities needed and often formed corporations to implement, to what both local *and* affinity based communities want now.
3. **Capital is everywhere.** Even in struggling communities where residents may lack collateral for a bank loan, there is more than enough money, and other forms of capital to support new enterprise.



PURPOSE - NCG: Complementing and compounding local economic development

[[SLIDE 4 PROSPERITY/PURPOSE](#)]

So, the message I want to leave with you today is multipart, but it all concludes with the singular underlying goal of Prosperity, both individual and communal. And what we've seen, even as a virus continues to roil global markets, is that achieving prosperity requires more than lip service or temporary mechanical solutions—it requires Purpose. Let me explain

[[SLIDE 5: COVENTURES](#)]

Among **Employees**, we now see folks turning down jobs, or just “quiet quitting” at companies they simply don't trust have their backs—they want Meaningful work, and will sacrifice their standard of living until they find it...*or, now, until they create it!*

[[SLIDE 6: GRYPMAT - entrepreneurship development student success](#)]

With **Investors**, we've seen them put money at risk, otherwise destined for safer public markets, into the hands of entrepreneurs they believe in—they *want impact*.

For **Job Creators**: they now see opportunity—not just hope—even if they don't have a rich uncle or a banker who's even able to value more than their FICO score—they *now have a Crowd*.

[[SLIDE 7: ENTREPRENEURSHIP & WORKFORCE ECOSYSTEM](#)]

But before they solicit the Crowd, or impact investors, they still need fundamentally sound plans, and the skills to tell their story—this is called Venture Development, and that's what I've done professionally for over 25 years and mostly what I want to speak with you about today.

As my many colleagues over the years at CfPA will attest, I always seek to find common, unifying ground both in theory and in practice, and a theme I've championed over these many years has been *continuity*—as relates to Crowdfunding, it translates to ensuring that our work helps entrepreneurs enjoy seamless and predictable transitions from one stage of business development to the next, and also for investors to include the consequences that come with each raise. During this conference, we've shown how Crowdfunding bridged a giant chasm that existed just a few years ago, into a phenomenon that a world of innovators now rely on, right up to public markets. And today I'd like to illustrate where Crowdfunding sits in a continuum with my work at another NGO I've had the pleasure of volunteering at during those same 11 years, and in my commercial enterprise. Because, as you'll see, they work seamlessly. Together.



[[SLIDE 8: NCG/SCF research papers etc](#)]

The [National Commonwealth Group](#)'s mission is to *Complement and Compound local economic development*. Firstly, our research concluded with what's known as the **Sustainable Communities Framework**, which you can dive into at [SCF.green](#). Through numerous FinTech advancements, the SCF can support investors and crowdfunders by de-risking their support of entrepreneurs and small businesses, with the beneficial downstream side-effect of insulating their communities against global political and economic shifts. And if anything supports our findings, multiple global crises these last two years have clearly shown it's a matter of fiscal national security that we must actualize and protect both natural and human resources in order to (re)build a diverse, resilient economy—and it's a growing consensus that such resilience requires Americans to actually produce more of our enabling tech (chips, for instance) and products, domestically, again.

And helping fuel domestic production is the business of my latest enterprise, which I'll talk more about in a moment.

The SCF represents a breakthrough, promising to usher in an era of opportunity for communities where access to US dollars, much less risk-tolerant investors, is far more difficult, if not impossible. These communities not only struggle to create jobs—many live in regions where stable jobs, much less meaningful ones, have long since been automated, off-shored or out-sourced. These conditions make the grander goal of prosperous communities quite challenging.

[[SLIDE 9: CIRCULAR ECONOMY. SCF: Chicago South Side](#)]

Now, while Crowdfunding is an option many Americans enjoy—some even take for granted—most Americans, and even fewer outside our great country, have little knowledge of or access to the necessary resources for venture development that should precede Crowdfunding—assistance with venture development and validation is foundational in prosperous communities.

Our extensive research has shown that new jobs, growing companies and prosperous **communities can be sustained by employing four primary drivers:**

1. A clear path to success visible and available to anyone:

- CfPA's advocacy domestically (and abroad) helps our legislators and regulators learn how their work affects the goals they espouse—job creation being perhaps the most commonly cited by those on both sides of the aisle.
- We now have an established early-stage, grassroots financial ecosystem—crowdfunding—and a nonprofit trade group that defends it—CfPA.



- And one of the most valuable results of all this progress is the sheer volume of freely available checklists, templates and guides designed to help every innovator swiftly get to market at the lowest possible cost, far from the opaque and expensive process we all grew up with.

2. **Sufficient, available capital for all:**

- Most Americans mis-assume that “capital” means only US dollars—it’s much more than that. And growing more concerning is that most Americans do not even have access to the kind of capital necessary to start a business.
- And while the CfPA doesn’t provide funding, NCG can, but not US dollars, rather local community currencies—which have shown over thousands of years to be just what was needed to build everything from community gardens to towering cathedrals to thriving B2B markets still working today.

3. **An open and equitable marketplace:**

- WEconomy is the public-facing brand we founded to build regional FREE MARKETplaces and raise awareness of the digital platform that enables the frictionless exchange of locally-sourced goods and services—not only is it free to use, it actually pays residents just to try it out!

4. **An accessible and robust venture development ecosystem:**

- While designing and building a business incubator at the University of Toledo, I quickly saw numerous roadblocks preventing me from reaching, much less supporting, every innovator in the school, much less the city.
- Many good ideas are born to people with day jobs, most are cash-strapped, and many are still students with demanding schedules and no appreciable track record in business.
- So, I simplified and automated my incubation process resulting in a digitized “roadmap” available to anyone, anywhere, anytime. This roadmap is now part of my [COventures](#) practice which provides these tools of automation to municipalities, companies and schools.
- But even with all that, the most expensive and elusive resource ended up being Human Resources, i.e., the mentors, advisors, lawyers and accountants needed to reliably validate an enterprise before fundraising commences. Luckily, the SCF both incentivizes and pays for these vital, and costly, Human Resources in ways I could have really used a few years ago myself.



PROSPERITY - new industries, new economies via regenerative agricultural practices, starting with man's most historically symbiotic crop—Hemp.

As relates to our plans for Chicago's South Side, you can see that we identify both farmers and community gardens as key resources. And while the particular crop we prioritize in my latest endeavor may initially seem out of context for an urban setting, I assure you it's not. I'll explain.

[[SLIDE 10: miraculous HEMP uses and Renaissance assets](#)]

You see, in addition to my volunteer efforts in alternative finance, I've also managed to earn some experience in another field—the field of Cannabis...the Hemp variety, to be accurate. That company, [Renaissance Park Corporation](#), you may have already heard about from our founder, Steve Cinelli, during yesterday's session. But for those of you who didn't catch it, in short, Renaissance is a collaborative, R&D-centered intentional community and economic development engine where People, Planet and Prosperity are aligned. And we believe that Industrial Hemp, due largely to recent legalization, holds tremendous promise as a primary national resource also capable of restoring balance between nature and human needs. This slide shows the myriad applications of this miraculous plant.

[[SLIDE 11: Industrial Hemp marketplace](#)]

Our plans at Renaissance include deploying and exploiting capital of every variety in the process of job creation and building community resilience—from local community currencies to equity investments to lines of credit to grants to area labor. Renaissance complements our nonprofit missions as a way for investors of any size to profit from early stage, higher-risk investing, while concurrently illustrating how community members are integral in both job and wealth creation for themselves and the neighbors helping make their products. After higher-risk investors are paid out, our goal is to relinquish ownership of the village to the residents who helped build and run it, making it not only sustainable and equitable...but meaningful.

[[SLIDE 12: RENAISSANCE circular economy](#)]

This circular economy is designed to ensure that basic elements of modern survival are built in: in our case, food, shelter and fuel. And all of this can be achieved by exploiting the benefits of the healthiest, most versatile plant known to man. And Crowdfunding plays a vital role in this continuum of capital as many small businesses will result in a Renaissance community.

[[SLIDE 13: Economic Pyramid](#)]

This graphic shows how the provision of a local currency actually grows regional GDP and raises more of its residents from poverty to sustainability, setting the stage for prosperity. So,



here you can see that without copious amounts of US dollars, we can jump start a new industry, locally, and bring Americans back to when Made in USA meant quality, when the American Dream was still a reality.

This is why I'm so bullish on how local currencies can fuel growth and dreams when paired with ethical, equitable solutions like those at CfPA, NCG and Renaissance. This is why I'm so optimistic that while the vast majority of Americans may be out of touch with our agrarian past, being more connected to nature and more responsible with its resources is the kind of work many will find truly meaningful.

[\[SLIDE 14: ZEN Diagram\]](#)

Lastly, I recently found this "IKIGAI" diagram very helpful in illustrating the harmony in my current work. I call it my *Zen Diagram*, and I hope it serves you in helping identify your own mission.

[\[SLIDE 15: WISDOMS & contact info\]](#)

Lastly, I want to make sure I leave you with some of the wisdoms that've helped me. I'll start by referring books by two of my favorite authors, and then a few other quotes, even one of my own:

Always Start with Why by Simon Sinek.

- It's how I commence writing every story, every plan, every presentation. Start with the basic tenets of journalism—the 5 W's, starting with *Why*—and you've got the makings of a good plan.
- The real magic then starts with the 6th element, *How*. What investors need to know, and that's where my roadmap tech at COventures.us helps.

Start at the End by Dave Lavinsky

- I'm sure you, like me, have faced a complex goal and got stuck on where to start. Well, this book helps you break down audacious goals into tangible steps backward until you're at one small step forward.

"Only work with people you love" Scott McIntyre

- Because in the startup world, you're likely to spend more time with your teammates than your family.

"The best way to predict the future is to invent it." R Buckminster Fuller



"Try not to become a man of success but rather try to become a man of value."
Albert Einstein

"People have to think you care before they care what you think." Wes Moore

"The strongest human instinct is to impart information, the second strongest is to resist it." Kenneth Grahame

I hope you found the information I've imparted today useful.

To your success.

Scott E. McIntyre

Chairman, Board of Directors

CfPA

Chief Development Officer

Renaissance Park Corporation

Chief Executive

Sustainable Communities Framework

Managing Director

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