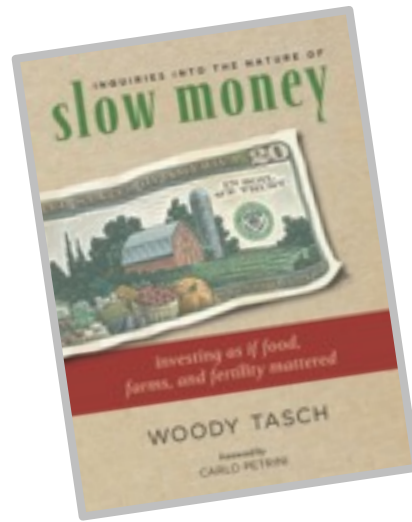




SLOWMONEY

VISION

Inquiries Into The Nature Of Slow Money:
Investing As If Food, Farms And Fertility Mattered
(2007)



MISSION

To catalyze the flow of capital
to our local food system
by developing a network of
entrepreneurs, farmers and investors
guided by new impact investment principles
connected to place, rooted in relationships and
respecting both human dignity and
environmental limits.

THE PRINCIPLES

- What would the world be like if we invested 50% of our assets within 50 miles of where we live?
- What if there were a new generation of companies that gave away 50% of their profits?
- What if there were 50% more organic matter in our soil 50 years from now?

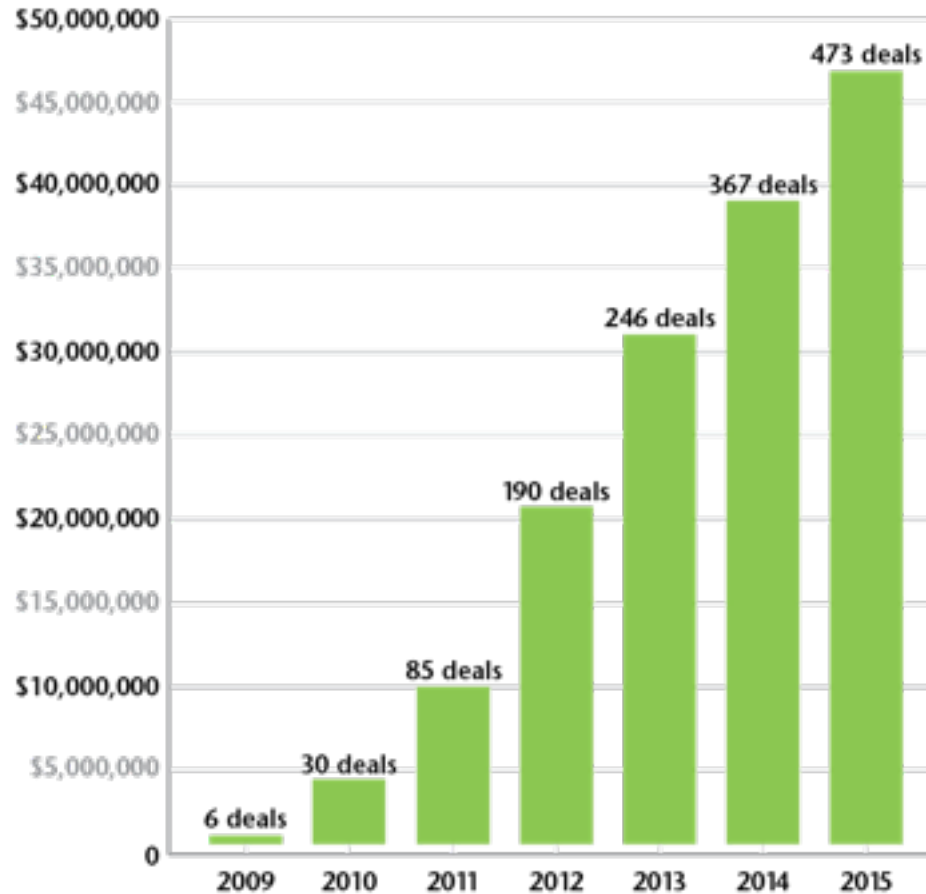


A GROWING MOVEMENT



- 23 networks, 8 investment clubs

INVESTMENT ACTIVITY



- \$46 million invested in over 470 deals

LOCAL NETWORK



- Formed 2010 after National Gathering, Shelburne VT

SLOWMONEYNYC.ORG



CONVENING NETWORK EVENTS

FOR ENTREPRENEURS + INVESTORS

- **1350 MEMBERS**
- BI-MONTHLY ANGEL INVESTOR NETWORK MEETING
- **45 INVESTORS**
- ANNUAL REGIONAL CONVENING OF INVESTORS + ENTREPRENEURS
- **600 PARTICIPANTS**



INVESTING



- PATIENT CAPITAL FUND TO PURCHASE LAND FOR STARTING FARMERS LEASE TO OWN
- **AVAILABLE TO ALL INVESTORS**

- ENDORSE & FUND BORROWERS
- 2 FUNDED CAMPAIGNS 2015
- 5 CURRENT CAMPAIGNS
- **0% INTEREST LOANS < \$10,000**



- *INDIEGOGO:*
\$87,000
CAMPAIGN RE-BUILDING FARM AFTER FIRE



- *BARNRAISER:*
FUNDED 5
ENTERPRISE
PITCHFEST
CAMPAIGNS



**+ FOOD
ENTERPRISE
SUMMIT**
APRIL 8-9, 2016

- Slow Money NYC's premiere annual networking event
- Regional B2B gathering of 600 attendees
- Connect Entrepreneurs + Investors
- Elements of a Venture Fair, Trade Show and Conference:
 - PITCHFEST
 - EXPERT EXCHANGE
 - JEFFERSONIAN DINNER
 - MARKETPLACE
 - WORKSHOPS



GOOD FOOD SPOTLIGHT

- **MONTHLY PITCH WORKSHOP**
- **Food Businesses Showcase**
- **Expert and Audience Feedback**
- **Collaboration with [Foodstand.com](https://www.foodstand.com)**



ANGEL INVESTORS IN LOCAL FOOD

- BI-MONTHLY MEETING
- REVIEW ENTERPRISE OFFERINGS
- DILIGENCE COLLABORATIVE
- INVEST INDIVIDUALLY



INVESTMENT CRITERIA

- SUSTAINABLE
- LOCAL
- EARLY STAGE
- FLEXIBLE
R.O.I

Sample Foodshed Investors NY Investments



EGG RESTAURANT (Brooklyn, New York)

- Farm to table breakfast restaurant
- strong local provider network for sourcing,
- its own Farm upstate and
- progressive labor practices

Funding: \$600,000



Homesweet Homegrown (Kutztown, PA)

- Organic farm that produces high quality hot sauces

Funding: \$45,000

Sample Foodhed Investors NY Local Investments:



**FLEISHERS CRAFT BUTCHERY
(Multiple Locations NY and CT)**

Fleishers Craft Butchery is the nation's leader in grass-fed and organic meats sourcing and a recognized leader in the revival of nose-to-tail use of animals.

Funding: \$600,000 (2011) and \$100,000 (2015)



**BROOKLYN GRANGE
(New York)**

One of the country's largest organic rooftop gardens, growing over 50,000 lbs. of produce per year.

Funding: \$25,000

Sample NY Local Investments:



BLUE MARBLE ICE CREAM (Brooklyn, NY)

Only organic ice cream brand in North East.

Funding: \$400,000 (2014)



ADDED VALUE & HERBAN SOLUTIONS RED HOOK COMMUNITY FARM (Brooklyn, New York)

Largest urban farm enterprise with farmers market and youth farm and composting facility

Funding: \$80,000



OVERVIEW

- Founded in September 2014
- High-impact, socially responsible farmland access venture
- Co-founded by Slow Money NYC and Working Farms Capital.
- Secure land access for sustainable early stage farmers in New York City Foodshed through lease-to-own arrangements
- Available to farmers and investors in New York, New Jersey, Connecticut

Farmer First Acquisition Strategy

- Fund invests in farmland, yet acquisition strategy is “farmer first.”
- Pipeline of prospective farmers looking for land
- Evaluate each farmer and the farmer’s business plans.
- Farmer brings land opportunity to Fund that fits farm plan
- Fund will only purchase farmland when farmer and LFF agree
- Fund will not make speculative land acquisitions
- Governance includes Farmer-Lessor on Board





First Farm Purchase
Farmer Tim Biello
Horse Drawn Power Farm
Saratoga Springs NYC



CROWDFUNDING LOAN CAMPAIGNS

- ENDORSE & FUND BORROWERS
- 2 FUNDED CAMPAIGNS 2015
- **0% INTEREST LOANS < \$10,000**

★ Certified ★

KIVA ZIP

Trustee

THE FRESH CONNECTION (Brooklyn, New York)

Last mile delivery for Farm
Business to NYC

Funding: \$10,000
Funded in 24 hours. Record.





CURRENT OPPORTUNITIES YOU CAN FUND A FOOD STARTUP FOR AS LITTLE AS \$25.00

Local 130 Seafood <https://zip.kiva.org/loans/17954/i/ivvb>

Stony Creek Farmstead LLC: <https://zip.kiva.org/loans/18037/i/0evb>

Amp Your Good <https://zip.kiva.org/loans/18125/i/rvjf>

La Newyorkina: <https://zip.kiva.org/loans/18028/i/oj6e>

Ginjan: <https://zip.kiva.org/loans/18025/i/8pbr>

REWARDS CROWDFUNDING CAMPAIGNS



\$87,000
CAMPAIGN RE-
BUILDING FARM
AFTER FIRE



- *MADE BY LUKAS – Veggie Burgers*

- *CAYUGA PURE ORGANICS*



- *BARNRAISER: FUNDED 5 ENTERPRISE PITCHFEST CAMPAIGNS*



SLOWMONEY

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