

[This is completely new to me, what is it all about?](#)

This is about a new way to keep your dollars in the Minnesota economy, stopping it from heading to Wall Street and into big banks, where you really don't know what it's being used for. We like to think that this is democratizing capital in Minnesota.

In June 2015, Minnesota passed the MnVest law and the MN Department of Commerce laid out the proposed rules of this law. You may see them referred to as 'the rules'. These rules allow ALL more Minnesota residents, regardless of wealth or experience, to invest in Minnesota businesses. You might ask yourself, so what's new about this? Couldn't I invest in MN businesses prior to this? The short answer is that in most cases – and this dates back to the Federal Securities Act of 1933 – most private deals (ie: private companies seeking investment from private individuals) were limited to accredited investors or those with \$300K+ of annual family income or net worth of \$1M+ - a very small percentage of the population. Further, companies seeking these 'accredited investors' were largely prohibited from advertising their offering, instead required to use pre-existing relationships to find capital from investors. So how is MN Vest new / different? MN Vest now allows for a larger pool of investors – ie: you don't have to make \$300K/year or have \$1M in net worth – to invest in MN-based businesses. It also allows for companies to advertise their offering through a 'portal' or approved website and to get the word out to investors about the opportunity.

The rules allow for Minnesota businesses to raise up to \$10,000.00 – ten thousand dollars - from any one individual Minnesota resident investor. If you're really interested, read through the FAQ on this page, or, for the truly hardcore – [head over here](#) to read the annotated version of the rules in full.