

What is MNVest?



MnVest is the official name of the legislation that passed in Minnesota that calls for the creation of Minnesota state administrative rules that allow Minnesota businesses to raise capital from Minnesota residents.

A Community Public Offering, or CPO, is the unofficial name for an offering made using these administrative rules. Additionally, whether referred to generally as a CPO or, specific to Minnesota offerings, a MN Vest-related offering, both are a form of what is known as Crowdfunding. Crowdfunding gained popularity through sites like Kickstarter and Go Fund Me, allowing people to raise money from the general public in return for promotional products or, in some cases, nothing at all. What these sites and, until now, Crowdfunding did not allow for is a securities transaction, or more simply, the ability for a company/individual to raise capital from the public in return for giving formal ownership in his or her business to those providing funds. Thus Crowdfunding, in the context of MN Vest, now allows for MN-based companies to work with MN-based resident investors to raise money, from the public, and offer an ownership position in the company in return for investment.