

Earnest Capital Crowdfund is Live 🚀

Hi there,

The future we've been waiting for is here: **The Earnest Capital Crowdfund Campaign is now [live on Wefunder](#)**. 🚀

Starting today, **anyone can invest in Earnest Capital—no matter your accreditation status.**

From day one it has been clear that the opportunity is absolutely enormous to build a new kind of capital + community + mentorship for bootstrappers, makers, indie hackers, and builders of calm companies.

So, inspired by our friends at [Backstage Capital](#) and (Earnest mentor) Sahil Lavingia's company [Gumroad](#)— we're raising a round of funding as a long-term bet on the future of Earnest Capital. And we want you to join us!

I'm amazed to report that the [campaign](#) is already 1/3rd full! 📈

Ready to invest?

Here are some things to know:

- It's the first (and possibly only) time we are allowed to accept unaccredited investors... in other words basically everybody can invest.
- This campaign is 100% open to non-US investors. Practically all countries are supported. SWIFT, Transferwise, and other methods to fund your investment become available later in the campaign ([more info](#)).
- If you filled out our [Airtable/indication of interest form](#), **you still need to subscribe on Wefunder**. Sorry for all the hoop-jumping but this is a regulated process. This is an actual reservation in the round on the Wefunder platform.

The campaign is currently in "testing the waters" mode while we finalize our paperwork and SEC filings, so at this point you'll only be making a reservation, not finalizing your investment. Once we get everything filed in a few weeks, **you'll have the option to edit/confirm and finalize your investment.**

Please note: **we have removed the maximum per investor limit of \$10,000.** If you reserved at \$10k and want to increase you can do on the campaign page or by emailing help@wefunder.com.

Please read the "This Investment Offering" section closely. We are not supposed to discuss the terms of this offering outside of the official page, but note that **this is not an opportunity to invest directly** into our upcoming Earnest Capital Fund III or any fund managed by Earnest Capital, but rather in the operating company that manages all our current and future funds. Please ask any questions or clarifications through the portal on Wefunder.

[Invest via Wefunder](#)

Want to support another way?

Amplifying on social media is always hugely appreciated 🙏



Tyler Tringas
@tylertringas

Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at @earnestcapital. Our crowdfunding (Reg CF) campaign is live! wefunder.com/earnest/

link visual

Invest in Earnest Capital: Investment Advisor + ...
Investment Advisor + Mentor for Founders of Calm Companies
wefunder.com

April 14th 2021

31 Retweets 94 Likes

Honestly blown away and humbled by the support so far. We're doing this, together! 🔥

Best,

Tyler (and the entire Earnest Capital Team)

***PS. Some necessary disclosures:

1. No money or other consideration is being solicited, and if sent in response, will not be accepted;
2. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement is filed and only through an intermediary's platform; and
3. A person's indication of interest involves no obligation or commitment of any kind.

Crafted in Earnest 🙌

[Unsubscribe](#) | [manage your profile](#) | 382 NE 191st St #52077, Miami, FL 33179

Ready to announce your investment in Earnest Capital? 🚀

Hi there,

Thank you for believing in us, and our goal of becoming the default form of capital, community, and mentorship for the new wave of founders building calm internet companies. I'm amazed to report that **the [campaign](#) is already more than 1/3rd full!**

We'd love to your help spreading the word!

This campaign is a huge opportunity to bring more people to our movement, particularly unaccredited folks (including many founders and first time investors.) To do that, **we'll need to reach as many people as possible.**

The best way you can help is to share with others why you chose to invest with us—either publicly or by privately forwarding the campaign to your own community. We love how Allison, Andy, and Brandon did it 🙌



Allison Esposito Medina
@techladyallison

**Of course I had to invest in @earnestcapital and @tylertringas today 🎉
Love this approach to funding the future of thoughtful entrepreneurs and companies. twitter.com/tylertringas/s...**



Tyler Tringas @tylertringas

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April 14th 2021

1 Retweets 14 Likes



Andy Cook
@AndyGCook

I'm a big believer in the type of calm companies that @tylertringas and @earnestcapital are helping to create, evangelize, and fund.

In fact, I'm so excited that I decided to make a small angel investment in their new offering: twitter.com/tylertringas/s...



Tyler Tringas @tylertringas

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April 14th 2021

0 Retweets 4 Likes



Brandon Brooks
@OfficialBBrooks

Tremendous opportunity to invest in @tylertringas & @earnestcapital

ANYBODY can take advantage of this, accredited or not!!

twitter.com/tylertringas/s...



Tyler Tringas @tylertringas

Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at @earnestcapital. Our crowdfunding (Reg CF) campaign is live! wefunder.com/earnest/

April 14th 2021

1 Retweets 8 Likes

If you'd like, here's some sample text to get you started:

"As a believer in building calm companies, I'm thrilled to announce I'm an investor in @earnestcapital. Excited to be a part of their journey going forward.

Want to join us? (You don't have to be accredited!)

<https://wefunder.com/earnest/> "

Amplifying [Tyler's post](#) on Twitter or [Matt's post](#) on LinkedIn is also always hugely appreciated. 🙏

A Few Notes/Reminders:

- This campaign is 100% open to non-US investors. Practically all countries are supported. SWIFT, Transferwise, and other methods to fund your investment become available later in the campaign ([more info](#)).
- Please note: **we have removed the maximum per investor limit of \$10,000**. If you reserved at \$10k and want to increase you can do on the campaign page or by emailing help@wefunder.com.
- The campaign is currently in "testing the waters" mode while we finalize our paperwork and SEC filings, so at this point you'll only be making a reservation, not finalizing your investment. Once we get everything filed in a few weeks, **you'll have the option to edit/confirm and finalize your investment**.

Honestly a blown away and humbled by the support so far. We're doing this, together! 🔥

Best,

Tyler (and the entire Earnest Capital Team)



Crafted in Earnest 🙌

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Earnest Capital CF Campaign: Public + No 10k Max

Hi there,

This is a quick note for accredited investors who expressed interest in joining, or already joined, our Reg CF / GP Equity round on Wefunder.

The Earnest Capital Crowdfund Campaign is now PUBLIC on Wefunder:

<https://wefunder.com/earnest/>

Also, we have decided to lift the \$10k per investor limit. You can update your investment on the campaign page if you'd like to invest more. The main reason we started with a cap was to ensure there would be room for lots of small unaccredited investors without the whole thing filling up with large investors. After reviewing the initial data from the 'friends & family' private phase, it's looking like we're going to be fine on that front. So, fire away.

Also, please do feel free to forward this to your friends and colleagues and help us by amplifying on social media 📌



Tyler Tringas
@tylertringas

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link visual

Invest in Earnest Capital: Investment Advisor + ...

Investment Advisor + Mentor for Founders of Calm Companies

wefunder.com

April 3rd yyyy

7 Retweets 16 Likes

As always thank you so much for your support. Let's go! 🔥

Some necessary disclosures:

1. No money or other consideration is being solicited, and if sent in response, will not be accepted;
2. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement is filed and only through an intermediary's platform; and
3. A person's indication of interest involves no obligation or commitment of any kind.

Best,

Tyler and the entire Earnest Capital Team



Crafted in Earnest 🙌

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Earnest Capital @earnestcapital · May 3

Curious about our @wefunder crowdfund?

Today's @protocol piece dives into the new opportunity for non-accredited investors, with @Backstage_Cap rightly credited as a trailblazer. 🔥

Thank you @bizcarson for the excellent reporting + including our story!



Biz Carson @bizcarson · May 3

Here's something to talk about at partner meetings today: Instead of crowdfunding startups, VCs are crowdfunding themselves

Emerging firms are raising extra cash through the crowd to boost their operations (and pay off debt)
protocol.com/vc-crowdfundin...



5



<https://twitter.com/earnestcapital/status/1389356376837795842?s=20>



sibi 🍷 🍏 🍌
@sibix3



If you've been following along the Earnest journey for a while, we're excited to open our doors and let anyone join us for the ride. 🙌



Tyler Tringas @tylertringas · Apr 14

Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at @earnestcapital. Our crowdfunding (Reg CF) campaign is live! wefunder.com/earnest/

[Show this thread](#)

10:15 AM · Apr 14, 2021 · Twitter Web App

<https://twitter.com/sibix3/status/1382336725461073920>



Gil X. Hernandez @gilxhernandez · Apr 14

For all the unaccredited (and accredited) people out there, here is your chance to invest in @earnestcapital. Join us on our journey to fundamentally alter VC and investing. Our crowdfunding (Reg CF) campaign is live!

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Invest in Earnest Capital: Investment Advisor + Mentor for Founders ...
Investment Advisor + Mentor for Founders of Calm Companies
wefunder.com



<https://twitter.com/gilxhernandez/status/1382334080239357952?s=20>



Gil X. Hernandez @gilxhernandez · Apr 14

I love this as an opportunity for unaccredited people. I know what it's like to not be able to invest in something you want even though its right in your face!



Gil X. Hernandez @gilxhernandez · Apr 14

For all the unaccredited (and accredited) people out there, here is your chance to invest in @earnestcapital. Join us on our journey to fundamentally alter VC and investing. Our crowdfunding (Reg CF) campaign is live!

wefunder.com/earnest/



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Gil X. Hernandez @gilxhernandez · Apr 14

I met two founders this weekend of what I believe will easily be billion dollar companies but even now I cant give them my personal money no matter how badly I want because A) I don't have that kind of money and B) I'm not accredited



4



<https://twitter.com/gilxhernandez/status/1382364929705926658?s=20>



Gil X. Hernandez • 1st

Investing in calm companies at Earnest Capital

1mo •



For all the unaccredited (and accredited) people out there, here is your chance to invest in [Earnest Capital](#). Join us on our journey to fundamentally alter VC and investing. Our crowdfunding (Reg CF) campaign is live!

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wefunder.com • 9 min read

https://www.linkedin.com/posts/gilxhernandez_invest-in-earnest-capital-investment-advisor-activity-678810968222366720-Bn6f/



Michael Rouveure
@MichaelRouveure



Super excited about [@earnestcapital](#) 's (Reg CF) crowdfunding campaign launch today! Amazing founders, amazing investors, so glad to see this happening. All details here >>> wefunder.com/earnest/



Tyler Tringas @tylertringas · Apr 14

Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at [@earnestcapital](#). Our crowdfunding (Reg CF) campaign is live! wefunder.com/earnest/

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3:29 PM · Apr 14, 2021 · Twitter Web App

<https://twitter.com/MichaelRouveure/status/1382415822635737089>



Matthew Goldstein

Head of Finance & Ops @ Earnest Capital

1mo · 🌐



Five months ago, I decided to pivot from building my own consulting business to go full-time with the team at [Earnest Capital](#).

We believe in this crazy, newfangled thing called "building a real business." We provide capital, community, and mentorship for entrepreneurs—"bootstrappers," "indie hackers," "makers"—building calm companies. Companies that grow sustainably and profitably, love their customers, and treat their employees like people.

We've raised two funds—with our third coming in July—and invested in over 35 businesses, several of which are already returning shared earnings back to the funds, with two seeing life-changing exits.

In short...it's early days, but it's going really well.

Today, I'm excited to announce that we've launched a Regulation Crowdfunding equity raise: <https://lnkd.in/eiMtmUw>

This lets anyone invest directly in our mission. This is the first and possibly only time we'll be able to accept unaccredited investors, and likely the only time we'll sell actual General Partner equity in the long-term success of *all* of our funds (yep — past, current, and all future funds).

Click the link to learn more.

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wefunder.com · 9 min read

👍🌐 24 · 5 comments

👍 Like 💬 Comment ➦ Share ✉ Send

https://www.linkedin.com/posts/goldsteinmatthew_invest-in-earnest-capital-investment-advisor-activity-6788133017354326016-kxrk



Matthew Goldstein

Head of Finance & Ops @ Earnest Capital

1mo • 🌐



Update: The crowdfunding campaign is now several hundred people strong and >\$1M committed!

Feel free to reach out with any questions if you're interested in building the future of early stage capital for entrepreneurs.

And for accredited investors interested in investing in our next fund:

<https://lnkd.in/gsE-bGk>

<https://lnkd.in/gNRKP2U>



Matthew Goldstein

Head of Finance & Ops @ Earnest Capital

1mo • 🌐

Five months ago, I decided to pivot from building my own consulting business to go full-time with the team at [Earnest Capital](#).

...see more

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Earnest Capital

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wefunder.com • 9 min read

👍 Like 💬 Comment ➦ Share ↗ Send

https://www.linkedin.com/posts/goldsteinmatthew_invest-in-earnest-capital-investment-advisor-activity-6789951952311717888-WrMd



Matt Goldstein
@GoldsteinMatt_



Join our mission to make this newfangled “building a real business” thing the new default for entrepreneurs.

We launched a Reg CF equity raise today — possibly the only time *anyone* can invest in the long-term mission of [@earnestcapital!](#)

[WeFunder.com/Earnest](#) for details



Tyler Tringas @tylertringas · Apr 14

Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at [@earnestcapital](#). Our crowdfunding (Reg CF) campaign is live! [wefunder.com/earnest/](#)

[Show this thread](#)

12:38 PM · Apr 14, 2021 · Twitter for iPhone

<https://twitter.com/GoldsteinMatt/status/1382372787818524674?s=20>



Tyler Tringas @tylertringas · Apr 14

Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at @earnestcapital. Our crowdfunding (Reg CF) campaign is live!



23 112 245



Tyler Tringas @tylertringas · Apr 14

There two interesting things about this:

1/ It's the first and possibly only time we are allowed to accept unaccredited investors... in other words everybody can invest

2/ It's likely the only time we'll sell actual "equity" in the long-term success across all our funds

2 1 23



Tyler Tringas @tylertringas · Apr 14

For regulatory reasons, the best place to send specific questions on the deal are on the Wefunder page. I'll be answering them myself.



1 1 10



Tyler Tringas @tylertringas · Apr 14

Tyler Tringas @tylertringas · Apr 14

Getting this question a lot. Yes, this is 100% open to non-US-based investors. Almost all countries are supported. Some common options like Transferwise will only be available in the closing phase of the campaign so reserve now & stay tuned 🌐 help.wefunder.com/154992-linked/...

1 6

<https://twitter.com/tylertringas/status/1382331003306344452?s=20>



Tyler Tringas @tylertringas · May 3

VC/early stage investing is democratizing (slowly). We're going to see more startup funds & more of them raising crowdfunding rounds. Shout out to @Backstage_Cap for leading the way on this



Instead of crowdfunding startups, VCs are crowdfunding themselves
Firms like Backstage Capital and Earnest Capital are tapping into their network of followers to cover operational costs.
protocol.com

1 3 23



Tyler Tringas @tylertringas · May 3

* with @earnestcapital fast following 😊

1 3

<https://twitter.com/tylertringas/status/1389300476357726208?s=20>



Tyler Tringas @tylertringas · Apr 27

ICYMI, there are now two different ways to invest @earnestcapital and support founders building calm companies.

1/ Our Fund III is now accepting pre-commitments for new accredited investor LPs. Tons of info here:

Fund 3 | Earnest Capital
Earnest Capital Fund 3 will open on a quarterly basis beginning 1 July 2021 (pre-commitments ...
earnestcapital.com

2 4 9



Tyler Tringas @tylertringas · Apr 27

2/ Anybody (including unaccredited investors) can invest in the long-term success across all our current and future funds on @Wefunder

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Investment Advisor + Mentor for Founders of Calm Companies
wefunder.com

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Tyler Tringas @tylertringas · Apr 27

Both of these are in an early pre-commit phase and will be kicked into high gear in the next few weeks.

3

<https://twitter.com/tylertringas/status/1387098479831437317?s=20>



<https://twitter.com/tylertringas/status/1385315352075149314?s=20>



<https://twitter.com/tylertringas/status/1384182343204630533?s=20>



Tyler Tringas @tylertringas · Apr 16

who wants to put us over the \$1m mark? So close!

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Investment Advisor + Mentor for Founders of Calm Companies
wefunder.com

4 9 25



Tyler Tringas @tylertringas · Apr 16

🔥 Bingo! 🔥

INVEST IN EARNEST CAPITAL

Investment Advisor + Mentor for Founders of Calm Companies

CAPITAL COMMUNITY MENTORSHIP

\$1,031,686
of a \$2,000,000 goal

INVEST
max \$100

WATCH FOR UPDATES

3 12

<https://twitter.com/tylertringas/status/1383213369893679106?s=20>

Tyler Tringas @tylertringas · Apr 16
Lot of questions about "what's the difference between Fund III and the Reg CF campaign" or "how should allocate across the two" so I've just decided to make our Fund III pitch public too:

Fund 3 | Earnest Capital
Earnest Capital Fund 3 will open on a quarterly basis beginning 1 July 2021 (pre-commitments ...)
earnestcapital.com

2 replies 2 retweets 7 likes

Tyler Tringas @tylertringas · Apr 16
Unlike Reg CF, we can only accept accredited investors into our Funds. Entrepreneurs: you very well might be accredited and not know it. Here are some tips 📌

Tyler Tringas @tylertringas
A great question I have heard "a lot" ...
There is no process to become an accredited investor. Once you meet the income/assets requirements, you can attest or prove (depends) that you are an accredited investor.

Patrick McKenzie @patrickmckenzie
Replying to @tylertringas
The wild thing for me was since I was qualifying large CPA: "Would anyone invest in you?"
"Yes."
"Cool you're accredited."
"Wait what."
"Want a letter?"

1 reply 1 retweet 4 likes

Tyler Tringas @tylertringas · Apr 16
I did a thread breaking down all the different tools @earnestcapital and other innovative funds are using to build their investor base and back companies and entrepreneurs the traditional VC world is overlooking

Tyler Tringas @tylertringas · Mar 18
There's a growing quiver of tools for new fund managers to deploy innovative investment strategies, but it can be confusing for investors. Let's go over:
1/ rolling/subsription funds
2/ syndicates & SPVs
3/ crowdfunded GP equity
[Show this thread](#)

1 reply 2 likes

Tyler Tringas @tylertringas · Apr 16
And if you somehow missed it on this website, we're live on Wefunder this week raising \$2m in GP Equity to fuel our team, platform, and scout program. Going pretty well so far!

Tyler Tringas @tylertringas · Apr 14
Good morning! I'm incredibly excited to announce you (yes, YOU) can now invest directly in our mission at @earnestcapital. Our crowdfunding (Reg CF) campaign is live! wefunder.com/earnest/
[Show this thread](#)

1 reply 1 like

Tyler Tringas @tylertringas · Apr 16
We'll be organizing a Zoom Q&A session for prospective investors in both the Reg CF and Fund III shortly so stay tuned.

1 reply 3 likes

 **Tyler Tringas** @tylertringas · Apr 15

Re-upping since this has become quite relevant. In reference to investing in [@earnestcapital](#)
Our Wefunder CF campaign = #3 GP Equity
Our Fund III and future funds = #1 subscription funds.

AMA

 **Tyler Tringas** @tylertringas · Mar 18

There's a growing quiver of tools for new fund managers to deploy innovative investment strategies, but it can be confusing for investors. Let's go over:

- 1/ rolling/subscription funds
- 2/ syndicates & SPVs
- 3/ crowdfunded GP equity

[Show this thread](#)

1 6

<https://twitter.com/tylertringas/status/1382835541419315203?s=20>

 **Tyler Tringas** @tylertringas · Apr 14

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[Show this thread](#)

1 4 17

<https://twitter.com/tylertringas/status/1382421195925037057?s=20>

↻ Earnest Capital Retweeted



Tyler Tringas
@tylertringas

ICYMI the @sacrainc team absolutely crushed this report on our upcoming Reg CF campaign. I agree with basically everything (even the risks and uncertainties), except that even \$80m in AUM radically undershoots our ambition for the next decade: sacra.com/research/earne...

Some key points from our analysis:

- As of December 2020, Earnest's Fund 1 and 2019 cohorts have outperformed the pooled and median benchmarks for 2-year old venture funds, with all investments made in 2019 up 250% since time of investment in terms of total value growth.
- Because Reg CF investors get a 10% slice of Tyler's carry rather than a portion of all returns (as regular LPs do), new funds raised and DPI are the two most crucial levers for the appreciation of their investment.
- Earnest can hit an IRR of 35% if they deliver on their goal of 3x cash-on-cash returns and raise \$80M in new funds: comparable to the BVP Nasdaq Emerging Cloud Index, which has generated 36% IRR since inception in 2013.

11:15 AM · Apr 2, 2021 · Twitter Web App

2 Retweets 1 Quote Tweet 25 Likes



Tyler Tringas @tylertringas · Apr 2
Replying to @tylertringas

FWIW this was done completely arms-length & third-party. They got an early view of our campaign info and that's really it.

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4



Tyler Tringas @tylertringas · Apr 2
Slowly releasing access to folks who sign up here



Crowdfunding the future of Earnest Capital | Earn...

We're opening an opportunity for non-accredited investors to back the future of Earnest Capital
earnestcapital.com



<https://twitter.com/tylertringas/status/1378003249714900998?s=20>



Brooke Smith
@thisis_brooke



HYPE for our (Reg CF) crowdfunding campaign launch today at [@earnestcapital!](#) 🚀

Truly inspiring founders, investors & all around good humans ✨



Earnest Capital

Invest in Earnest Capital: Investment Advisor + Mentor for Founders of Calm ...
Investment Advisor + Mentor for Founders of Calm Companies
[wefunder.com](#)

3:43 PM · Apr 14, 2021 · Twitter Web App

https://twitter.com/thisis_brooke/status/1382419169799462920