

Creativity.  
Investment.  
Impact.

Upstart  Co-Lab

*Upstart Co-Lab believes creative people solve problems.  
We are connecting capital with creative people  
who make a profit and make a difference.*



# Defining the inclusive creative economy

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**Ethical fashion** – Clothing, shoes, jewelry and accessory companies that address industry challenges related to labor, environmental impact, governance and/or preservation of cultural heritage



**Sustainable food** - Producers and purveyors of food and beverage products and experiences that raise consumer awareness of resource conservation, preservation of cultural heritage and access to healthy food



**Social impact media** – Companies that leverage the power of communication, storytelling and technology to drive positive social outcomes, give a platform to under-represented voices and build a diverse workforce



**Other creative businesses** – Online creator platforms and creative software tools, disruptive visual art platforms, immersive experiences, inclusive toy and game designers, and other businesses in art, design, culture and heritage industries that drive social impact.



**Creative Places** - Real estate projects that are affordable, target creatives or businesses in the creative economy, and benefit their neighbors; the spaces where creative work happens and creative experiences are shared

*“Impact Investments are investments made into companies, organizations and funds with the intention to generate **social** and **environmental** impact alongside a **financial** return.”*



# LESSON #1

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**Make the case.**

**Build the coalition.**

**Mobilize the capital.**

## LESSON #2

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**First build your deal pipeline.**

**Then talk to investors.**

# The creative economy is 5-10% of US GDP

Upstart Co-Lab maintains a proprietary database of 300+ qualified investment opportunities raising \$2+ billion of sustainable and impact capital. This pipeline will be the starting point when selecting portfolio investments.

## # of opportunities

69% Companies

31% Funds

## \$ amount of capital raise

68% Funds

32% Companies

*Company/Fund Breakdown does not include Real Estate, which would comprise 10% by number and of 5% by dollar amount, respectively*

## # of opportunities

44% Other Creative Businesses\*

*Including 13% Creator Economy*

37% Social Impact Media

30% Ethical Fashion

20% Sustainable Food

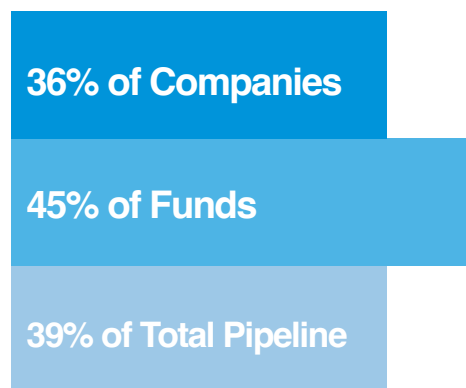
14% Creative Places

*Many funds are invested in multiple creative economy industries resulting in a total that exceeds 100%.*

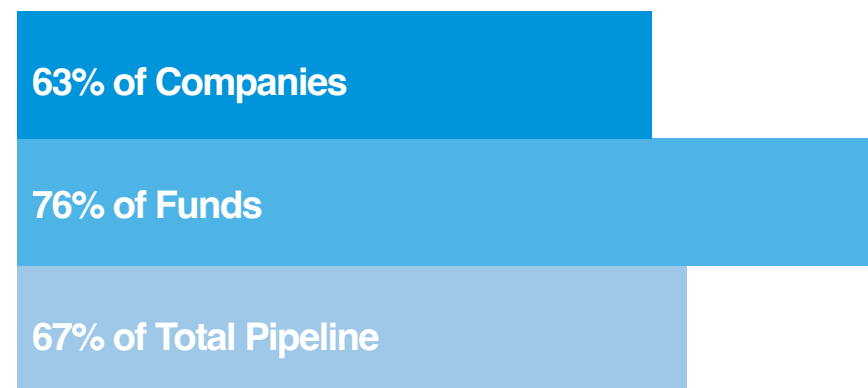
*\* Other creative businesses include disruptive visual art platforms, immersive experiences, inclusive toy and game designers, and other businesses in art, design, culture and heritage industries that drive social impact.*

# Upstart's investment pipeline prioritizes BIPOC, women and artist fund managers and founders

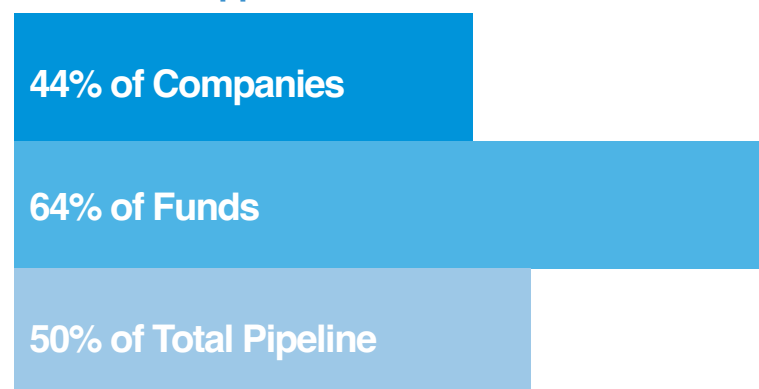
## BIPOC-led opportunities



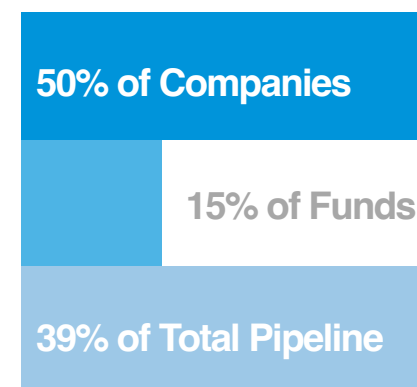
## Diverse-led opportunities



## Women-led opportunities



## Artist and designer led opportunities



### **Defining Diversity:**

*Diverse-led: funds/companies with 33%+ women and/or BIPOC individuals in ownership, leadership, or decision-making roles*

*BIPOC-led: funds/companies with 33%+ BIPOC individuals in ownership, leadership, or decision-making roles*

*Women-led: funds/companies with 33%+ women in ownership, leadership, or decision-making*



## LESSON #3

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**Measure impact in terms that impact investors understand:**

- **Economic Opportunity**
- **Employment**
- **Community development**

# The creative economy delivers deep social impact

## **Access to capital for BIPOC and women entrepreneurs**

Funds and companies that are led by diverse managers and founders, respectively; as well as investments in funds that are backing diverse founders.

## **Quality jobs in the creative industries**

Jobs that provide a living wage, basic benefits, career-building opportunities, wealth-building opportunities, and a fair and engaging workplace.

## **Vibrant communities anchored by creative places and businesses**

Activities that strengthen economic development, encourage civic engagement, build resiliency, and contribute to quality of life.

## **Sustainable lives for creative people**

Ownership models, earnings opportunities, and pathways to wealth building that support a “creative middle class.”

## **An inclusive creative economy**

Economic activity anchored in Openness & Experimentation, Diversity & Inclusion, and Tradition & Innovation that benefits artists, designers and the entire community.

*Upstart also tracks environmental sustainability where it is key to the impact thesis of a fund or company*

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