paskho

**INVESTOR:** Builders Initiative, Souls Grown Deep Foundation  
**AMOUNT:** Builders Initiative $750,000 in 2021; Souls Grown Deep Foundation $600,000 in 2021  
**INVESTMENT:** Convertible Debt  
**CREATIVE ECONOMY SECTOR:** Ethical Fashion  
**ASSET CLASS:** Venture Capital

Founded by Patrick Robinson, former creative director for the Gap and Emporio Armani, Paskho is a Black-owned, sustainable, socially-driven clothing line and e-commerce platform. In 2020, the company responded to COVID and America’s reckoning with structural racism by moving all of its manufacturing from ethical and sustainable factories in Asia to low income communities in the U.S. Paskho is committed to employing and empowering makers and giving customers a genuine human interaction with every person who assembles, markets, and ships each piece of clothing. The company’s tech-enabled distributed production approach is called Community-Made™.

**Impact Strategy**

Paskho Community-Made™ digitally mobilizes skilled, independent workers from underserved communities throughout the U.S. This approach brings quality, middle skill jobs to residents of low-income communities. Paskho pays its makers $16-$28 per hour. Community-Made™ maker pods are currently operating in the New York City area and Boykin, Alabama, home of the Gee’s Bend Quilters, which has a majority Black population and an average annual income per capita of $12,000. Paskho is now exploring expansion opportunities in Hudson, NY; Omaha and Lincoln, NE; St Louis, MO; and Sioux Reservation, SD.

Paskho is committed to environmentally sustainable practices: using reclaimed fabrics to reduce textile waste, using Bluesign-approved eco-fabrics to ensure no harmful chemicals are used; engaging in environmentally efficient on-demand production; and reducing packaging. Paskho allows customers to return used clothes for discounted new ones, encouraging recycling and mindful buying. B Corporation certification is pending which will verify Paskho’s good corporate behavior towards workers, community and the environment.

**Impact Metrics**

**December 2020 – November 2021**

- Jobs created and retained ............................................. 52
- Total wages paid .................................................. $509,367

**Community-Made workforce in Alabama**

- African American .................................................. 100%
- Women ................................................................. 88%

**Community-Made workforce in New York City**

- African American and Latinx .................................... 100%
- Women ................................................................. 85%

**January 2017 – November 2021**

- Reclaimed fabric utilized .......................................... 132,346 yards
- Number of toxic chemicals avoided/minimized ............. 900
- CO₂ saved ............................................................... 15,000 kg

**Upstart Co-Lab’s Role**

Paskho founder Patrick Robinson and Upstart Co-Lab’s founding partner met at the 2019 Gratitude Railroad Investor Retreat. After learning that Patrick had a book on the Gee’s Bend Quilters on his desk for inspiration, Upstart introduced him to the Souls Grown Deep Foundation, which works closely with the Gee’s Bend Quilters and their Boykin, Alabama community. Upstart helped Paskho and the Foundation recognize the opportunity to establish a makers pod in Boykin in conjunction with an investment. Paskho presented to the Upstart Member Community in August 2020.