

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.

ACCESS TO CAPITAL FOR BIPOC & WOMEN ENTREPRENEURS	✓
QUALITY JOBS	✓
VIBRANT COMMUNITIES	✓
SUSTAINABLE CREATIVE LIVES	✓
AN INCLUSIVE CREATIVE ECONOMY	✓
ENVIRONMENTAL SUSTAINABILITY	✓

✓ PRIMARY IMPACT ✓ SECONDARY IMPACT — NOT AN EXPLICIT IMPACT PRIORITY

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
CO ₂ 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.