

# Disrupt how creativity is funded

**The creative  
economy needs  
a lead investor.**

Impact investments are thoughtful and deliberate—their goal is positive, measurable, social and environmental impact, plus a financial return.

The creative economy includes businesses in food, fashion, film & TV, video games and more than 100 other industries focused on art, design, and culture.

**\$17 trillion – 33% of all assets under management in the U.S. – is invested for sustainability and impact.**

**At \$900+ billion, the creative economy is 5% of the U.S. economy.**

Artists, art lovers, art foundations and cultural institutions are passionate about improving the world, and in a financial position to invest in change.

## Impact investing in the creative economy is growing.

- **Collectors** seek investments blending art and social responsibility.
- **Foundations** invest in creative economy businesses.
- **Museums** align their endowments with their values.
- **Funds** invest in fashion, food and media for profit, people, and the planet.

**But impact investing in the creative economy isn't happening at scale.**

**There hasn't been a leader.**

Most impact investing leaders come from tech and finance.

**Cultural institutions haven't stepped up.**

Foundations and universities are better about aligning investments with mission and values.

**It's complicated.**

There is more to the creative economy than “arts & culture”.

**The U.S. is trailing.**

The UK, Europe, LATAM and Africa are ahead.

## Upstart Co-Lab knows what it will take to disrupt how creativity is funded:

- A flexible pool of capital to invest in funds and directly in companies
- A focus on BIPOC and women entrepreneurs whose merit and originality are rewarded in the creative economy
- A priority on businesses in food, fashion and media, with an eye on other creative industries
- A commitment to quality jobs, economic opportunity, and vibrant communities
- A willingness to share learnings with other investors
- A 10-15 year horizon

## Upstart Co-Lab has conducted research, forged partnerships, and led experiments to decipher and de-risk this opportunity since 2016.

- We have a proprietary pipeline of 220+ creative economy funds and companies seeking \$2 billion impact capital.
- We have a \$6 billion co-investor network.
- We have access to an unparalleled set of influencers in creativity, culture and impact investing:
- We are the expert on impact investing in the creative economy.

# The creative economy needs a lead investor:

- Who understands the power of art, design, culture, heritage, and creativity
- Who believes social and environmental impact doesn't mean sacrificing financial return
- Who brings capital and vision

To learn more about impact investing in the creative economy, visit [www.UpstartCo-Lab.org](http://www.UpstartCo-Lab.org)

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## Upstart Co-Lab

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# THROUGH THE CREATIVE ECONOMY, INVESTORS CAN



back women and BIPOC

entrepreneurs



create on-

ramps to economic opportunity in low

income communities



grow

quality 21st century jobs for middle

skill workers



connect ethical,

sustainable supply chains with

educated consumers



bring

diverse, culturally-authentic stories

to the big and small screen

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CREATIVE PLACES • OTHER CREATIVE BUSINESSES • ETHICAL FASHION • SUSTAINABLE FOOD • SOCIAL IMPACT

MEDIA • CREATIVE PLACES • OTHER CREATIVE BUSINESSES • ETHICAL