Disrupt how creativity is funded

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-skilled workers
- connect ethical, sustainable supply chains with educated consumers
- bring diverse, culturally-authentic stories to the big and small screen

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.
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.

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

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Upstart Co-Lab is a project of Rockefeller Philanthropy Advisors, a nonprofit organization.
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