

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 under-served 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. The first Community-Made™ maker pods launched in 2020 in New York City and 2021 in 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. A third pod opened in August 2022 on the Cheyenne River Indian Reservation in South Dakota. Paskho is exploring additional expansion opportunities in Hudson, NY; Vermont and Puerto Rico.

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.

Impact Metrics:

January 2022 - December 2022

Jobs created and retained	47
People trained in new skills	31
Total wages paid	\$493,961
Community-Made workforce in Alabama	
• African American100%
• Female88%

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

Community-Made workforce on Cheyenne River Indian Reservation, SD

- Native American people, Lakota100%
- Female60%

Community-Made workforce in New York City

- African American and Latinx100%
- Female90%

January 2017 - December 2022

Reclaimed fabric utilized	186,000 yards
Number of toxic chemicals avoided/minimized.....	900
CO ₂ saved.....	21,000 kg

Upstart Co-Lab’s Role

Paskho founder Patrick Robinson and Upstart Co-Lab’s founding partner Laura Callanan 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 SGDF recognize the opportunity to establish a makers pod in Boykin in conjunction with an investment. Upstart has also made introductions to other investors beyond the Member Community which have resulted in additional investment in Paskho, and has introduced the company to foundations as part of an effort to raise philanthropic grants to support its training program. Paskho presented to the Member Community in August 2020.