

The Creator Economy: A guide for impact investors

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Impact investors can help the “creator economy”—the online ecosystem of platforms, products, and services for independent content creators—deliver on its potential for equitable access, according to a report from Upstart Co-lab. Funded by Halloran Philanthropies, *The Creator Economy: A guide for impact investors* (82 pages) found that while the online ecosystem provides direct access to audiences and, ostensibly, reduces barriers for marginalized groups, in reality they do not reflect the diversity of the United States. According to the report, top creators and traditional gatekeepers harvest most of the profits, exacerbating inequalities by race, gender, and geography. Impact investors can help provide guard rails and incentives to secure for diversity, equity, inclusion, and access, the authors argue, and help reduce mental health issues, bullying, and harassment. Upstart Co-Lab analyzed 250 private companies in the creator economy and found half of them to be potential targets for impact investing. The guide outlines how impact investors can invest in a venture fund, provide angel investments to companies in incubator and accelerator programs, or make debt or equity investments through crowdfunding platforms.