

# MAKING SPACE

WWW.MAKING-SPACE.COM

HEADQUARTERS: Los Angeles, CA

YEAR FOUNDED: 2023

INVESTMENT ROUND: Pre-Seed

CREATIVE ECONOMY SECTOR: Social Impact Media,  
Other Creative Businesses

INVESTMENT SIZE: \$250,000

## Description

Making Space is a talent acquisition and learning experience platform that connects Neurodivergent, Chronically Ill, and Disabled professionals with meaningful career opportunities, while helping employers build and retain pre-qualified global talent pipelines. Making Space partners with employers to design online courses that develop creative and technical skills tailored to specific roles, creating pathways to creative careers and ensuring Disabled talent is included at every stage.

In alignment with Upstart's focus on the creative economy, Making Space is currently predominantly working with employers in the media and entertainment industry such as NBCUniversal, Netflix and Amazon Studios which are seeking talent to fill roles in graphic design, screenwriting, editing, directing and beyond.

The Making Space platform is accessible beyond compliance and optimized for Disabled talent with state-of-the-art accessibility features, including embedded sign language interpretation, audio descriptions, transcripts, alternate text, keyboard preferences, and compatibility with all assistive technologies, including Braille displays, and has built an AI tool to help Disabled people turn their lived experiences of disability into transferable and marketable skills.

Making Space is an artist-led company founded by Keely Cat-Wells, a serial entrepreneur and passionate disability rights advocate.

## Impact Strategy

Making Space drives social impact by forging pathways to employment and career advancement for people living with disabilities, and "making space" in work and popular culture for the voices of people with disabilities.

According to the Labor Bureau of Statistics, people living with disabilities are twice as likely to be unemployed as the rest of the population and twice as likely to be living in poverty. The

ACCESS TO CAPITAL	✓
QUALITY JOBS	✓
VIBRANT COMMUNITIES	✓
SUSTAINABLE CREATIVE LIVES	✓
AN INCLUSIVE CREATIVE ECONOMY	✓
ENVIRONMENTAL SUSTAINABILITY	—

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

company seeks to create careers — not just jobs — for people with disabilities, who the company believes are "the most under-represented and under-estimated population."

Making Space's theory of change is that providing job-specific, accessible education as part of the talent acquisition process will lead to an increase in wages, job satisfaction and career mobility opportunities. The company believes it is possible to transform the lives of people with disabilities and shift workplace dynamics to reduce stigma and marginalization and bring awareness of disabilities to the forefront.

## Impact Metrics

### User Demographics

#### Disability status

- 80% of talent on the Making Space platform self-identify with a disability
- 20% of talent on the Making Space platform do not self-identify with a disability

#### Gender

Female.....58%  
Male.....21%  
Non-binary.....8%

#### Race & Ethnicity

White.....54%  
Black.....9%  
Hispanic/Latino.....9%  
Asian/Asian American.....7%  
Multiracial.....4%

#### Education

Bachelor's degree or higher.....75%

#### Age

Middle Age/Older Millennials.....30%  
Younger Millennials/Older Gen Z.....28%

### Primary Use of Making Space

- 57% to find career opportunities
- 21% to gain new skills
- 13% to connect with others in the community

### Training and Job Placement

# people who have completed courses .....1,111  
# people hired .....40  
retention rate of employees hired via Making Space .....100%

### Satisfaction

- 92% of Disabled talent report a positive experience with Making Space
- 84% of users strongly agree that Making Space is designed with Disabled talent in mind and would recommend it to others