

Creative People Solve Problems

It's time to connect
the money that wants
to make a difference
with the entrepreneurs
who think differently.

Impact investments are investments made with the intention to generate positive, measurable social and environmental impact alongside a financial return.

The creative economy is a way of thinking and doing that revitalizes manufacturing, services and retailing through a focus on art, culture, design, and innovation.

\$12 trillion in the United States — 25% of all assets under management — is invested for social responsibility and impact.

More than 125 businesses, funds and real estate projects in the creative economy seek \$3+ billion of impact capital to grow in a way that is inclusive, equitable and sustainable.

**It's time to connect
the money that wants
to make a difference
with the entrepreneurs
who think differently.**

**That's where
we come in.**

**Upstart Co-Lab
helps impact investors
who love art, design,
culture, heritage and
creativity invest
in Ethical Fashion,
Social Impact Media,
Sustainable Food,
Other Creative
Businesses and
Creative Places.**

Upstart Co-Lab already made the case for impact investing in the creative economy

- **grabbed headlines in**
 - *The New York Times*
 - *Forbes*
 - *Fast Company*
- **garnered support from big philanthropy including**
 - Ford Foundation
 - The Knight Foundation
 - The John D. and Catherine T. MacArthur Foundation
 - Andrew W. Mellon Foundation
 - The Rockefeller Foundation
 - Rockefeller Brothers Fund
- **mobilized \$10 million of impact capital working with partners**
 - Local Initiative Support Corporation
 - Purpose Ventures
 - Shift Capital
 - Calvert Foundation

Now, Upstart Co-Lab — working with donor advised funds, private foundations and endowed cultural institutions — will make the market for creativity and positive, measurable social and environmental impact

- build a community of investors who believe in the power of creativity to drive significant social impact
- define creativity, social impact and investment goals
- track impact investment opportunities and trends in the creative economy
- mobilize impact capital for the creative economy
- analyze financial performance and social impact in the creative sector
- conduct research and report insights to the field

For arts lovers wanting to understand impact investing in the creative economy

- **Learning:** participate in 4 conference calls per year, special events, and an annual meeting; receive periodic communications with the latest on impact investing in the creative economy
- **Access:** review all impact investment opportunities tracked by Upstart Co-Lab; connect with the entrepreneurs driving social impact in the creative economy through meetings and site visits
- **Anchor opportunities:** be the first to know about new investment vehicles making it easier to target impact capital to the creative economy

**Multi-year donation/grant of \$50,000 per year
for 3 years (\$150,000 total)**

For impact investors wanting to do more aligned with art, design, culture, heritage and creativity

- **Learning:** participate in 4 conference calls per year, special events, and an annual meeting; receive periodic communications with the latest on impact investing in the creative economy
- **Access:** review all impact investment opportunities tracked by Upstart Co-Lab; connect with the entrepreneurs driving social impact in the creative economy through meetings and site visits
- **Co-creation:** help develop new investment vehicles making it easier to target impact capital to the creative economy, and participate as founding investors
- **Leadership:** share your experience investing with a creativity lens through public speaking, media interviews and conference events; pioneer impact investing in a new segment of the economy

Multi-year donation/grant of \$100,000 per year for 3 years (\$300,000 total)

Upstart Co-Lab also works with nonprofit and mission-driven for-profit partners to explore new social impact investment vehicles

- **a socially-themed Exchange Traded Fund (ETF) of public equities aligned with the values of the inclusive creative economy**
- **a working capital fund for global artisan businesses**
- **a national fund supporting creative places and creative businesses in low income communities/ Opportunity Zones**

Seeking foundation grants for research and development

To learn more about Upstart Co-Lab and impact investing
in the creative economy visit
www.upstartco-lab.org.

To be part of Upstart 2.0, please contact Laura Callanan
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*Upstart Co-Lab is a project of Rockefeller Philanthropy Advisors,
a nonprofit organization.*

Participating accredited investors ("members") will have access to investment opportunities tracked by Upstart Co-Lab. Such information has been compiled by Upstart Co-Lab as a service to its members who may, on their own initiative, pursue such opportunities.

Such information does not constitute a solicitation or an offer to sell any securities.

Upstart Co-Lab is not recommending that any member invest in any specific investment opportunity. Members should conduct their own evaluation of any investment opportunity and consult with their own financial advisers before undertaking an investment in any of these opportunities. Upstart Co-Lab will not assist members in negotiating the terms of any investment.



THROUGH THE CREATIVE ECONOMY,

INVESTORS CAN  **back woman**

entrepreneurs and entrepreneurs

of color  **create on-ramps to**

economic opportunity in low in-

come 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