

# **CONGRATULATIONS CCA**

**A VIEW FROM THE FUTURE**

**2030 a vision for the future of impact-driven creative industries**

**Gill Wildman for the 6th CCA Networking Meeting**



**I WORK WITH CREATIVE  
BUSINESS, ESPECIALLY IN  
R+D**



# WHAT DO THEY DO?

**They create jobs, profits and GVA**

**They explore new technologies**

**Create new products and services**

**Create sustainable or circular products**

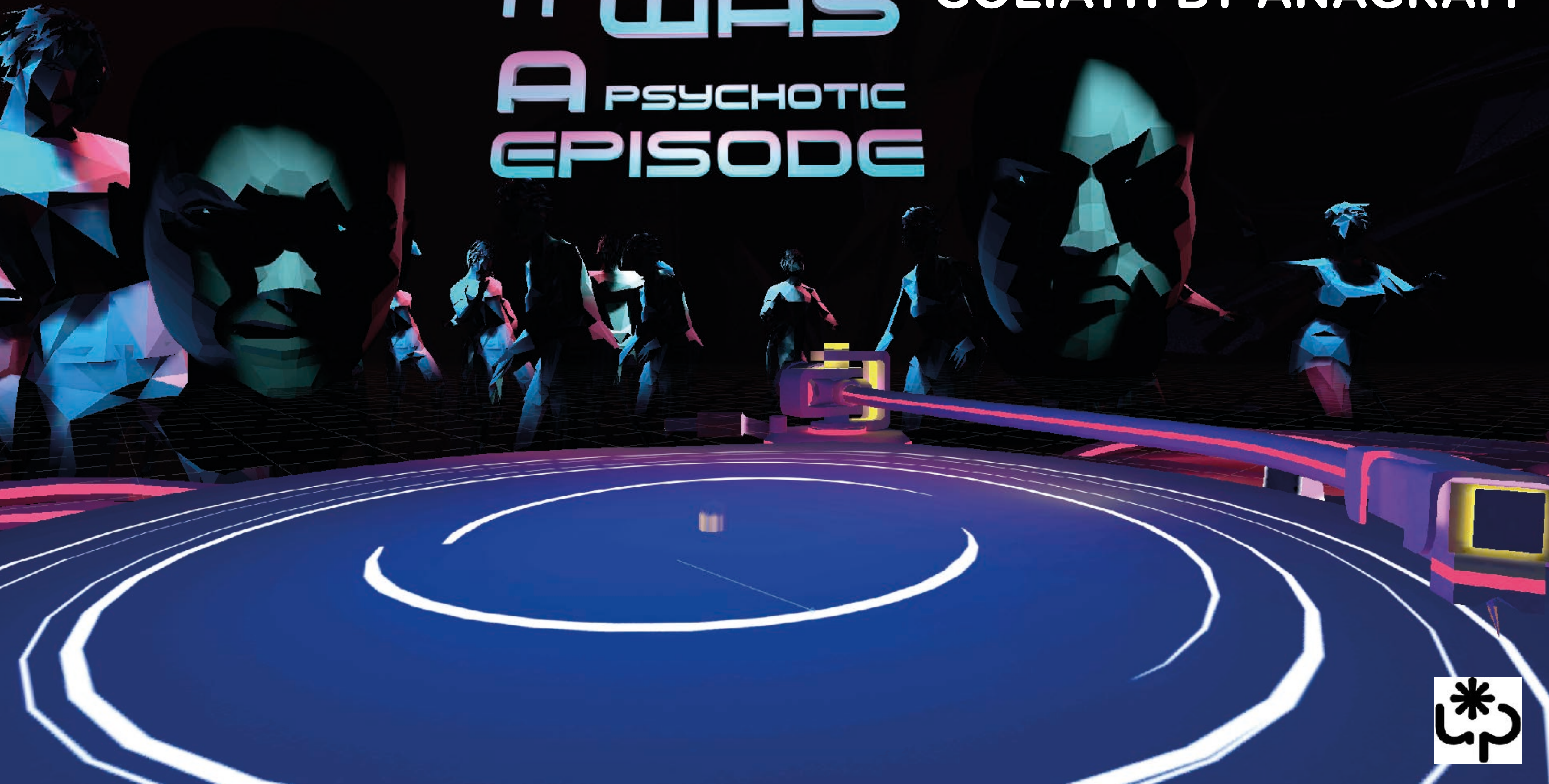
**They create multiple forms of value that we don't yet understand or measure.**





# IT WAS A PSYCHOTIC EPISODE

GOLIATH BY ANAGRAM



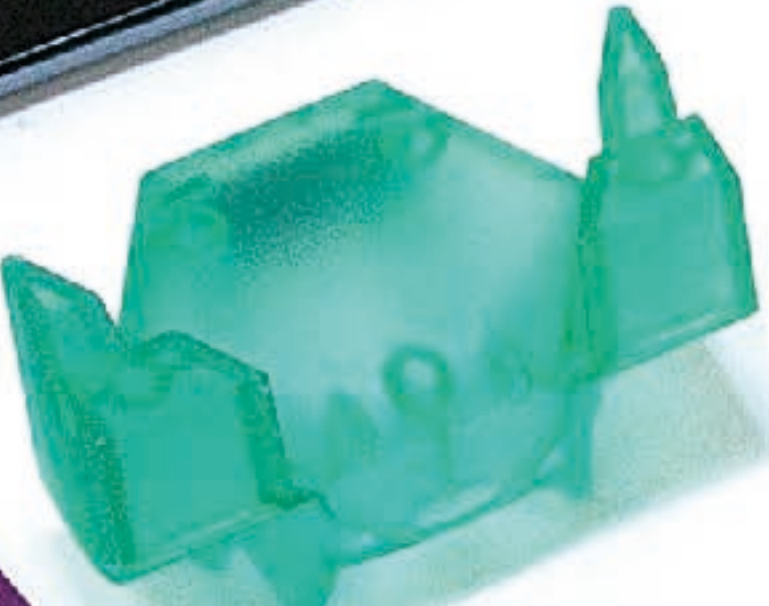




**AMSCHELLA THAIS VEGAN CROC MINI BAG**







**Sensible Object**





Tech

# Pokémon Go creator Niantic acquires London gaming studio Sensible Object to create UK outpost

Sensible Object will form the new Niantic London studio in order to make the next Pokémon Go

AMELIA HEATHMAN | Tuesday 18 June 2019 10:18 |  0 comments



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The Evening Standard





# IMPACT

**GVA +  
BUSINESS  
GROWTH**

**NEW JOBS +  
BUSINESS  
COLLABS +  
PARTNERSHIPS**

**INVESTMENT IN  
CREATIVE R+D  
+ BUSINESS**

**SECTOR  
UPLIFT,  
REGIONAL  
UPLIFT**

**INNOVATION  
VALUE OF R+D  
FROM NEW IP**

**EXPANDED  
SUPPLY CHAINS**

**INTERNATIONAL  
TRADING**

**SOCIAL VALUE  
OF PRODUCTS,  
SERVICES,  
EXPERIENCES**





<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>£107bn</b>	<b>£95bn</b>	<b>£104bn</b>

**In the UK creative industries  
produced a GVA, greater than  
aerospace, automotive, life  
sciences + oil + gas sectors  
combined**





**When do they need finance?**





**2030**





**CONGRATULATIONS CCA!**





# **Its 2030**

- **Welcome to a celebration of the work of the CCA**
- **Our report of 2030 demonstrates success in bringing social impact investment into creative economies in Kazakhstan and Uzbekistan**
- **What was under-researched and actual value and impact unknown, is now clearly measured and visibly impactful**
- **Looking back of the conference of January 2025 and our journey since then**





# **CCA 6**

**Impact  
investment  
futures for the  
Central Asia  
Creative Industry**

**January 2025**

**FROM THEN**

# **CCA 11**

**Reaping the  
rewards:  
Assessing the  
impact of impact  
investment on the  
Creative Industry**

**January 2030**

**TO NOW**





**WHAT MADE THAT CHANGE?**





# **BACK IN 2025, YOU...**

- 1. Saw that successful cities and successful creative industries go hand in hand.**
- 2. Observed other countries creative economy journeys and learning from their lessons, informed by creative impact investors such as Good Finance (UK), Upstart Co Lab(US), Impact X and Figurative (UK)**
- 3. Created new initiatives to connect with and incentivise investors**
- 4. Made plans to change the investor landscape**
- 5. Created new forms of capital to flow into the creative economy**





# **Creative Industry policy interventions**



**Improved creative industries  
business performance data**





# Impact on regional imbalance

**2025**

**“It may also be useful to explore the role that entrepreneurship and small business support can play in reversing the regional imbalances identified in this report and the creative industries may also play a role in that.” 2018 Mapping Doc**

**NOW**

**The larger role of creative business in the economy. Rural and urban creative scenes. Increases in jobs, both full-time and flexible and remote part time. Business growth supported by a variety of impact investment sources and forms.**



# Impact on business numbers

**2025**

**Business registration data is relatively comprehensive, reporting 457,000 businesses in total and almost 18,000 in the creative industries in Kazakhstan  
Mapping Doc 2018**

**NOW**

**The business register records a consistent growth of 20% year on year of creative industries businesses registered in Kazakhstan and Uzbekistan.**





**AND WHAT ABOUT IMPACT  
INVESTORS?**



# Changing investor thinking

“A notable aspect of the creative industries is that they attract patrons to support the work of the sector, and we have seen several examples of theatre productions, films and art exhibitions that have been funded by individuals with limited requirement for economic return. This is fantastic for creatives requiring support, but has an interesting knock-on impact which is that **other investors see the (creative) sector as ‘impossible’ to make a return.**”

**Edge Investments**





# **SINCE 2025, YOUR WORK...**

- **Helped investors to open up their thinking: Many understand where they want to create returns plus value, impact and mission**
- **Created new investor initiatives supported by CCA for investor community to gather**
- **Helped them to understand how they could give up some of their financial returns as borrowers hit their impact targets**
- **Guided them to create new mission-aligned, impact linked funds**





“Preemadonna is a tech company building smart hardware products and software platforms to inspire creative expression for the next generation of girls. Its first product, the Nailbot, will disrupt the \$15 billion nail care industry through nail art; inkjet printing smartphone images onto fingernails using nontoxic water-based ink. The business model focuses on building a community of “Preemadonnas” - creative makers who are predominantly girls and young women - who care about entrepreneurship, tech, and personal creative expression.”

Upstart Co Lab Impact Report

## **UPSTART CO LAB CASE STUDY**

### **PREEMADONNA**

**INVESTOR: Lorrie Meyercord**

**AMOUNT: \$200,000 in 2021;  
\$100,000 in 2022**

**INVESTMENT: Series Seed-5  
Preferred Stock in 2021;**

**SAFE note in 2022**

**CREATIVE ECONOMY SECTOR:  
Other Creative Businesses**

**ASSET CLASS: Venture Capital**



**New policy incentivising  
and de-risking investing in  
Creative Business**







# Mission aligned investors group





**New funds and financial  
instruments designed for  
creative enterprises with  
social impact in mind**





TO YOU

# HOPEFUL FINANCE

Stage One Report July 2024



## OVERVIEW

Vanisher works with people who are not just about profit, business, and success, but also about the well-being of their communities and the planet. Our work is to help them take the next step in their journey. The next step is to create a sustainable and profitable business that will support their vision of success.



It's all about the journey, not just the destination. Our work is to help you take the next step in your journey. The next step is to create a sustainable and profitable business that will support your vision of success.



The results of our work are clear. Our clients are thriving. They are not just making money, they are making a difference. Our work is to help you take the next step in your journey. The next step is to create a sustainable and profitable business that will support your vision of success.





**New investors from outside  
of the current investment  
community wanting to join  
in and finance the future**



# IMPACT ON INVESTORS

**2025**

**Limited number of  
and critical investors  
interested almost  
wholly in financial  
return**

**Limited amount of  
funds**

**NOW**

**Now there are many creative  
impact investors from all walks  
of life, some are angels, others  
are new funds set up by groups  
of successful creative  
entrepreneurs. These have been  
joined by young wealth holders,  
who understand the legacy they  
want to create.**





**COMING BACK TO 2025**



**ARE YOU READY TO MAKE  
THIS HAPPEN?**





# Thank you

More about my work at Upstarter

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