

Upcraft Club won the InnovateHER Challenge hosted by Gravitare because it has a measurable impact on the lives of children, women, and families; it has enormous potential for commercialization; and it has traction that shows that it is already filling a need in the marketplace.

First, UpCraft Club creates a marketplace that has a female majority of customers who support women entrepreneurs. The product is focused on an economical skill, sewing, that involves self-sufficiency and is utilized by all members of the family unit.

Next, UpCraft Club is a live product with a proven business model and has seen impressive growth. The founder has a proven track record as a successful entrepreneur; during her presentation she knew her numbers and articulated them clearly. She is already exploring options to integrate digital sales into brick-and-mortar marketplaces.

Finally, this company is establishing itself as an expert in the marketplace, including quality control best practices. All patterns for sale on UpCraft Club carry the UpCraft Club Certified Craft Pattern seal, which means that a pattern is well-written and includes all details needed to make the sewing experience the most enjoyable it can be. This pattern certification includes a refund guarantee. This business is a direct descendant of an analog technology (paper packaged sewing patterns) that had no clear digital successor until the birth of UpCraft Club. UpCraft is connected with a sizable and passionate community that has rewarded business with significant user growth in a relatively short timeframe. This company has positioned itself as a leader in this marketplace and its traction reflects as much.

A handwritten signature in black ink, appearing to read "Geoff Wood". The signature is stylized with a large, looped 'G' and a cursive 'W'.

Geoff Wood, Community Builder at Gravitare.