

# Kickstarter Exercise Module

# 1

Bart Coleman

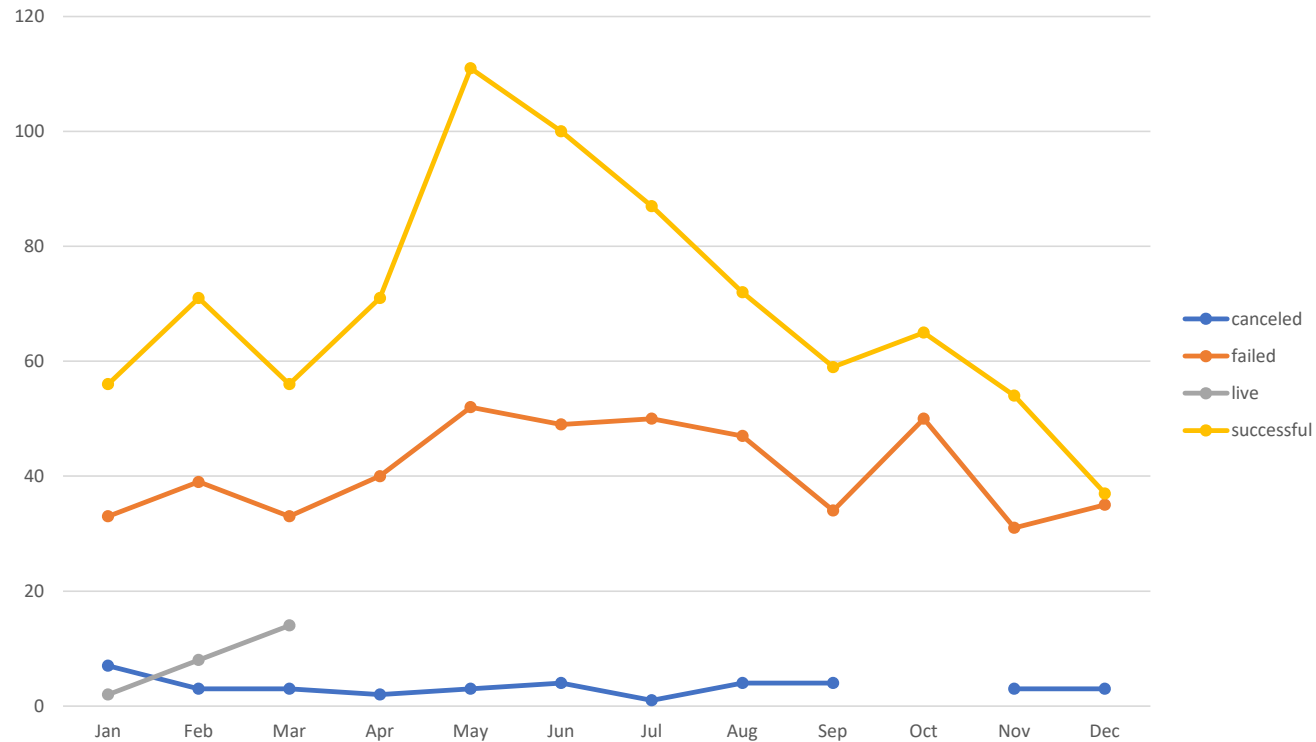
Name	Blurb	Goal	Pledged
Be Prepared	Help us get actor-writer Ian Bonar's debut play - a hilarious, heartbreaking story of grief and loss - to the 2016 Edinburgh Fringe.	\$2,000.00	\$2,020.00
Checkpoint 22	The play yet to be described as "A surefire Edinburgh Fringe Festival Cult Hit". Coming to the Underbelly, Edinburgh, 5th-30th August.	\$2,000.00	\$2,020.00
Cutting Off Kate Bush	Cutting Off Kate Bush is a one-woman show written & performed by Lucy Benson-Brown, premiering at the Edinburgh Fringe Festival 2014	\$1,500.00	\$2,576.00
Jestia and Raedon	Jestia and Raedon is a brand new romantic comedy play going to the Edinburgh Fringe Festival this summer.	\$1,000.00	\$1,168.00
The Hitchhiker's Guide to the Family	A one-man show about love, loss, and motorways, written & performed by Ben Norris. Help us get to the 2015 Edinburgh Fringe and beyond!	\$4,000.00	\$4,137.00

- A precedent set for “like” or similar plays (as provided by the customer) demonstrates a favorable outcome

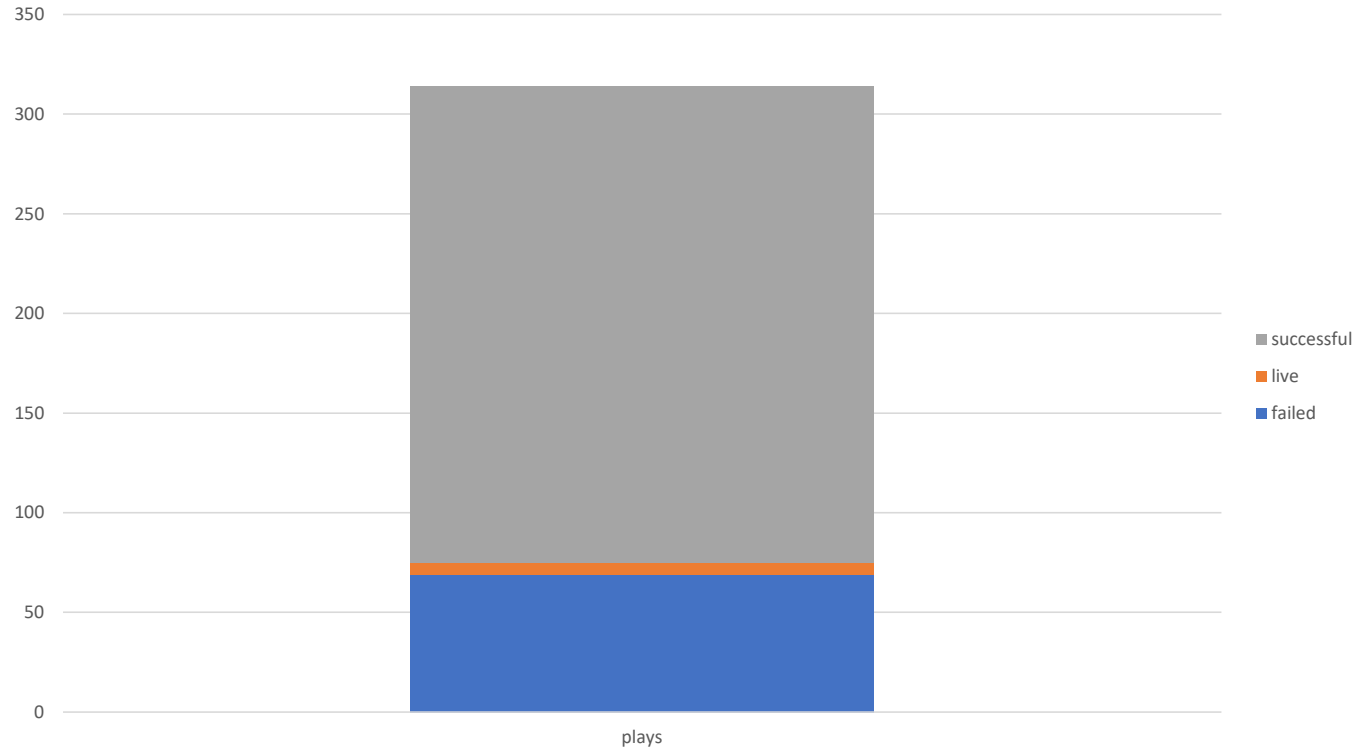
<b>PLAYS</b>	<b><u>Successful</u></b>	<b><u>Failed</u></b>
Mean Goal	\$5,048.88	\$10,554.21
Median Goal	\$3,000.00	\$5,000.00
Standard Dev of Goal	\$7,748.75	\$21,967.73
Upper Quartile of Goal	\$5,000.00	\$10,000.00
Lower Quartile of Goal	\$1,500.00	\$2,000.00
IQR of Goal	\$3,500.00	\$8,000.00
Mean Pledged	\$5,601.55	\$558.65
Median Pledged	\$3,167.50	\$103.00
Standard Dev of Goal	\$8,334.57	\$1,330.52
Upper Quartile of Goal	\$5,699.00	\$501.00
Lower Quartile of Goal	\$1,716.51	\$9.25
IQR of Goal	\$3,982.49	\$491.75

- Successful campaigns tend to be in a range of \$3,000 to \$3,500
- Successful campaigns also tend to have pledges approx. \$3,000 to \$4,000. The data implies that from a donation or sales strategy standpoint, the focus or push should be in this range
- In unsuccessful campaigns, there are wild swings in variation between goals, and the amounts that are pledged. While all pledges would be welcome, strategically and statistically, you would want to focus qualifiable, substantial investments rather than nickel and diming large volumes of potential investors.

# Theater Campaigns

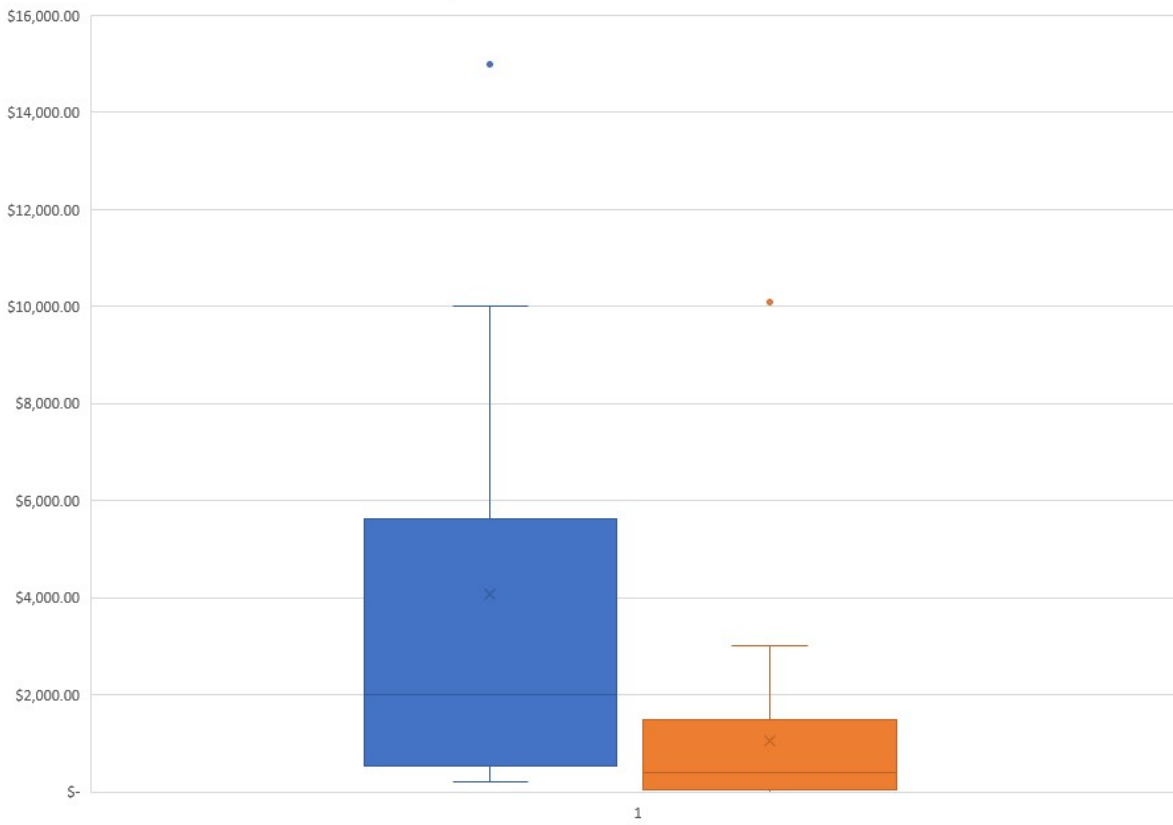


- Looking at successes over the last year, the trend was at it's highest from March thru mid summer
- The current status is on a significant downward trend
- Not enough time has been looked at to determine if this trend is a sign of more to come, but this should be taken into consideration when assessing risk.



- In Great Britain
- 314 total campaigns
- 238 successful
- 70 failed
- 6 are live and ongoing
- The category of “Plays” yields a high success ratio on Kickstarter

Kickstarter Campains in Great Britain - Box and Whisker Plot



- When looking at the outliers, we analyzed what potential anomalies could skew our analysis
- You can see that the average goal is at \$4000. This average is pulled up because of a couple ambitious outlier goals set from other campaigns.
- As would be pledges, in particular, one pledge that was 6-7 times the average pledge
- Because of this, we see the “true” middle as \$2000
- We recommend setting your Kickstarter goal at no more than \$4000 and no less than \$2000, further reinforcing the trends we have seen in the previous datasets for successful campaigns.