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LA STATALE

KICKSTARTER

FINTECH INDUSTRY

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Data Science and Economics

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Introduction

- Kickstarter is an American public benefit corporation that maintains a global Crowdfunding platform focused on creativity.
- Based in Brooklyn, New York
- Launched in 2009

The image shows the Kickstarter logo, which consists of the word "KICKSTARTER" in a bold, white, sans-serif font, centered within a solid green rectangular background.

Terminology

- **Creators:** request funding for a project
- **Backers:** support a product voluntarily
- **Project:** the idea of the creators
- **Funding goal:** the amount of money needed to complete the project
- **Rewards:** experiences or products that backers receive from the creator for their support

How it works

It is a marketplace where:

1. The creators launch their project on the platform with a set funding goal.
2. Describe ideas using images, videos and set rewards to backers.
3. The rewards can be divided in tiers based on the amount of the support from the backers.
4. If funding goal is achieved, the backers' cards are charged with the amount they've pledged
5. The backers will receive the rewards as promised.

Categories

Kickstarter is specifically for creative projects in the following categories:

Art

Comics

Dance

Design

Film/Video

Food

Games

Journalism

Music

Photography

Technology

Theater

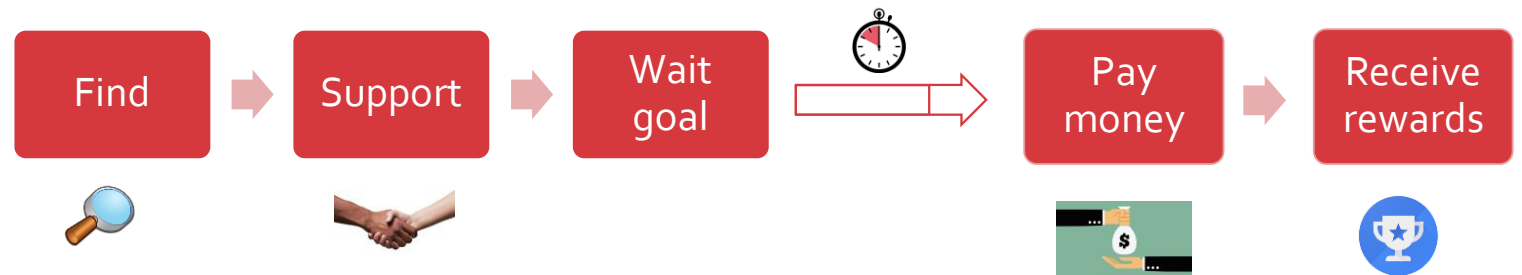
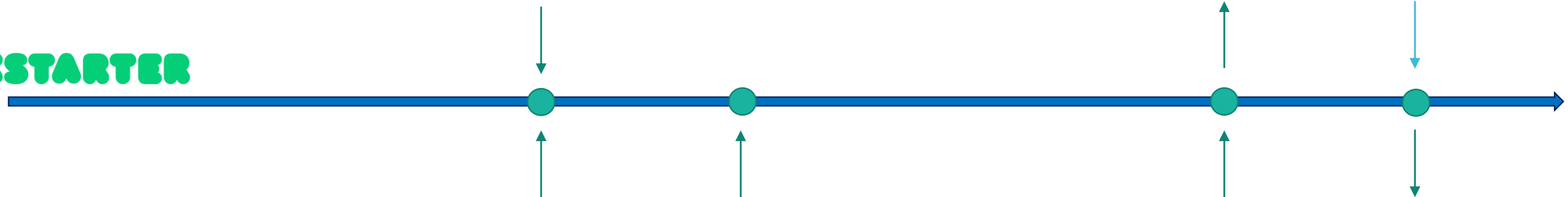
Start a campaign

1. **Create an account:** insert some personal information and the password
2. **Describe your project :**
 1. key of the success of the project
 2. Creator Book with some tips
3. **Set your rewards :** credible goal and suitable rewards
4. **Connect you bank account :** to receive the funds.

Creators



KICKSTARTER



Backers

Value proposition

It offers a set of primary value propositions:

- **Accessibility:** web-site and app
- **Risk reduction:** no risk in starting a project, free
- **Performance:** platform manage everything
- **Brand:** possibility of creating a community or a brand

Business model

Profit

- 5% commission fee on the total funds raised
- fee for payment processing 3%-5%



Costs

- Areas of customer support
- Administration
- Employers

All fixed cost



The most funded project

- The project is **Pebble**
- \$1M in 49 minutes
- Raise \$20.4M in total
- 78,741 backers

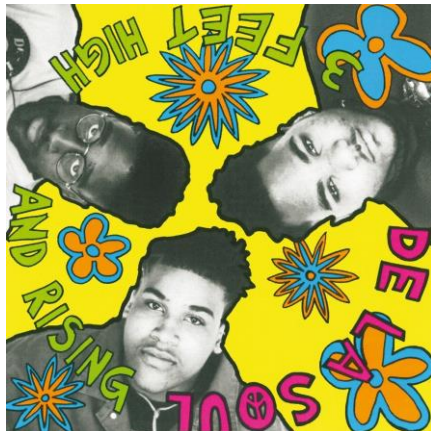
Pebble helped to lead the current smartwatch trend in the early part of this decade.



De La Soul

American hip hop group get his project funded:

"Kickstarter is one of those platforms that gives you space to work with people who know you, love you, and support you."



Conclusions

- Kickstarter's mission is to help bring creative projects to life. They believe that art and creative expression are essential to a healthy and vibrant society
- Kickstarter is growing day by day as the number of projects
- The platform started in 2009 and projects collectively raise \$5.6 billion now.
- 500.000 project, the 38% of them have been successful.

Questions?

