

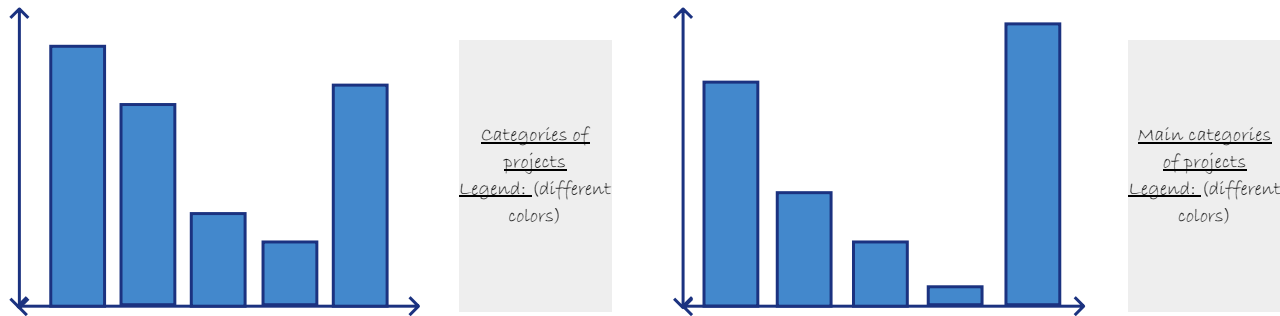
Kickstarter

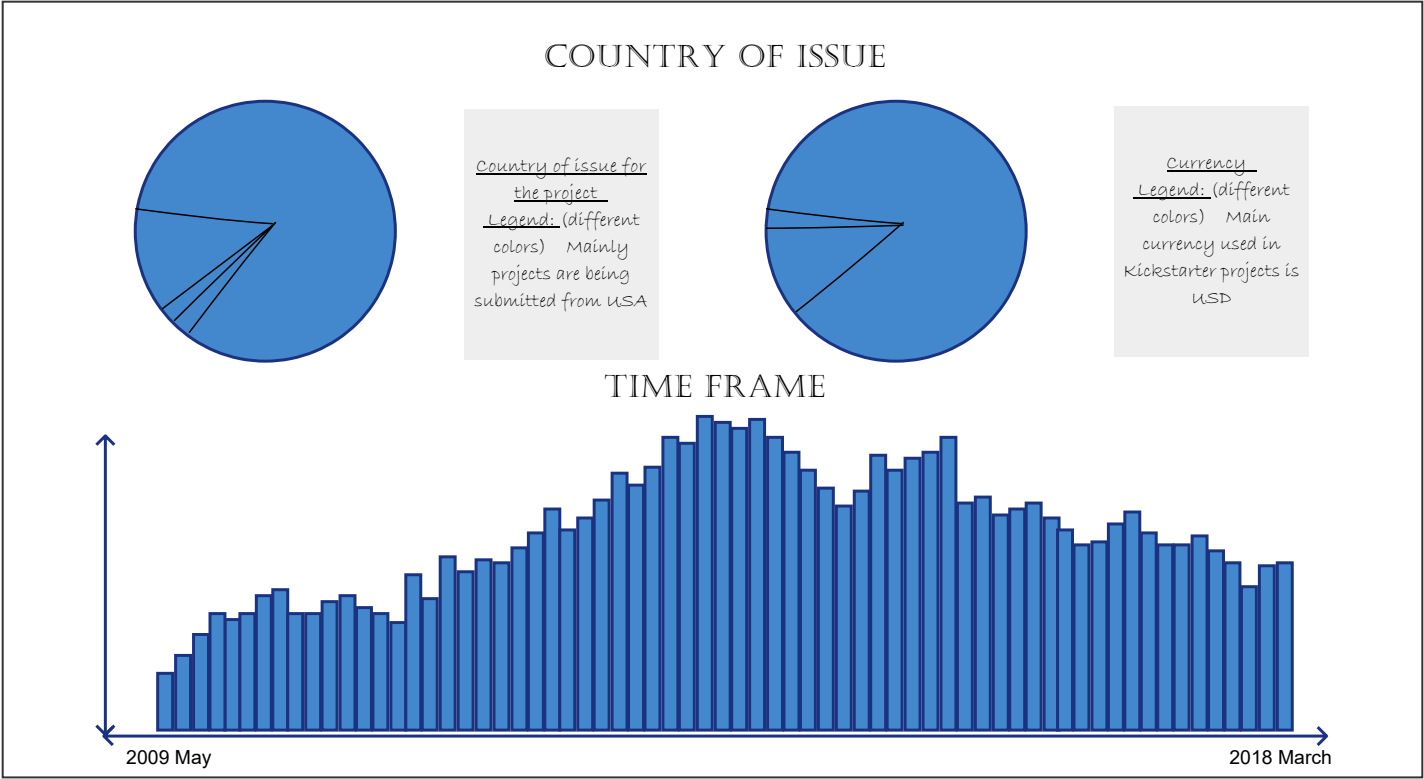
KICKSTARTER (LOGO)

Kickstarter is an American public-benefit corporation based in Brooklyn, New York, that maintains a global crowdfunding platform focused on creativity and merchandising. The company's stated mission is to "**help bring creative projects to life**". Kickstarter has reportedly received more than **\$4 billion** in pledges from **15.5 million** backers to fund **257,000** creative projects, such as films, music, stage shows, comics, journalism, video games, technology and food-related projects.

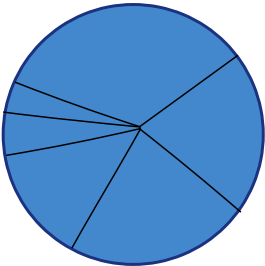
People who back Kickstarter projects are offered tangible rewards or experiences in exchange for their pledges. This model traces its roots to subscription model of arts patronage, where artists would go directly to their audiences to fund their work.

CATEGORY OF KICKSTARTER PROJECT

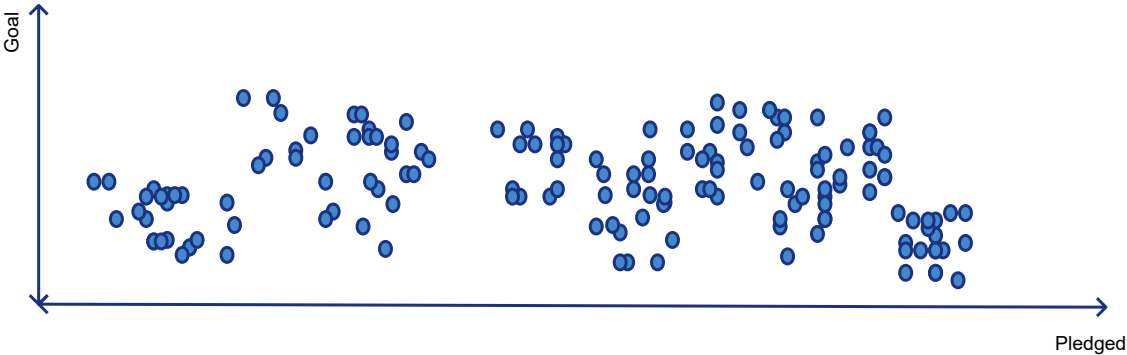




Deadline - Total count, most popular periods. Average duration of project between launch and deadline. Most popular durations

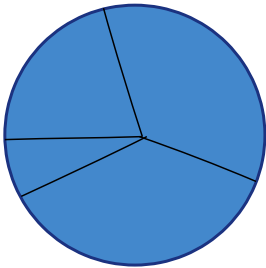


GOALS

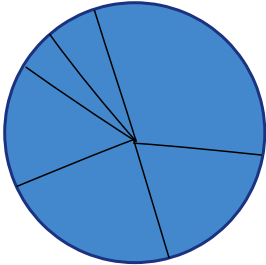


Goal amount for projects versus pledged amount

STATE



State of the project:
successful, failed,
canceled, others



Amount of backers

Biggest amount of backers and the lowest one with projects.