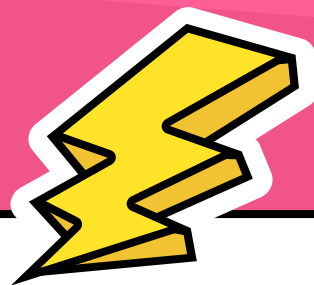




KARMA KICKSTARTER CONSULTING

This is where the magic begins ...



01

**BUSINESS
PROPOSAL**

02

INSIGHTS

03

**EXAMPLE
CASE**

04

**FUTURE
CRITERIA**





01

BUSINESS PROPOSAL



ABOUT US

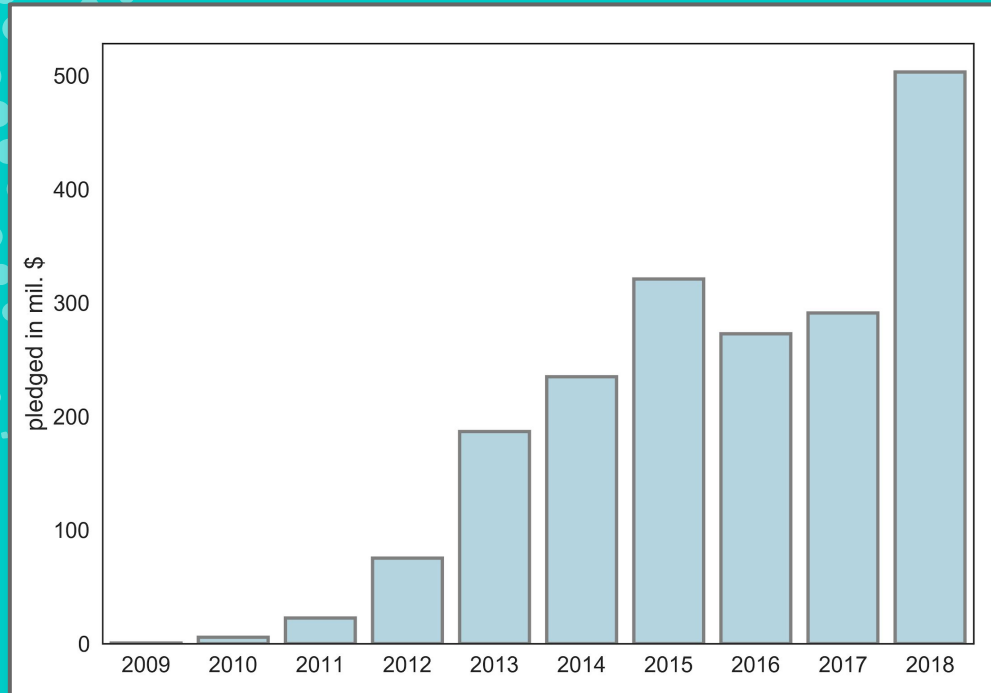
We professionally design
Kickstarter pages and
supervise campaigns for a
commission fee based on total
pledge amount

Established in 2018

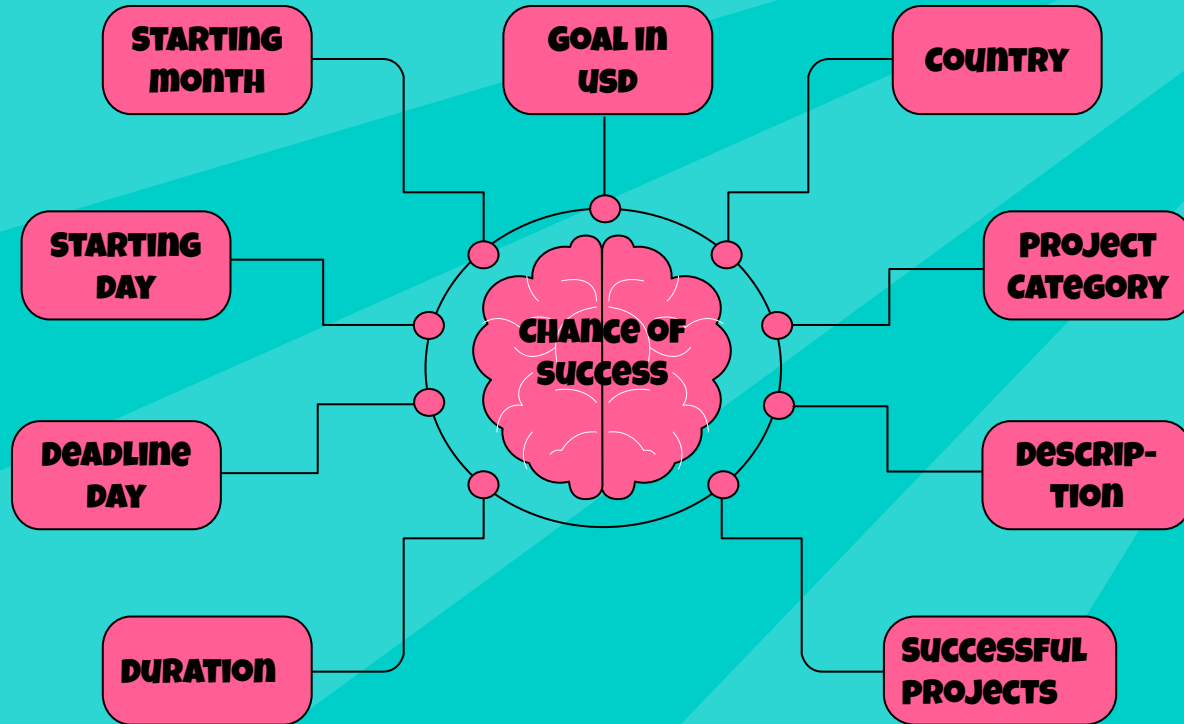
Based in Seattle

KICKSTARTER IS GROWING

- Started on a low level
- The platform is growing
- Half a billion dollars pledged in 2018

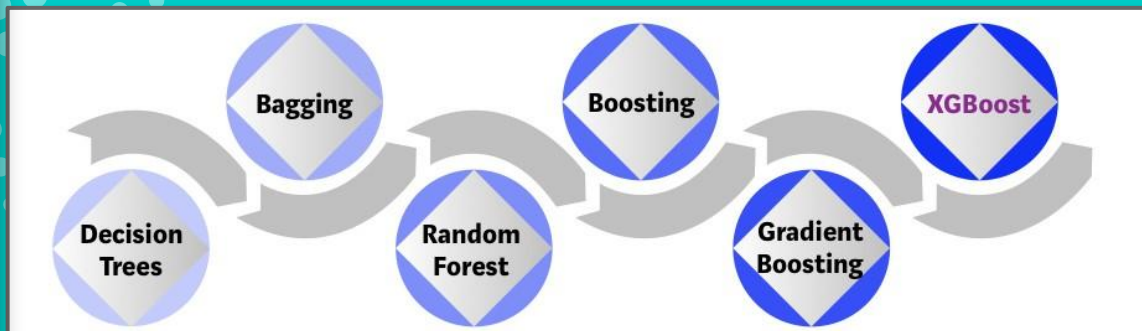


WHAT WE'RE LOOKING AT



HIGH-QUALITY PREDICTION

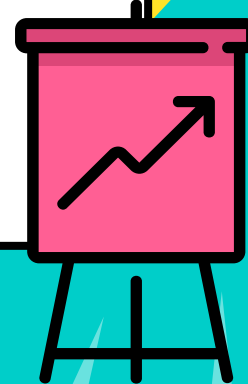
- Using XGBoost “Best-in-Class” algorithm, established in 2016
- 83% Precision





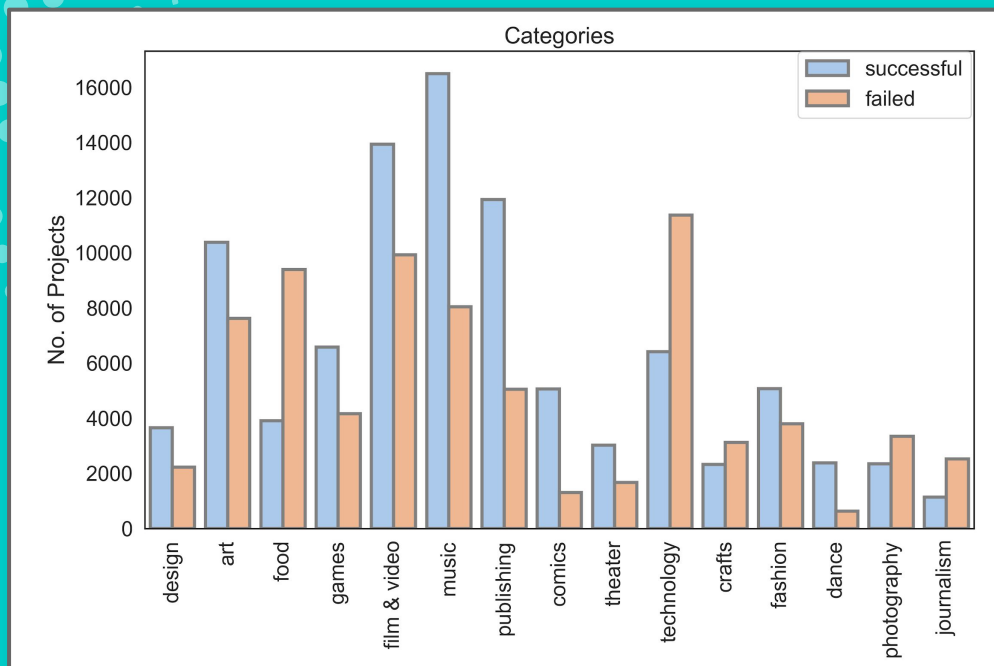
02

INSIGHTS



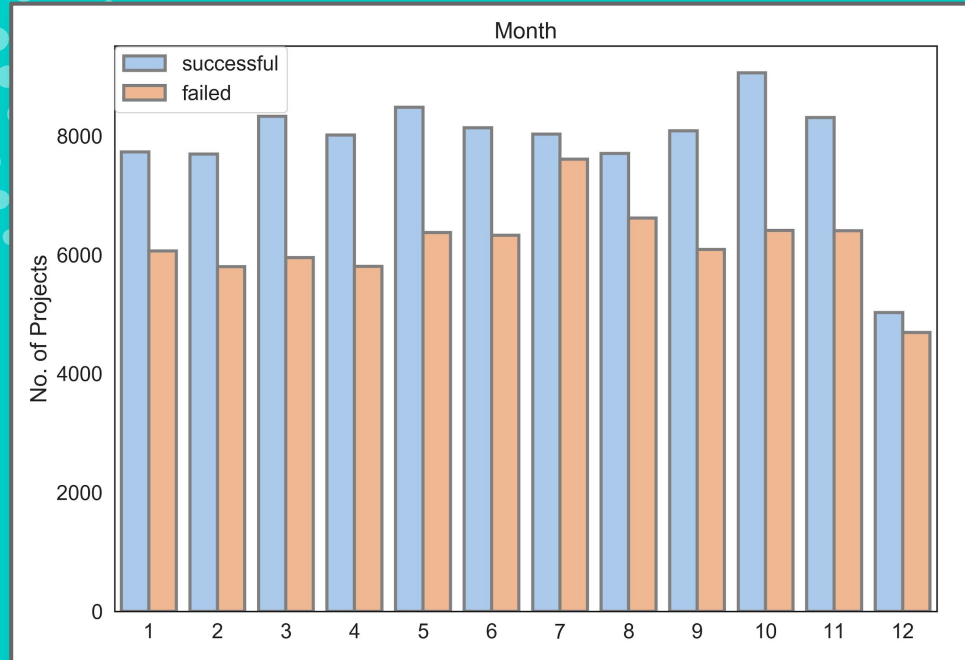
BACKERS LOVE SPECIAL CATEGORIES

- Extremely different success rates
- Categories contain various subcategories



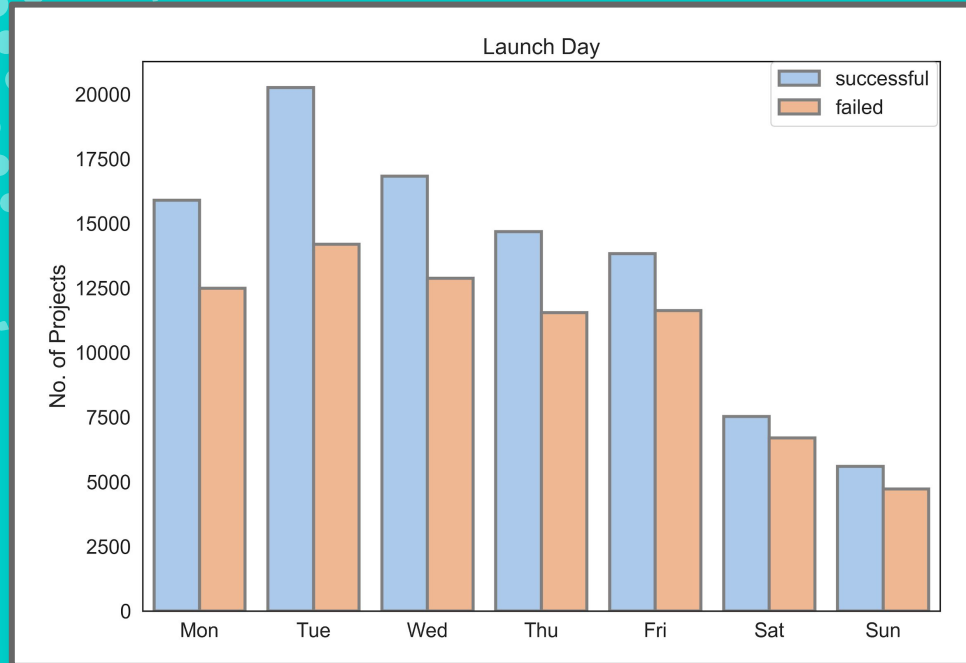
THE MONTH IS IMPORTANT

- Weak success-rate in December and July
- Fewer projects in December



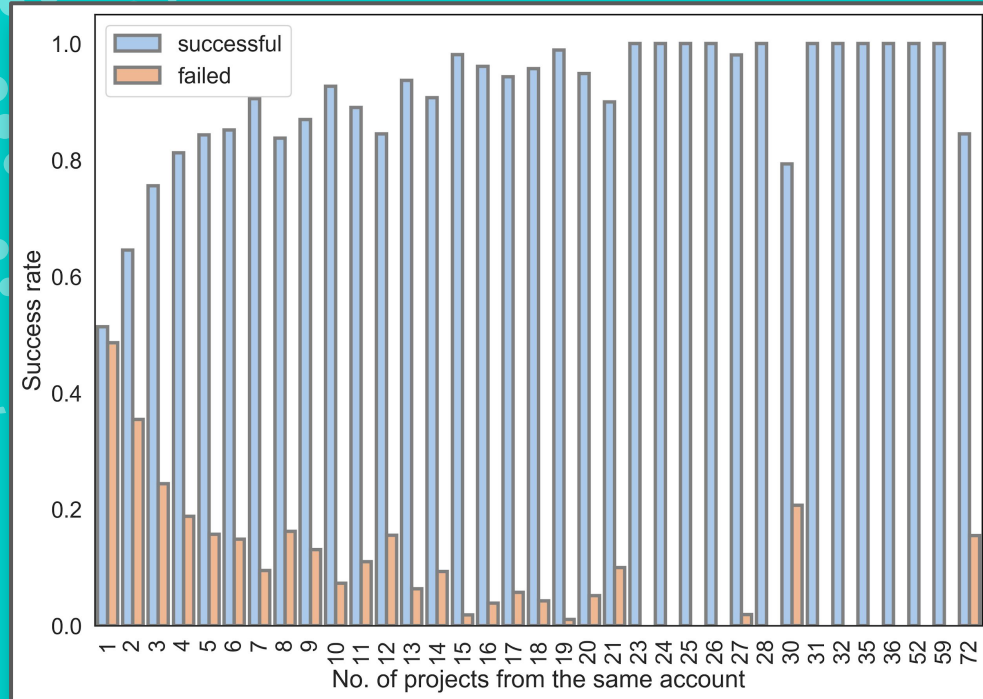
TAKE THE WEEKEND OFF

- Tuesday is the best Day to start a Project
- Avoid starting at the weekend



EXPERIENCE IS A KEY TO SUCCESS

- The first project is the hardest
- Kickstarters with three or more projects are really successful



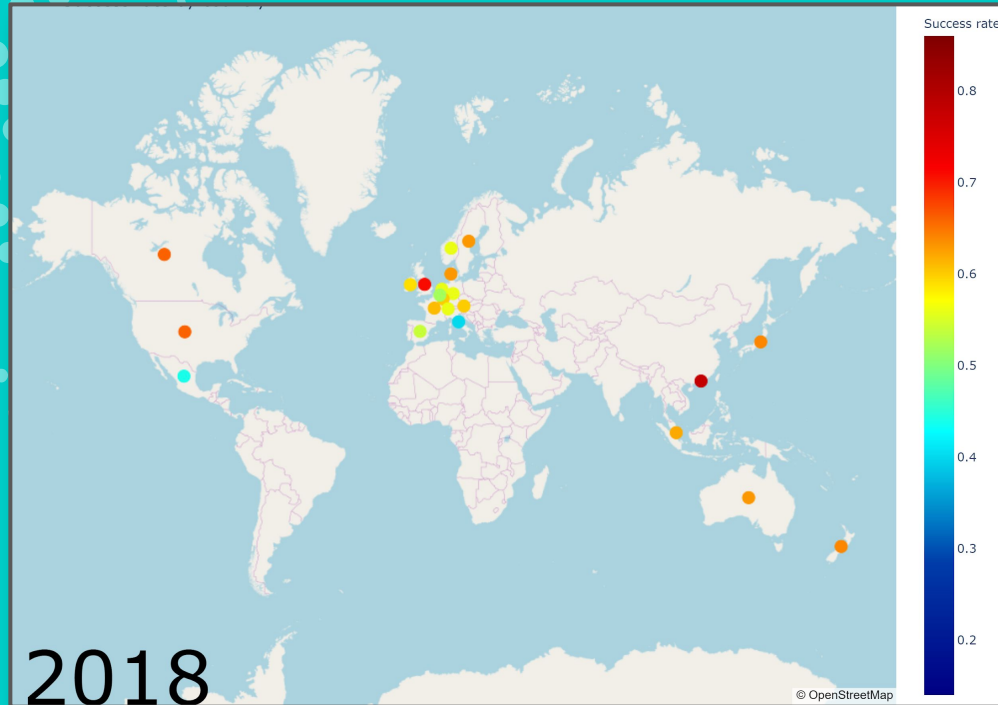
KICKSTARTER GOES GLOBAL

- More countries are added every year
- Different chances of success per country



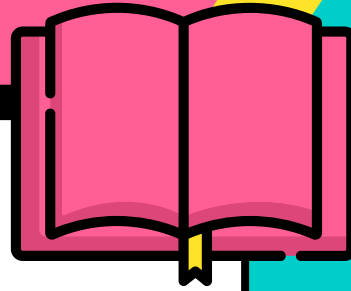
KICKSTARTER GOES GLOBAL

- More countries are added every year
- Different chances of success per country



03

**EXAMPLE
CASE**





LORD OF CHAINS

Totally not copyright infringing ...

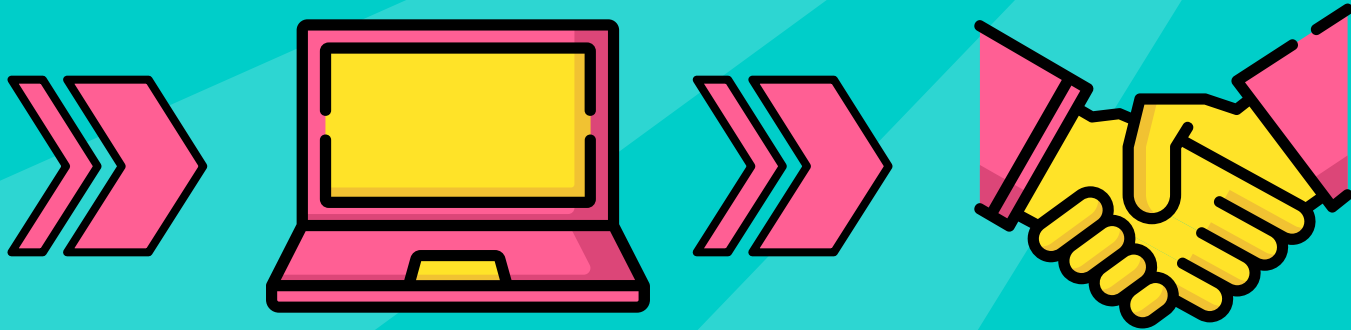
PROPOSAL OF A POSSIBLE FUTURE CLIENT

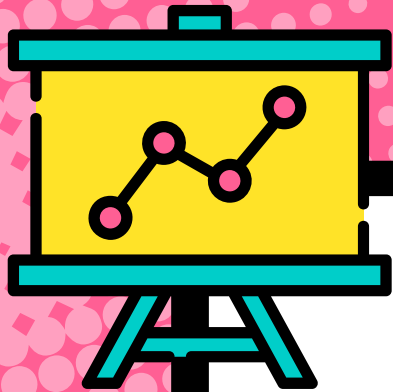
Goal	50000
Description	3
S. Projects	1
Country	DE
Category	Comics/ Graphic novels
Duration	35
Month	Dec
Start Day	Sun
End Day	Sun



WHAT CAN THE CLIENT DO TO IMPROVE THE CHANCES OF SUCCESS?

Goal	50000
Description	3
S. Projects	20
Country	US
Category	Comics/ Comic Books
Duration	35
Month	Oct
Start Day	Tue
End Day	Tue





04

FUTURE CRITERIA

FUTURE CRITERIA

WHAT ELSE ARE WE WORKING ON?

- Total pledge amount prediction for successful proposals, to maximize our profit
- In depth analysis of projects' short description (blurb) to optimize chances of success
- Prediction of whether or not a project will be chosen as a staff pick
- Success-rate by country per category
- Test to improve modelling by stacking

IT'S OVER

**THANK YOU FOR YOUR
ATTENTION**

memegenerator.net