



KickBoost

Deep Knowledge & Artificial Intelligence

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Future Work

The background features a teal-to-purple gradient with a faint hexagonal grid. On the left, a cluster of white-outlined hexagons and cubes is connected by thin teal lines and dots. On the right, another cluster of similar geometric shapes is visible, some with teal dots at their vertices.

KickBoost

JUST AROUND THE CORNER

Location! Location! Location!

“USA” vs “Rest of the world”

30%

REST OF THE WORLD



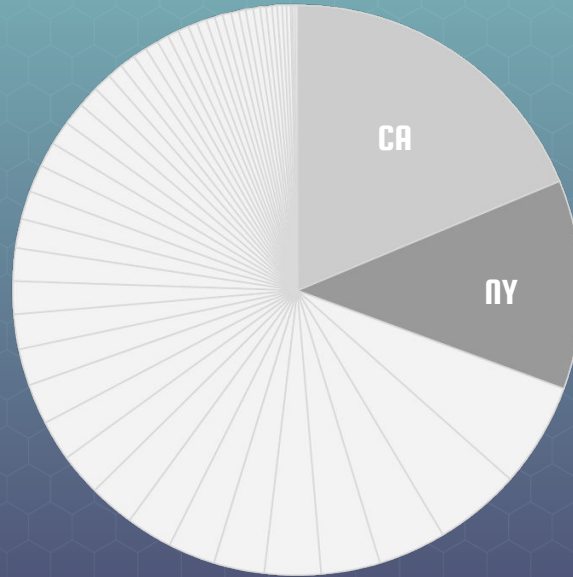
70%

UNITED STATES



Location! Location! Location!

California vs. New York

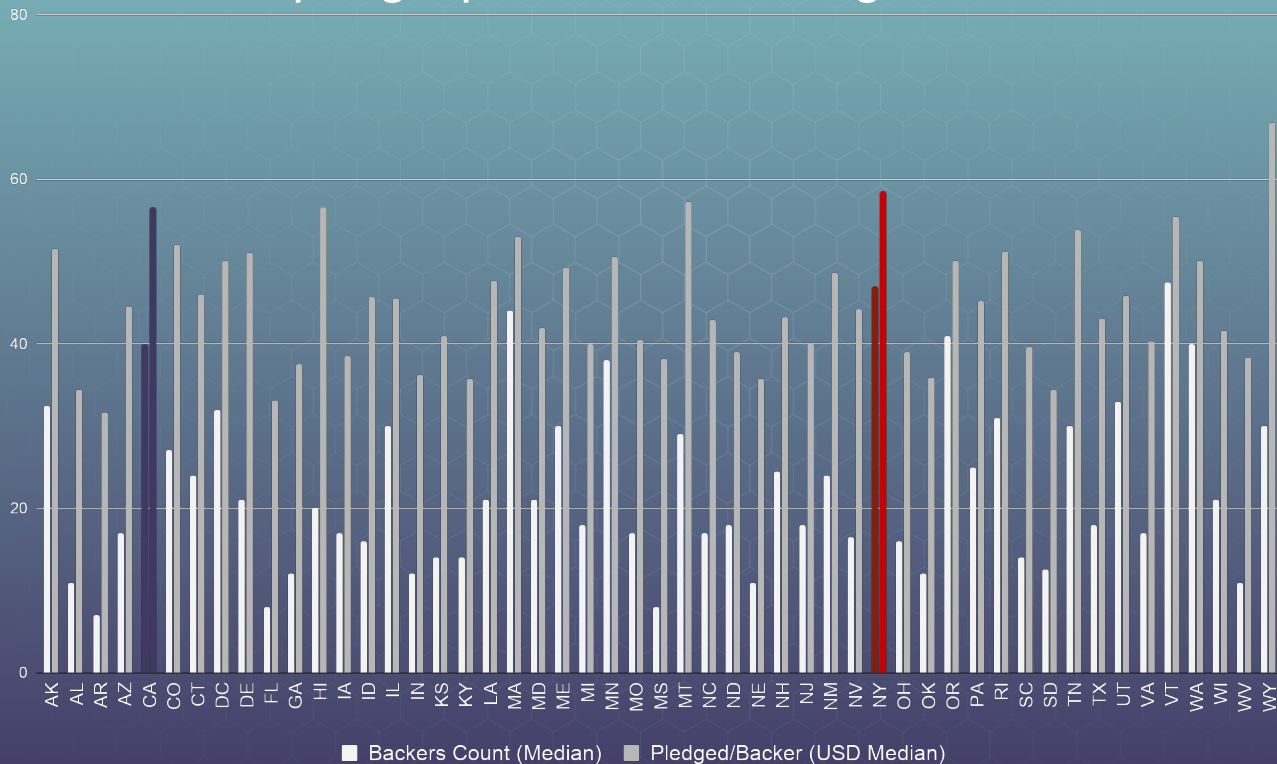


Number of Kickstarter Projects per US state



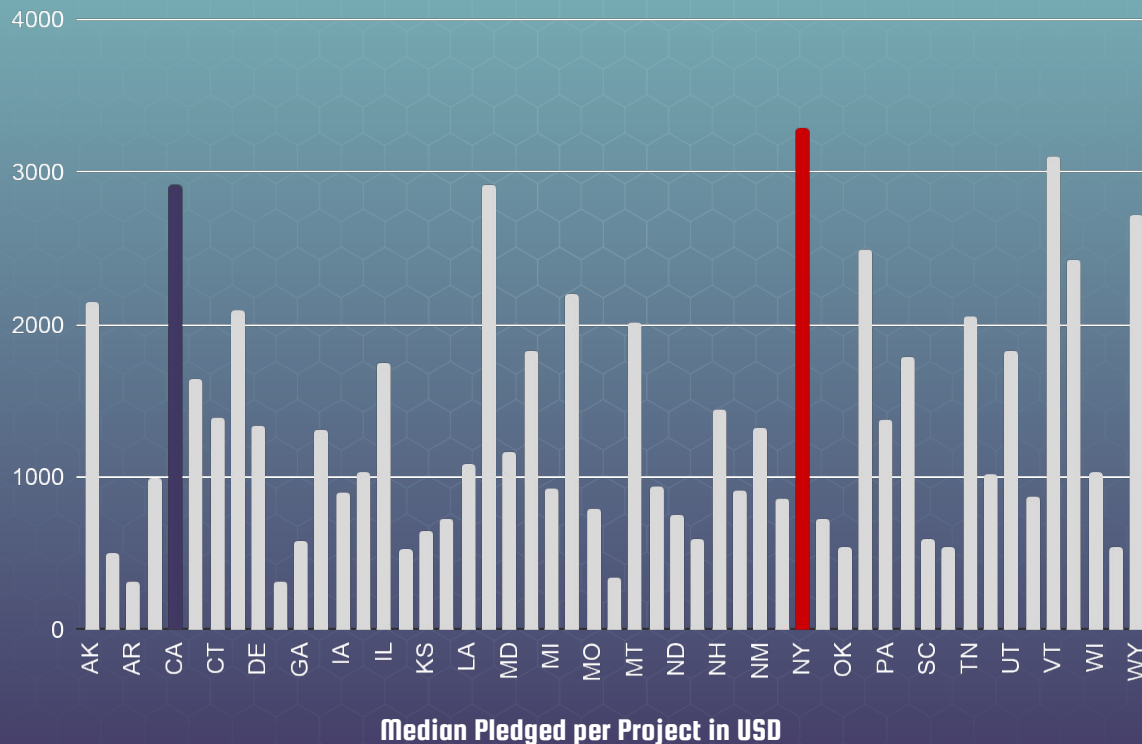
New York – Best of both worlds

Most backers & most pledges per backer on average



New York – Take all the money!

Most pledges per project





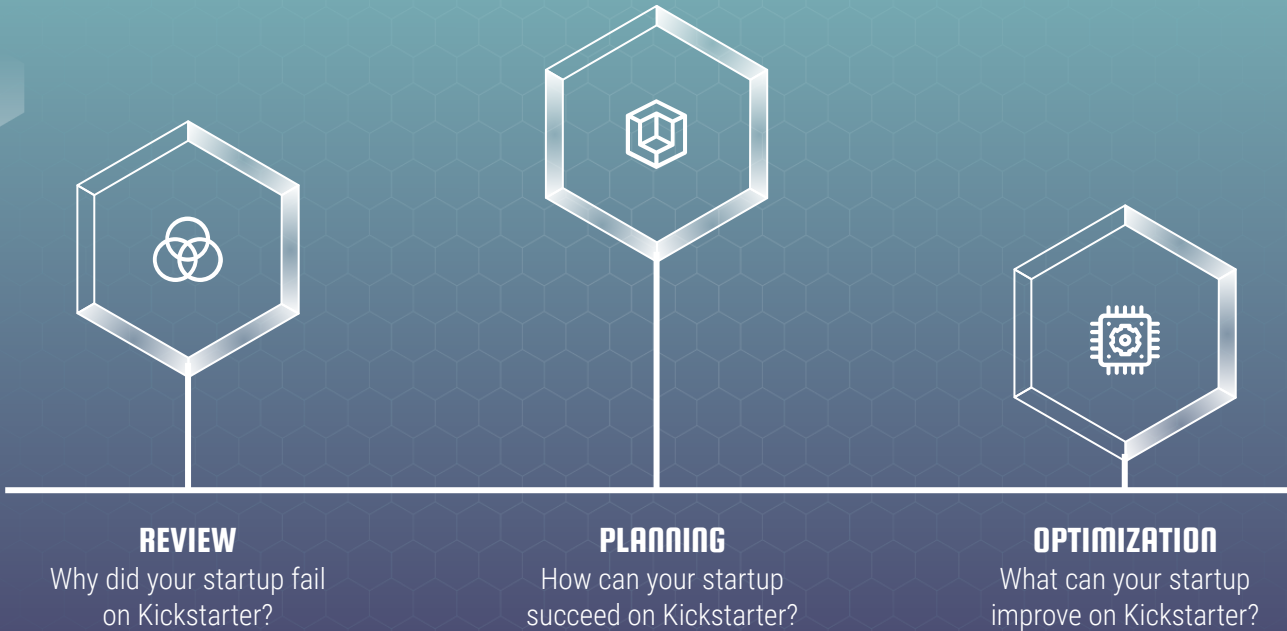
Why Kickstarter?

- leading crowdfunding platform
- more than \$ 4.6 billion in pledges from 17.2 million backers
- 445,000 projects, such as films, music, stage shows, comics, journalism, video games, technology, publishing, and food-related projects



What we offer

Make failed projects great again



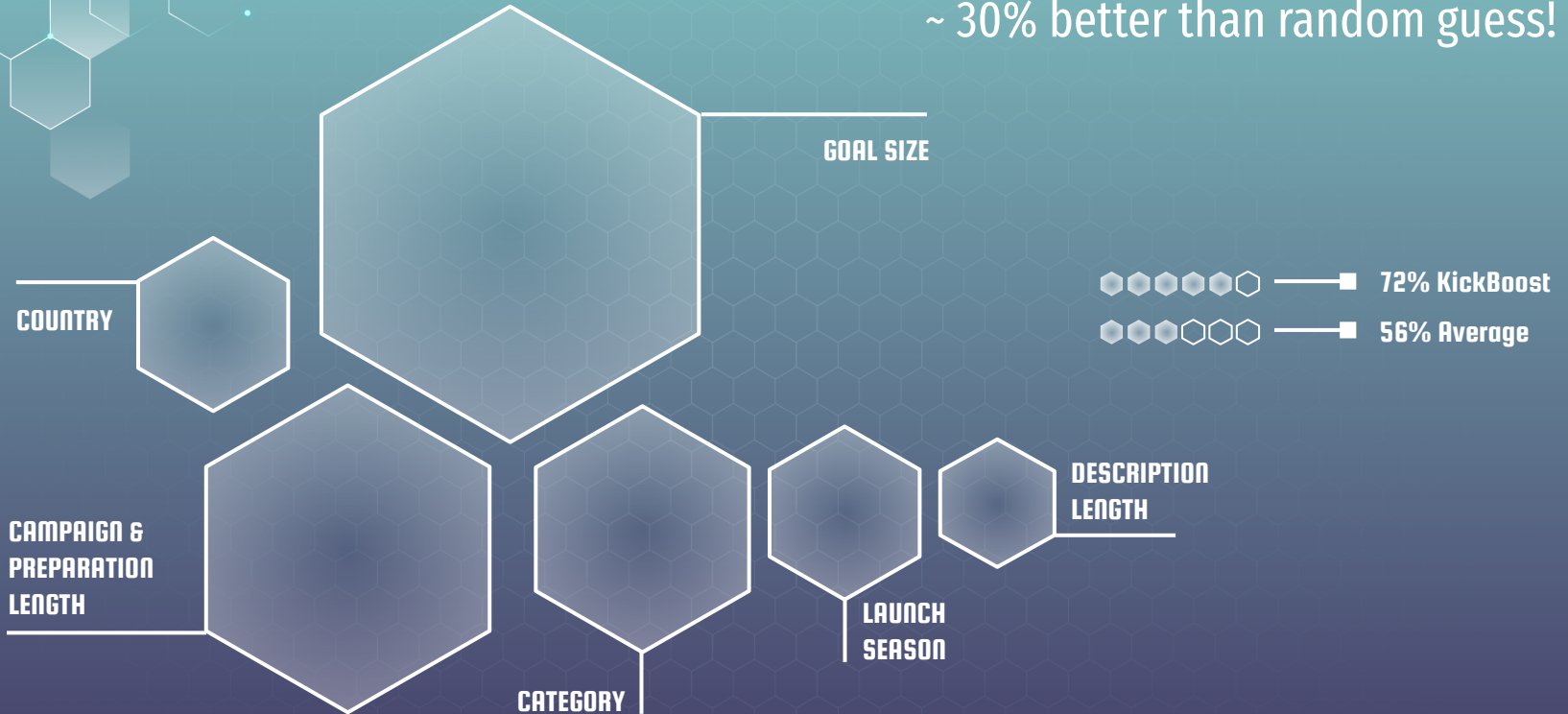
The background features a teal-to-purple gradient with a faint hexagonal grid. On the left, a cluster of white-outlined hexagons and cubes is connected by thin lines and small teal dots. On the right, another cluster of similar geometric shapes is visible, also with teal dots at their vertices.

OUR MODEL

BIG DATA + SMART ALGORITHMS

Our Model – Building Blocks

~ 30% better than random guess!





World's first bacteria killing robot

Defeats Corona!

Goal:
3.000 \$

Received:
1.2 m \$



Thynkbot : a mind-controlled robot

Settings your goals right

Initial:
10m \$

Received:
45 \$

2nd Try:
1.900 \$

Received:
600 \$



Preparation Length

Creation to launch - Mean days



**Failed:
42 days**

**Success:
50 days**

Campaign Length

Mean days

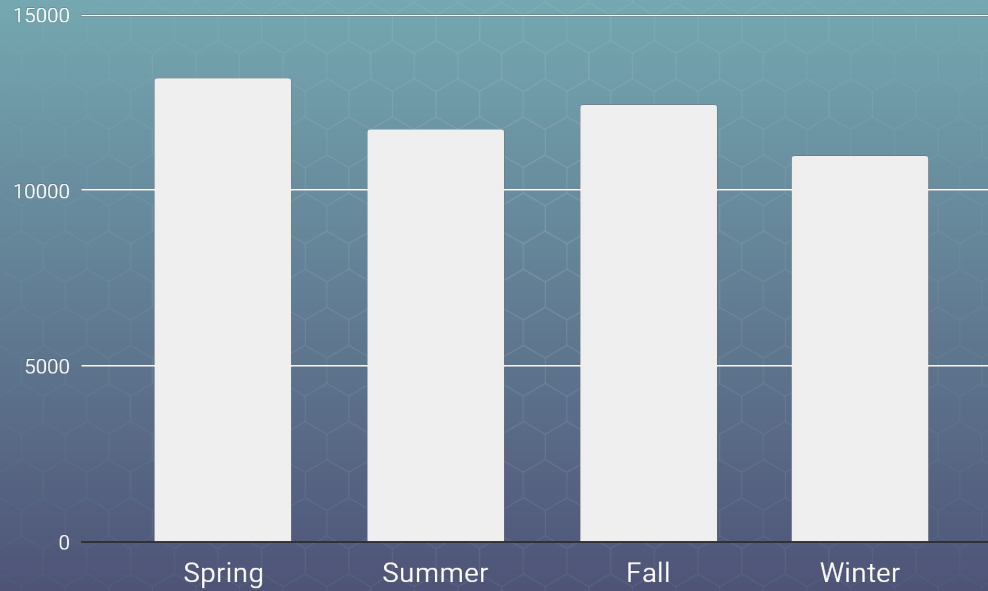


**Failed:
35 days**

**Success:
30 days**

Launched in season

Success - Count



Mean USD pledged per launching season

The background is a gradient from teal at the top to dark blue at the bottom, overlaid with a faint hexagonal grid. Two prominent clusters of white-outlined hexagons and lines are positioned on the left and right sides. Some hexagons are filled with a semi-transparent teal color. Small teal dots are placed at various vertices of the geometric structures.

CASE STUDY

CASE STUDY – SPIRITS Cocktailmaschine

Description Length: 15	Lower!!
Country: Germany	USA!!
Launch Season: Winter	Spring!!
Kickstarter Name: SPIRITS Cocktailmaschine	Worlds...
Goal: 1.3 mio	Lower!!
USD Pledged: 11.000	Not bad :)
Creation to Launch Days: 50	Higher!!
Campaign Days: 20	30 days!!



RECOMMENDATIONS



People need time to
get to know your
project

PREPARATION



Start your funding in
spring or fall

SEASON



Don't set the
bar too high

GOAL SETTING

FUTURE WORK

NLP

Use Natural Language Processing to analyze project description



FEATURE ENGINEERING

Build more sophisticated features



GRANULARITY

Take more granular data into consideration





THANKS