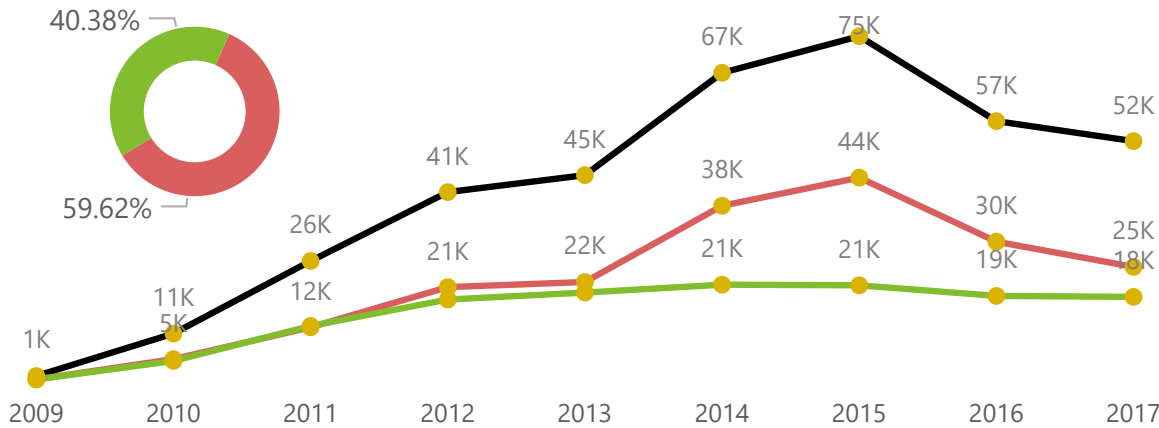


Outcomes Based on Launch Year



Total Projects



374.85K

Projects Succeeded



133.85K

Projects Failed

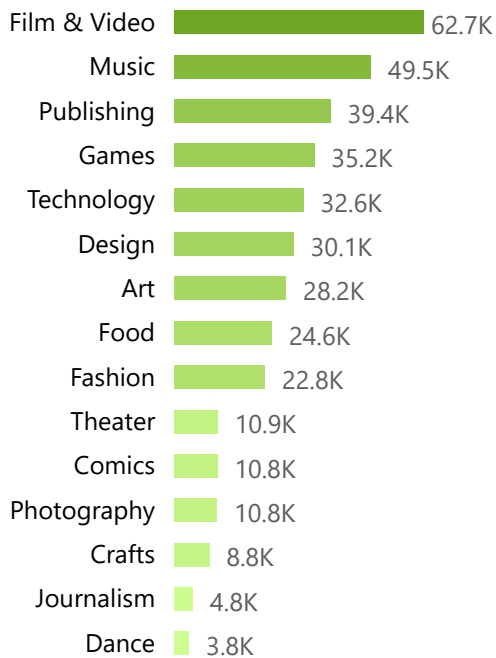


197.61K

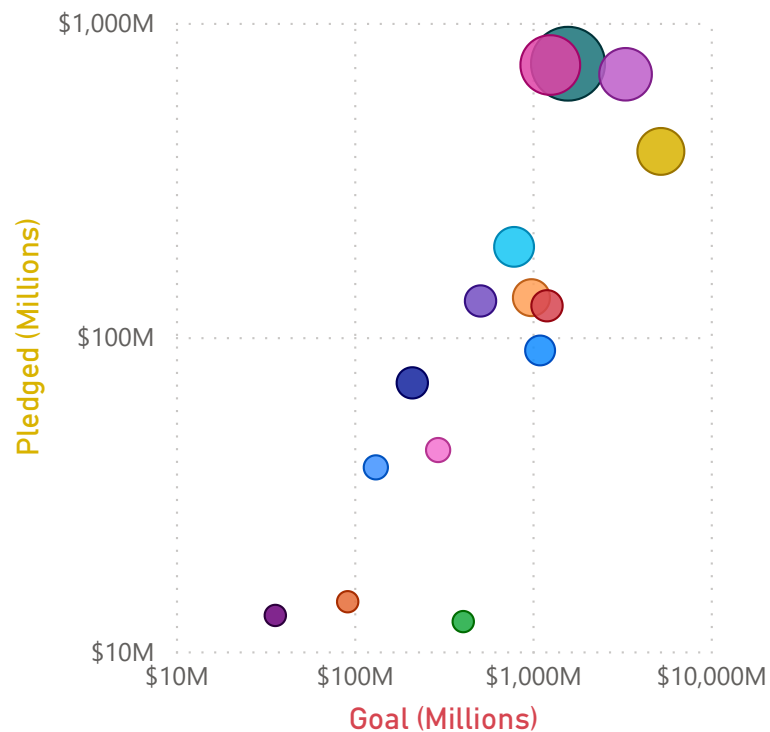
As shown in the graph, the journey started in 2009. At that time, the turnout was not the largest, but in 2019 the success rate of projects was approximately equal to the project failure rate, where the total number of projects reached 1330, of whom 580 succeeded, while 600 failed. This percentage continued in this way until the end of the year 2013, the most two years of which Kana projects were recorded is 2014 and 2015 the most failure rate of projects was in 2015 .

Outcomes Based on Categories

Project count per categories and subcategories



Goal, Pledged and Backers by Categories



\$17.2bn

Total Goal

\$3.42bn

Total Pladged

40.0M

Backers

Top 5 Projects has most Pledged

Projects	Pledged in (M)	Goal	Backers	Duration Day	Subcategory
Pebble Time - Awesome Smartwatch, No Compromises	\$20.34M	\$500,000	78471	32	Product Design
Pebble 2, Time 2 + All-New Pebble Core	\$12.78M	\$1,000,000	66673	37	Product Design
Pebble: E-Paper Watch for iPhone and Android	\$10.27M	\$100,000	68929	38	Product Design
Kingdom Death: Monster 1.5	\$12.39M	\$100,000	19264	44	Tabletop Games
COOLEST COOLER: 21st Century Cooler that's Actually Cooler	\$13.29M	\$50,000	62642	53	Product Design