

Kickstarter Projects

Funding your business idea



TABLE OF CONTENTS

01

INTRO

- What are Kickstarter Projects
- Problem Statement & Goal of the Project

02

OUR PROCESS

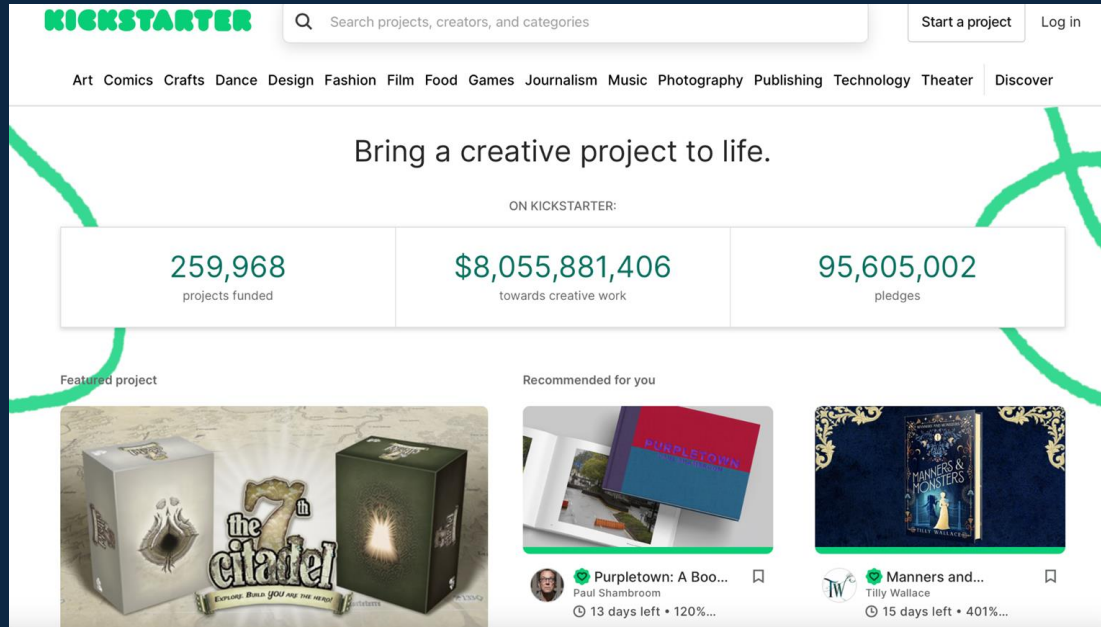
- Overview of Data & the Model
- Recommendation & Insights

03

TARGET

- Potential Product
- Future Work

Kickstarter Projects



The screenshot shows the Kickstarter homepage with a dark blue header. The 'KICKSTARTER' logo is in green. A search bar contains the text 'Search projects, creators, and categories'. Navigation links include 'Start a project' and 'Log in'. A category bar lists: Art, Comics, Crafts, Dance, Design, Fashion, Film, Food, Games, Journalism, Music, Photography, Publishing, Technology, Theater, and Discover. The main heading reads 'Bring a creative project to life.' Below this, a section titled 'ON KICKSTARTER:' displays three statistics in green boxes: '259,968 projects funded', '\$8,055,881,406 towards creative work', and '95,605,002 pledges'. The 'Featured project' section shows 'the 7th ciadel' by Paul Shambroom, with a white and green box set. The 'Recommended for you' section shows 'Purpletown: A Boo...' by Paul Shambroom and 'Manners and Monsters' by Tilly Wallace, both with book covers and crowdfunding progress bars.

KICKSTARTER Search projects, creators, and categories Start a project Log in

Art Comics Crafts Dance Design Fashion Film Food Games Journalism Music Photography Publishing Technology Theater Discover

Bring a creative project to life.

ON KICKSTARTER:

259,968 projects funded	\$8,055,881,406 towards creative work	95,605,002 pledges
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Featured project

Recommended for you

the 7th ciadel
Paul Shambroom
13 days left • 120%...

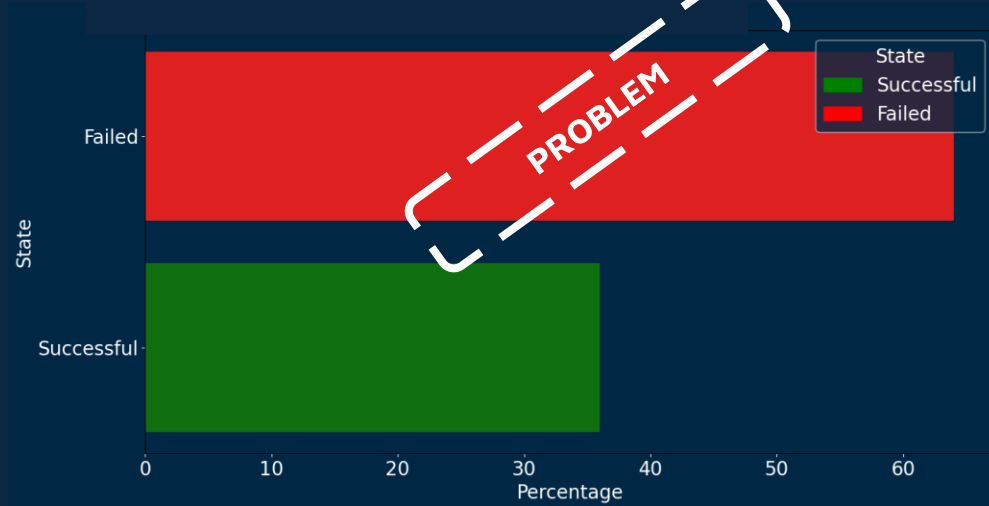
Purpletown: A Boo...
Paul Shambroom
13 days left • 120%...

Manners and Monsters
Tilly Wallace
15 days left • 401%...

Crowdfunding platform where creators can raise funds for their projects by receiving financial pledges from backers.

Problem Statement

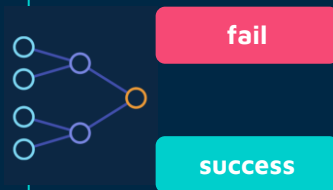
Most campaigns are not successful



Failed 64%
Successful 36%

Goal of the Project

Develop a predictive model to determine the likelihood of a Kickstarter project being successful based on various features



Success is defined as **meeting or exceeding** the funding goal by the project's deadline.



Happy
entrepreneur

Happy Platform
Kickstarter

Available Information

~380K 

2009-2018 

Name	Goal	Launch date	State
Category	Pledged	Deadline	
Subcategory	Backers		
Country			

Date
Continuous
Categorical
Target

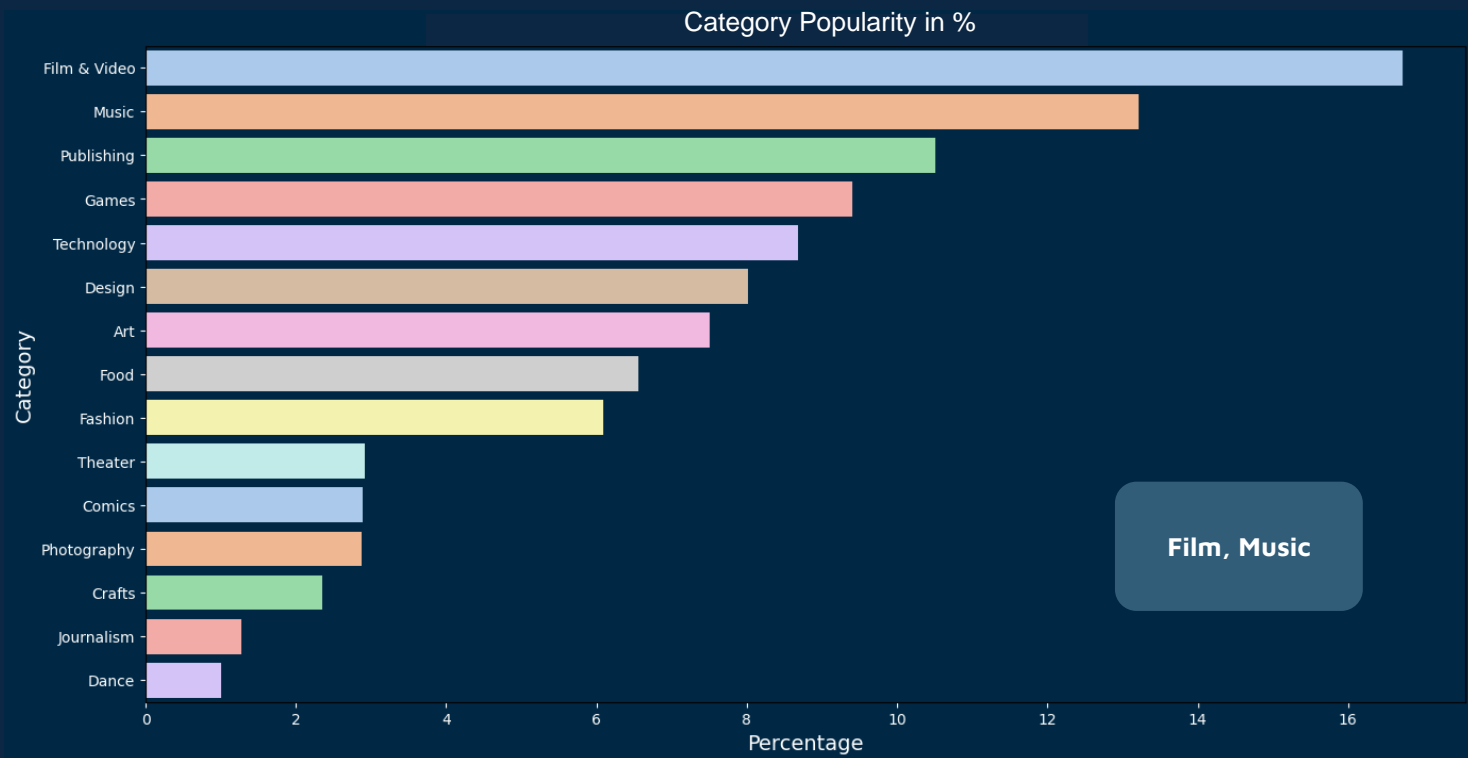
Where to find kickstarter campaigns



80%



Campaign Categories

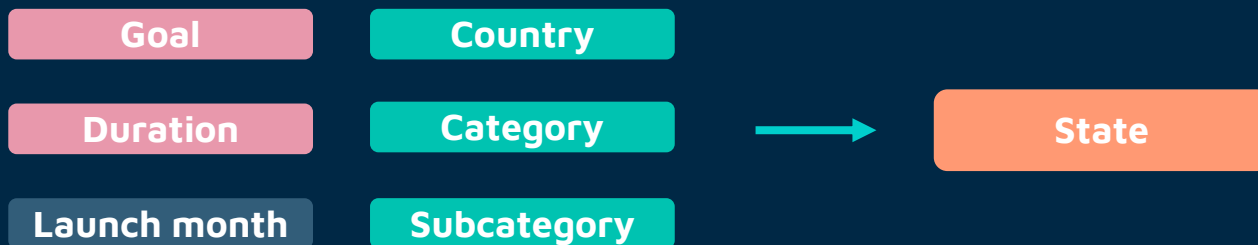


Our model – Approach

- Different approaches: Regression vs Classification
- Base model for Regression: simple Linear Regression model
- Base model for Classification: KNN model

Final model: Gradient Boosting Classification model

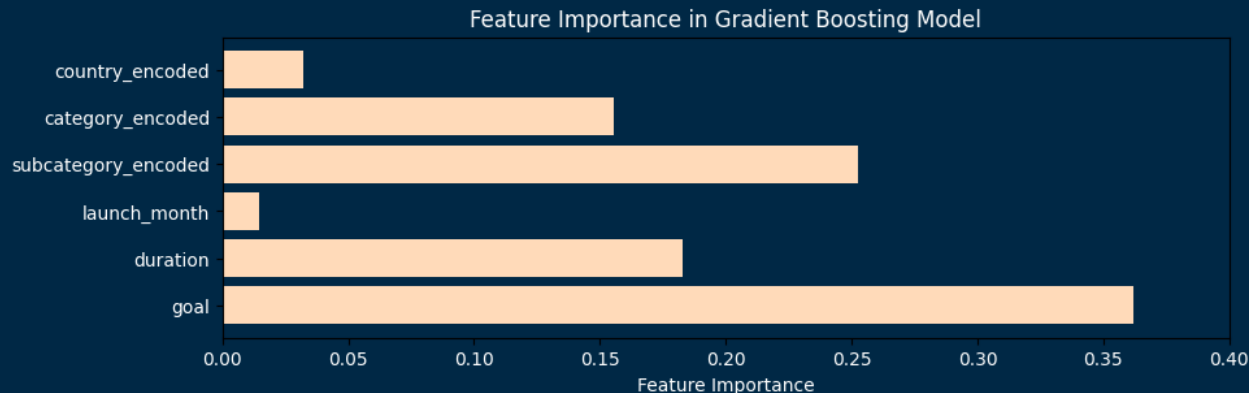
- Gradient Boosting models are typically based on Decision Trees
- Sequential technique where each new model tries to correct the errors made by the previous one
- Features used:



Our model – Gradient Boosting – Evaluation

- Model is able to predict failure of campaigns very well, but predicts success rather poorly
- Campaign goal has the highest influence on the prediction, followed by subcategory

**Model
Accuracy:
70%**



Recommendations & Insights



Insights

- **Monetary Goal** influences the model the most
- Placing the campaign in the **right subcategory** is important
- **Limited data** available to truly reliably predict outcome
- Model still reaches **70% accuracy**



Recommendations

- Collect **additional data** like campaign description, experience of founders, quality of description and images, advertisement budget etc.
- Collect more data from different countries to **balance the data set**

POTENTIAL DATA PRODUCT

1. Upload your Business Plan

Success estimation

2. Your success estimation:

55%

Recommendation for Kickstarter Project:

3. Recommendation for
subcategory to sell
under:

Technology:
Software

Recommendation for
duration:

40 days

Recommendation for
you goal:

20 K

Campaign recommendations

4.

Keywords

Child Monitoring,
Childcare App, ...

Targeted Backers profile

Parents (25 - 45),
Income ...

Recommendation for
engagement with
backers

Community building for
parents, ...

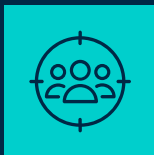
Potential success of
improvement

+10%

FUTURE WORK

More Data

Increase accuracy of prediction



Recommendations

Best chances for a successful campaign

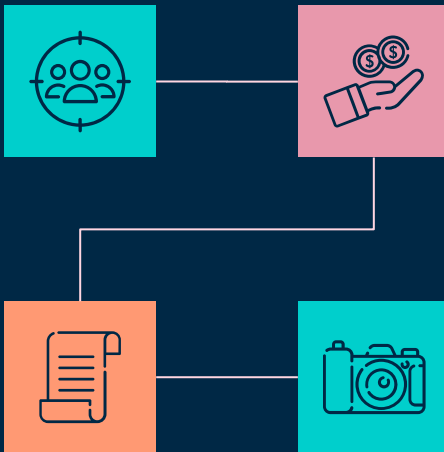
LLM

Writing the perfect description



Images with AI

The best pictures for your campaign



Thank you!
Questions?

