

## **KickStarter Challenge**

### **Recommendation for a board-game campaign**

In 2017, tabletop games' campaigns, on average, last 26 days, have the goal of \$10719 USD, are able to pledge for \$115,369 USD, and have 1330 backers.

#### **How much money to aim for?**

- Using the mean between the goal and pledged, they should aim for \$50,000 USD

#### **How many backers will be needed to meet their goal?**

- On average, each backer will pledge for \$86. In this case, if they price the board game at \$50, they will need 1000 backers to meet the goal.

#### **How many backers can be they realistically expect?**

- The average backer is 1330 for a tabletop games campaign.

#### **The rewards structure?**

- There is no information about the rewards in the data. But I would recommend 50% discount for the first 500. That means they will need 1250 backers to meet the \$50,000 goal. That would still be very feasible to get the funding needed.

#### **Is Kickstarter a realistic means of raising enough money?**

- The category of tabletop games is trending upward on KickStarter. This is a great platform to promote the board game.

#### **Should they even proceed?**

- Yes, they definitely should.