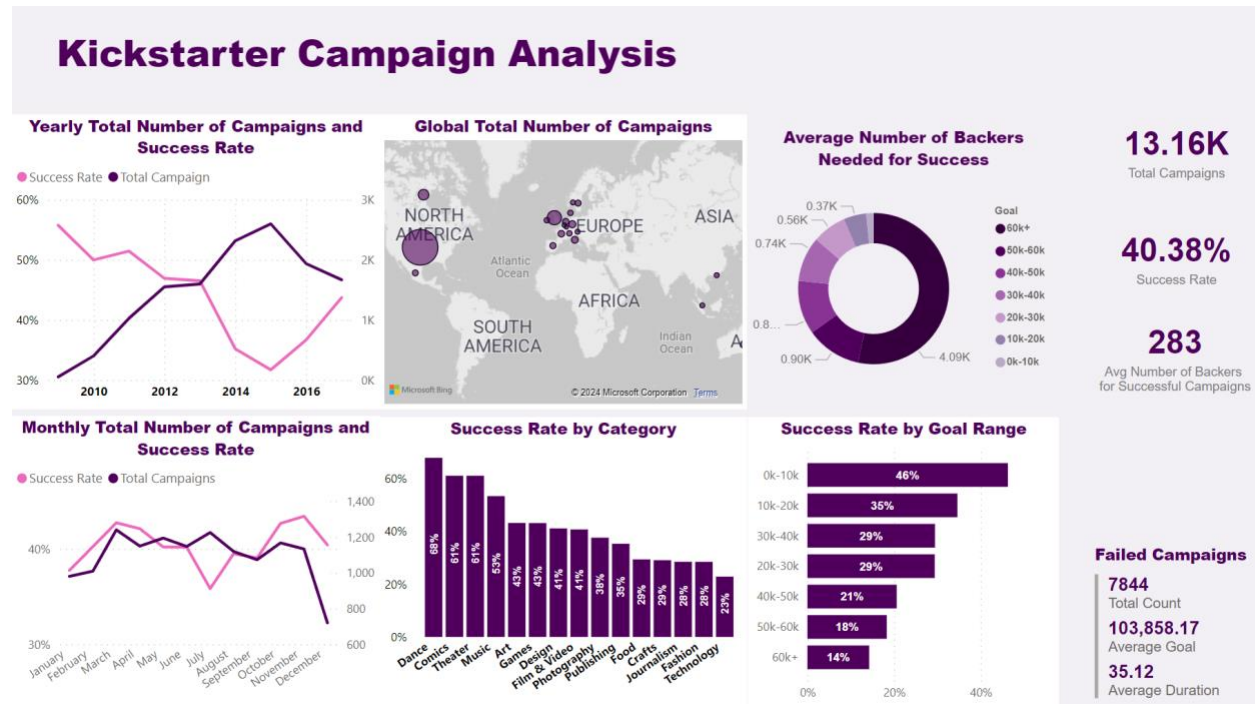


Kickstarter Campaign Report

Dash Boards and Insights

Global Campaigns:



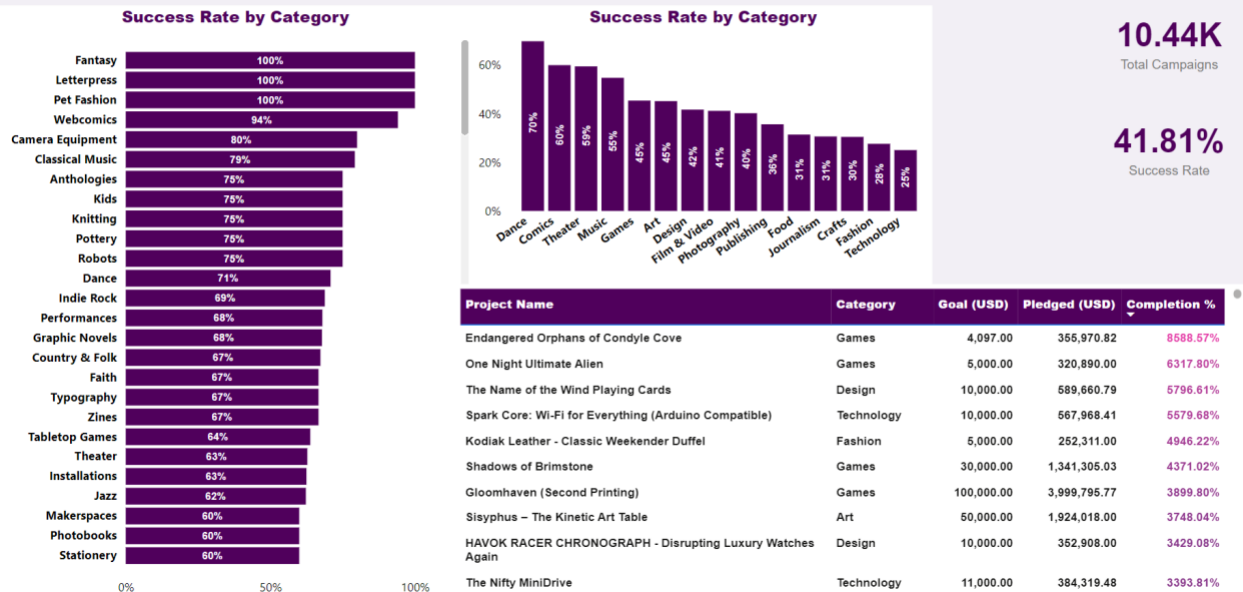
- Globally, categories like Dance, Comics, Theater, and Music have the highest success rates, with 68%, 61%, 61%, and 53% respectively. But Dance features the second lowest number of total campaigns, with merely 121, compared to Comics and Theater which have 400 and 441 respectively, whereas Music boasts a significant 1811 campaigns on its own.
- There is a noticeable negative correlation between the total number of campaigns and success rates throughout the years. The overall trend in the total number of campaigns from 2009 to 2015 is significantly increasing, followed by a drastic dip from 2016 to 2017, retracing back to levels seen in earlier years, around 2012. In terms of success rate, the overall trend is downward starting from more than 55% in 2009 to around 30% in 2015, with the 2011 being the only year we see a slight rebound, there was a great drop

after 2013. Success rate started to increase significantly from 2016 to 2017 at around 45%, coincided with a reduction in the number of campaigns.

- Number of campaigns tend to rise and fall periodically, suggesting some form of seasonality. The peak in the number of campaigns occurs around March and July, indicating that this time of the year might be popular for launching campaigns. A noticeable decline in the number of campaigns begins after August, reaching the lowest point towards the end of the year. This may be due to holiday seasons, where potential campaign creators and backers may be less active.
- The success rate also demonstrates a seasonal pattern, albeit not perfectly aligned with the total number of campaigns. Success rates peak at some point in March and November, indicating campaigns launched at these months may have a higher likelihood of success. There is a sharp decrease from June to August, hitting the lowest point in July. This may be due to market saturation caused by increase in the number of competitors. Campaign creators may consider targeting March and November for launching campaigns to capitalize on the higher success rate.
- The United States is the Big Player for Kickstarter campaigns. It has the highest number of total campaigns at around 10440, followed by the United Kingdom with only 1156 total campaigns.
- There is a clear correlation between the set funding goal and the campaign's success rate. Specifically, lower goals are associated with higher success rates. Campaigns with a goal ranging from \$0 to \$10k boast the highest success rate at 46%, with the \$10k to \$20k range following at a 35% success rate. Conversely, campaigns with goals exceeding \$60k have a significantly lower average success rate of just 14%. This trend underscores the difficulty in achieving success with higher campaign goals.

Big Player

Kickstarter US Campaign Analysis



- The most successful campaign category in the US is Dance at a high of 70%, followed by Comics at 60%, Theater at 59%, and Music at 55%.
- In the U.S., the sub-categories with the highest success rates are Fantasy, Letterpress, and Pet Fashion, each boasting a success rate of 100%. However, it's important to note that the total number of campaigns within these sub-categories is quite low: Fantasy has a mere 4 projects, Letterpress has only 1, and Pet Fashion has 2. The notably high success rates in these niches could be attributed to the minimal competition they face.
- Some interesting sub-categories worth noting:
 - Albeit the Technology category has the lowest success rate in the U.S. with only 25%, Camera Equipment boasts a high of 80% success rate, this indicates that the country has a high demand for photography gears.

- In the constantly evolving music industry, Classical Music remains a specialized sub-category, sustaining a robust success rate of 79%.
- Tabletop Games is another interesting one, as the technology today surging onwards, games that were developed based on technology such as advanced gaming hardware and mobile devices are growing increasingly popular, Tabletop scored a 64% success rate, compared to Video Game and Mobile Game only have 27% and 8% respectively.
- In the table located at the bottom right, within the top 10 campaigns boasting the highest goal completion rates (calculated as $(pledged - goal) \times 100 / goal$), four of the projects are categorized under Tabletop Games. Leading the charge in this category is "Endangered Orphans of Condyle Cove," which garnered an impressive \$355,970 in pledges, achieving a goal completion rate of 8588%.

Recommendations for Investors

- Investors would be wise to consider funding campaigns from the United States and the United Kingdom market, as both markets boasts a significantly larger pool of campaigns in comparison to other regions, coupled with a relatively high overall success rate around 42%.
- In 2015, there was a surge in the number of campaigns, accompanied by a marked drop in their success rates. Subsequently, the frequency of campaigns has shown a consistent decline while the quantity of successful projects has grown. This could be attributed to the implementation of more stringent criteria by Kickstarter, or more meticulous processes of campaign preparation. Projecting this trend into the future suggests that investors may find a

landscape where they can selectively fund higher-caliber projects amidst reduced competition.

- The categories of Dance, Comics, Theater, Music, Games, and Art represent the most successful sectors for investment, both on a global scale and within big-player region (the U.S.). These categories consistently demonstrate high rates of success, making them prime choices for backers. In the U.S. market, the top performing sub-categories include Camera Equipment, Classical Music, and Anthologies, with the niche segment of Tabletop Games achieving the highest rate of goal completion.

Some Suggestions for Campaign Creators

- While very short campaigns (under a month) and very long campaigns (over two months) have higher success rates, there's a dip for campaigns in the middle range (31-60 days). This might indicate that either short, intense campaigns or long, strategically planned campaigns tend to be more successful than those of intermediate length. Campaign creators might consider the nature of the campaign, target audience, and resources available when deciding on the campaign duration. Both short and longer campaigns have their advantages, but they require different strategies and planning. For mid-length campaigns (31-60 days), finding ways to maintain or rejuvenate audience engagement could be key to improving success rates. It would be beneficial to analyze other factors that could influence the success rates, such as the type of campaign, target demographics, marketing channels used, and seasonal or external factors.

- Successful campaigns have a significantly higher number of total backers as well as average backers per campaign compared to failed campaigns. This suggests that successful campaigns are better at engaging a wider audience. The average pledged amount per backer is slightly higher in failed campaigns (\$84.30) compared to successful ones (\$83.61). However, the difference is marginal, indicating that the success of a campaign is less about the amount each individual contributes and more about the overall engagement and number of backers. While the amount pledged per backer is important, the ability to attract a large number of backers appears to be a more decisive factor in determining a campaign's outcome. Campaign organizers should focus on strategies that increase engagement and participation to improve their chances of success. Campaigns should focus on attaining more backers