KickStart My Chart

Conclusions supported by the data

1. The 4 most common type of KickStarters are Theatre, Music, Film & Video, and Technology. Music KickStarters have the lowest failure rate and are an attractive prospect of being funded for budding musicians. By and large, the most successful KickStarters are related to the arts, with Technology related KickStarters being the only standout and in fourth place.
2. Kickstarted Plays vastly outnumber the second place Rock Bands by nearly 500%. While approximately 30% of KS campaigns fail for Theatre groups, KickStarter is an excellent resource for funding start-up & production costs. A KickStarter campaign warrants serious consideration by small and emerging theatre groups until they can get broader sponsorship and/or benefactors. Rock’n Roll bands and budding Documentary film makers should also seriously consider a KickStarter campaign, as the campaign success rates are high or perfect.
3. As far as “When to have a campaign?” is concerned, the predictable success of a KickStarter campaign declines during the Summer followed by a precipitous drop in success rates during the Holiday Season. The most ideal time of year to have a successful KickStarter campaign is in the Spring with success rates peaking in May. Given that Theatre-related KickStarter campaigns are the overwhelming majority, AND that failed KickStarter campaigns peak during May, June, July and August, timing the launch of the campaign is definitely a factor. This pattern coincides with university student schedules (students on Summer vacation) and Holiday spending habits (money spent elsewhere) being the two factors that contribute to when successful or failed campaigns are most likely. Cancelled campaigns have no discernable pattern, and are most likely the product of disinterest.