

Kickstarter Organic Recommender

Introduction

Kickstarter is a crowdfunding platform which has grown to provide founders nearly \$4 billion to fund their projects without debt or selling equity. We are going to analyze the available data on past Kickstarter Campaigns to help you better understand the opportunities Kickstarter can provide for the upcoming board game venture. Kickstarter is an all-or-nothing source of funding where campaigns must meet their goals to be funded, or backers will have their pledge refunded. Kickstarter pledges are donations from individuals who believe in the product. These donations are often offered a gift appropriate to the contribution. The process of launching a campaign includes creating the campaign, defining a minimum funding goal, setting reward levels, and choosing a deadline. Reward levels are used to incentivize investors to contribute more in return for more valuable gifts.

We will evaluate the viability of this Kickstarter campaign considering the required monetary goals relative to past campaigns. We will also provide insight on which campaigns have found the most and least success, and how to be more like the former.

We will use data from 15,000 past campaigns, of which 5319 and reached and/or exceeded their funding goal. The remaining are not only failed campaigns, some were incomplete when the data was recorded, some were cancelled, suspended, or otherwise undefined. Our primary focus will be the successful campaigns.

Overview

There are multiple categories for products on Kickstarter and the graph below shows the funding distribution across all major categories.

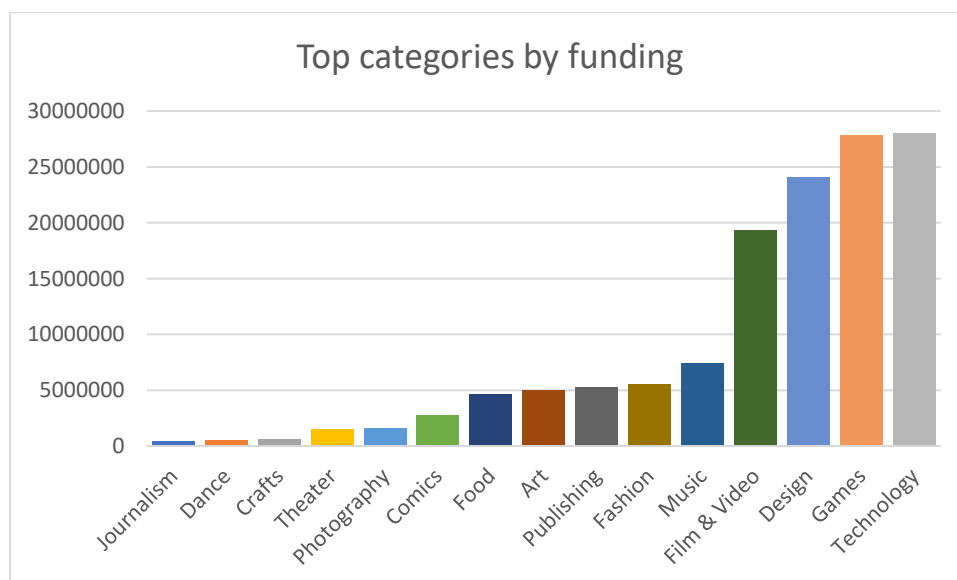


Fig. 1 – Top categories by funding

This graph shows our category of interest 'Games' is the 2nd most funded genre of campaigns bringing in \$27,792,569. Out of this the category of interest, Games, has raised \$18,827,697 across 553 campaigns.

Some of the overall Kickstarter Campaign statistics are as follows:

Campaign Category	Amount Pledged
Technology	\$28,035,408
Games	\$27,792,570
Design	\$24,006,972
...	...
Journalism	\$451,976
Dance	\$488,336
Crafts	\$574,123

In these two tables we see the highest and lowest pledged campaigns are the same, even if ordered slightly differently. This makes sense as in crowdfunding the number of backers is directly proportional to the amount raised. While games & technology have the most backers and funding, it is important to note campaigns inside and outside these categories may define success differently and should take a close look at what they are able to offer, and how they would use the money effectively.

Campaign Category	Number Of Backers
Games	411671
Technology	329751
Design	262245
...	...
Dance	6022
Journalism	6206
Crafts	10418

Tabletop Games

Relating to board games, here are some facts which will be used to define our recommendation.

- The average goal for Successful Campaigns in Tabletop Games is \$10,258 whereas the average across all Tabletop Games is \$14,321.
- The average pledge for Successful Campaigns in Tabletop Games is \$ 60,933 whereas the average across all Tabletop Games is \$34,046.
- The average number of backers for Successful Campaigns in Tabletop Games is 785 whereas the average across all Tabletop Games is 446

The above gives a preliminary idea of how the funding is distributed across the Tabletop Games category, and what successful campaigns tend to look like. While the average may be skewed by some outliers the below graph shows the frequency distribution across Successful and Failed Tabletop Games campaigns. For simplicity we will exclude other outcomes such as cancelled, suspended, or others.

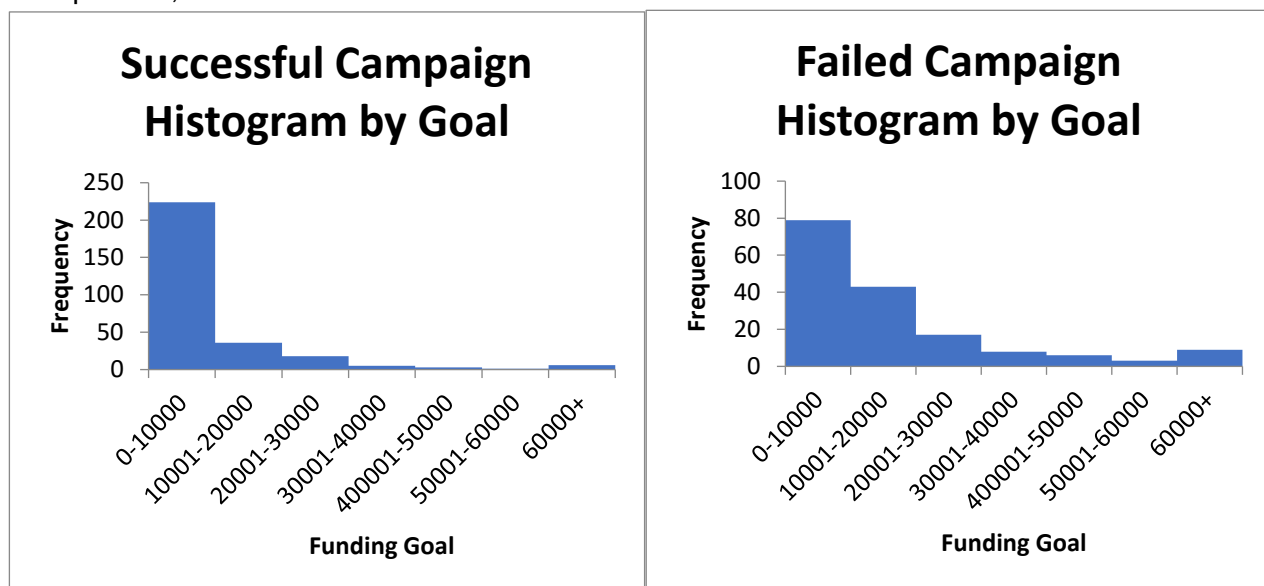


Fig. 2 & Fig. 3 – Funding Histograms

In the above graphs we see clear indicators of what success looks like for Tabletop Campaigns, and perhaps more importantly, how to avoid failure by setting too high a goal. The trend is evident and intuitive that higher goals have an almost exponentially lower rate of success.

Next, we will look at the same successful/failed campaigns, but now with respect to how much they were pledged.

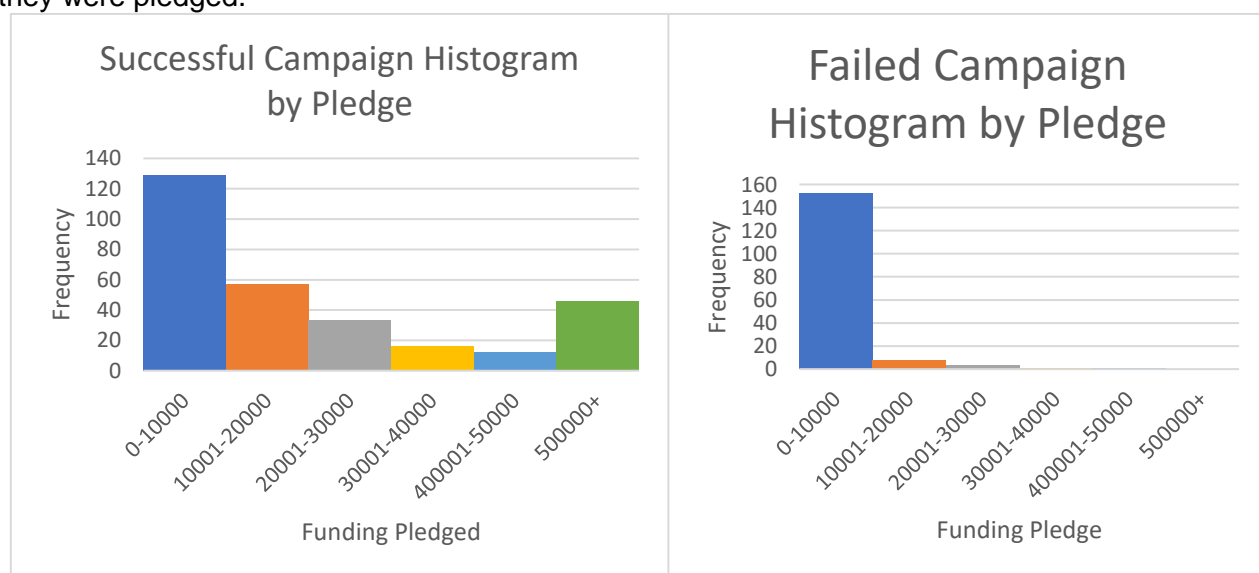


Fig. 4 & Fig. 5 – Pledged Histograms

Here we can see that while the trends remain true for both campaigns, there is also a considerable number of projects which have generated pledges far above their original goals, almost enough to document a whole other report too see which campaigns achieved these feats, and what caused their success.

The average campaign length is just above 30 days across all Campaigns as suggested by the Kickstarter team. There is a slight difference in the averages as successful campaigns tend to last about 32 days and failed campaigns continue for 35 days. The U.S.-based campaigns are an order of magnitude larger than the following country, UK, in both number of campaigns and backers. UK in turn is an order of magnitude larger than the following countries in both number of campaigns and backers. Suffice to say, most Campaigns are based in the U.S.

Recommendation

We would recommend for the executives to go ahead with the Kickstarter campaign with some new considerations. Having carefully measured and considered, the funding goal should be kept below \$10,000 and use alternate sources of funding for the minimum \$15,000 requirement. Growth is a possibility seeing the \$4 million Tabletop Game Campaign "Gloomhaven 2" likely originally Kickstarted. The Games Category successful funding rate is very high in this dataset, showing a steady flow of investors already active on the platform. Outside this dataset, it is important to consider the Reward Levels to make contribution more appealing to investors. More historical context could be provided for an investment trend, but the existing information suggests a strong potential for Tabletop Game success. Hopefully, this report is helpful in making an informed decision.