Kickstarter Campaign

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June 2023

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1 Introduction

This report addresses the problem of what the requirements are to reach the funding goals of this board game company through a Kickstarter campaign. In order to determine a good starting point for this business, this report will look at the data from previous Kickstarter campaigns to find patterns and trends that result in successful campaigns. This report will look at what some of the most successful categories are, how many backers there are, how much is raised based on the categories and how it differs across countries, and will use this information to determine a reasonable estimate of the price goal and duration, to ensure a successful campaign.

2 Data Analysis

In an analysis of the data from the Kickstarter campaign, there is a clear distinction between the funding goals of the successful campaigns and the failed ones. The successful campaigns had an overall average goal of \$9,743.03 whereas the failed campaigns had a significantly higher overall average goal of \$97,520.03. Given these results, it is safe to say that a lower goal will result in a more successful campaign.

The following table shows a breakdown of the top and bottom categories and sub-categories, with the respective number of backers in each category. The games, and specifically tabletop games, have the highest number of backers in total.

Top	Categories	Games	411671
		Tech	329751
		Design	262245
	Sub-Categories	Tabletop Games	247120
		Product Design	221931
		Video Games	141052
Bottom	Categories	Crafts	10418
		Journalism	6206
		Dance	6022
	Sub-Categories	Latin	13
		Photo	12
		Glass	2

Table 1: Top and bottom categories and sub-categories with their respective number of backers, indicated on the right.

Similarly, the top and bottom categories and sub-categories that have raised the most money are given as follows:

Top	Categories	Tech	$28,035,408
		Games	$27,792,569
		Design	$24,006,972
	Sub-Categories	Product Design	$21,111,581
		Tabletop Games	$18,827,697
		Video Games	$7,811,750
Bottom	Categories	Journalism	$451,976
		Dance	$488,335
		Crafts	$574,123
	Sub-Categories	Latin	$268
		Crochet	$210
		Glass	$150

Table 2: Top and bottom categories and sub-categories and the amount of money raised, indicated on the right.

To determine the board game company that was the most successful, three game sub-categories were considered: Tabletop Games, Playing Cards and Puzzles. This is done to take into account games of similar stature to board games, to get a better analysis of the data. The most successful board game company was determined by the highest amount pledged by backers in the campaign. As a result, GloomHaven is the most successful game, with it's initial goal of $100,000 and it's pledged amount of $3,999,795.77 and 40642 backers. It also had the highest difference in it's goal and pledged amount among the other games, by attaining a astounding 3899.8% more than it's initial goal.

The top three countries with the most successful campaigns based on how much was pledged are US, GB and CA, as shown in the following table:
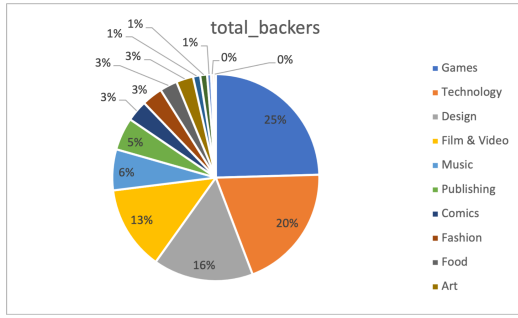
Total Pledged($)	Country
113,141,966.67	US
9,362,976.29	GB
2,262,535.97	CA

Here we make the assumption that each country pledges with it's native currency, and that in adding up the currencies there is no discrepancy within each country.

The ideal number of days to run a campaign is around 20-40 days. This was determined by taking the all the successful companies and calculating the duration all of their campaigns. A histogram of these results (Figure 3) show that most successful campaigns run between 20-40 days, with a noticeable spike around the 30 day mark.

3 Results and Analysis

Given that the proposed kickstarter is in board games, there is a higher rate of success as there is a high number of backers in this field. Games and tabletop games are in the top three in terms of funding and backers (Figure 1), which secures a spot in the campaign being successful.
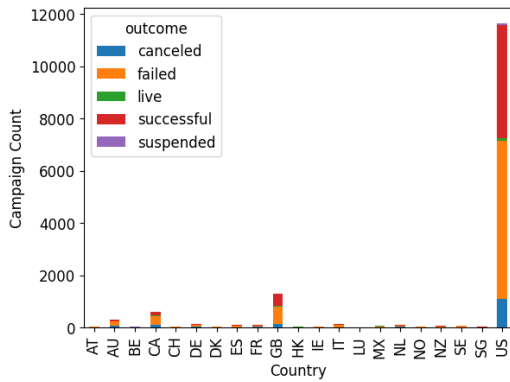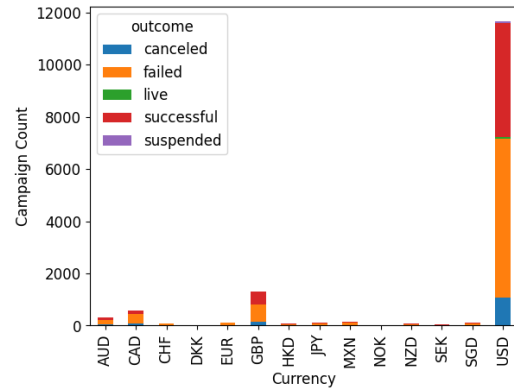
(a) Total backers by category
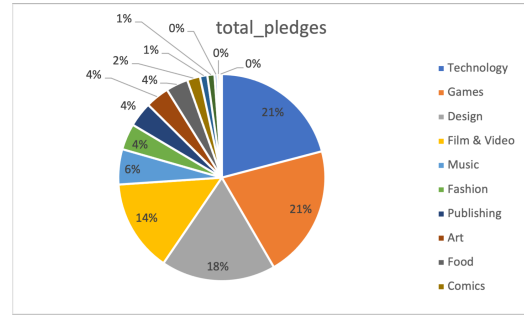
(b) Total pledges by category

Figure 1: Total backers and pledges by category. We can see that Games, Technology, and design have more than 50% of all backers and pledges.

(a) Campaign outcome by country

(b) Campaign outcome by currency

Figure 2: Campaign outcomes shown by country and currency. We see that most campaigns occur in US, followed by a small amount in Canada and Great Britain. Out of all the campaigns, approximately 50% succeed, and most transactions occur in USD. It would be recommended to base this kickstarter in the US.
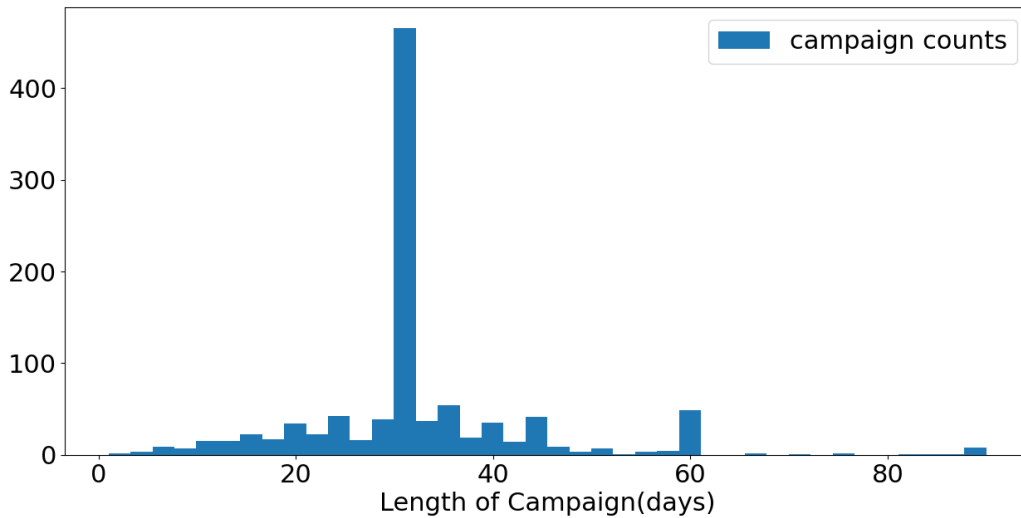

Figure 3: Histogram of successful campaign lengths over all categories. Most successful campaigns occur around the 30-day mark, which could indicate that this is enough time to determine whether the campaign can gain enough momentum to be fully funded, and to gain the interest of backers.
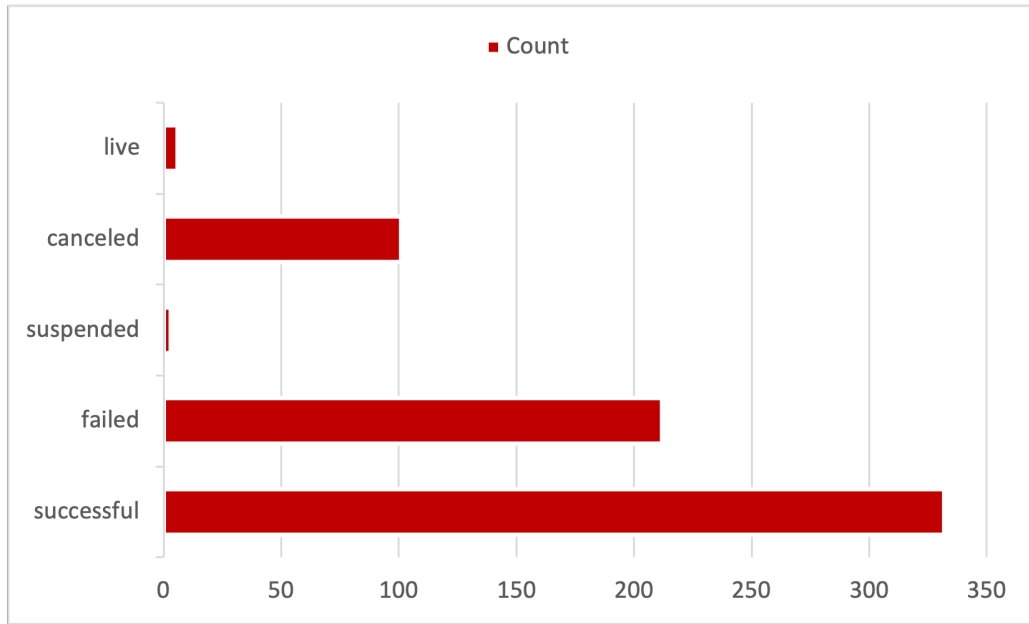
Figure 4: We used a sample size of 654 for the board games (Tabletop Games, Playing Cards and Puzzles) out of which 212 (32.4%) failed and 332 (50.8%)were successful. (the rest were either canceled, suspended or live). The rate of success is thus 50.8%. This can differ based on what the potential outcomes of the live results would be.

4 Recommendations

The average goal over all categories for successful outcomes is about $9,743 and for the board games category, the average goal for board games is about $10,013. Note that these values are approximated over all currencies. Given the data, $15,000 would be slightly higher than the recommended goal of about $10,000, but not unattainable. Over the data for board games, a sample size of 654 companies were analysed, of which only 50.8% (332) were successful, and 32.4%(212) failed. On average, backers pledge $78.33 over all categories, and $57.97 in board games, regardless of whether the outcome was successful or failed. Taking the latter value, to reach the proposed goal of $15,000, about 259 backers will be needed. For board games, there is an average of 402 backers, going up to 735 for successful companies. Thus realistically, the company can expect a good number of backers to fund the Kickstarter.

Reducing the goal to $10,000 will significantly increase chances of success. However, given enough backers, which is highly likely in board games, $15,000 is an reasonably attainable goal, and it is recommended to run the campaign over the span of about 30 days.