



KICKSTARTING SUCCESS

A FOCUS ON:

PROFITABILITY

POPULARITY

IN THE CATEGORIES OF:

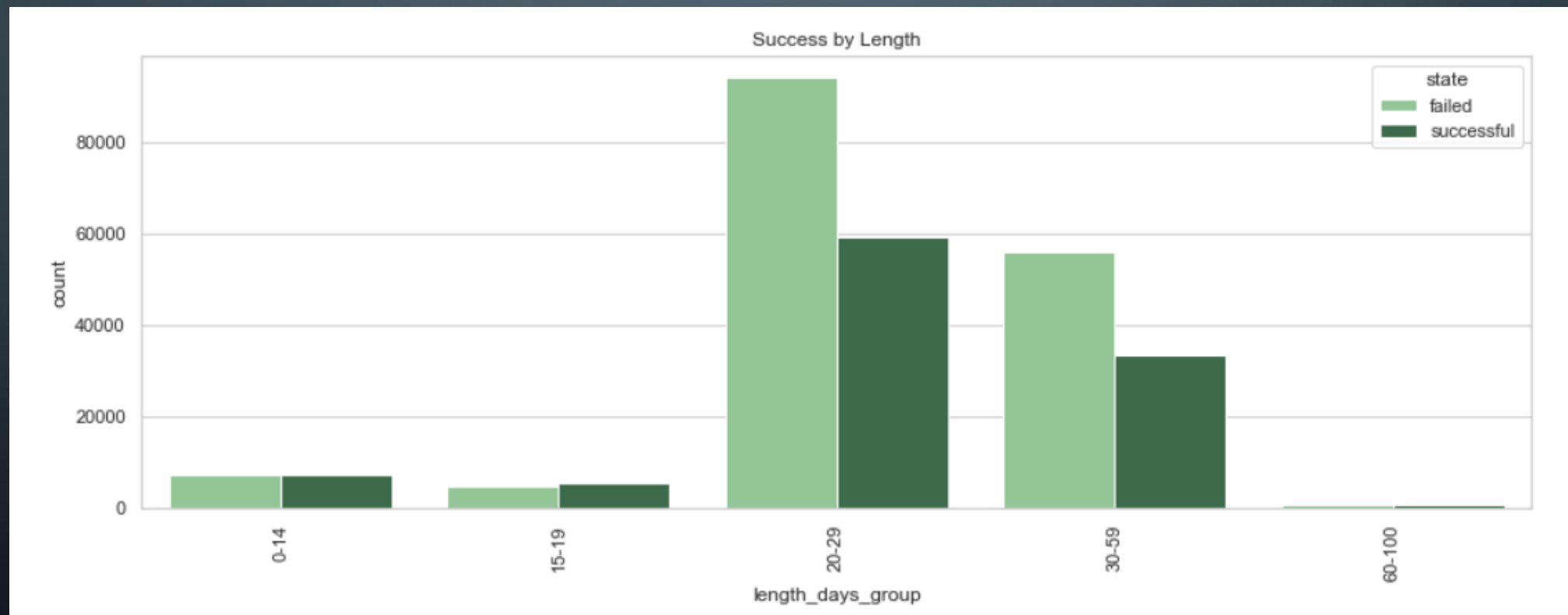
TECHNOLOGY

DESIGN

GAMES

SUCCESSFUL CAMPAIGNS: LENGTH

- Average 31 days



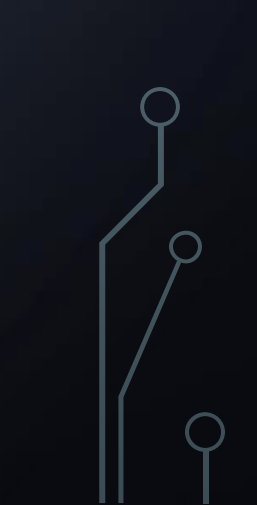
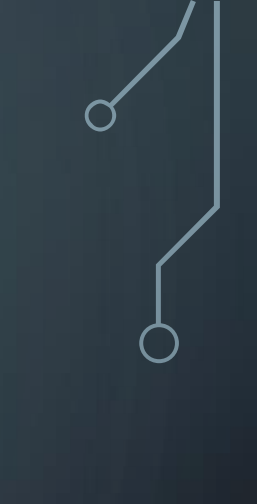



↑7.2%

KEY CAMPAIGN LENGTH: 20-29 DAYS

An increase of one backer for a campaign with a length between 20 and 29 days increases its chances of success by 7.2%

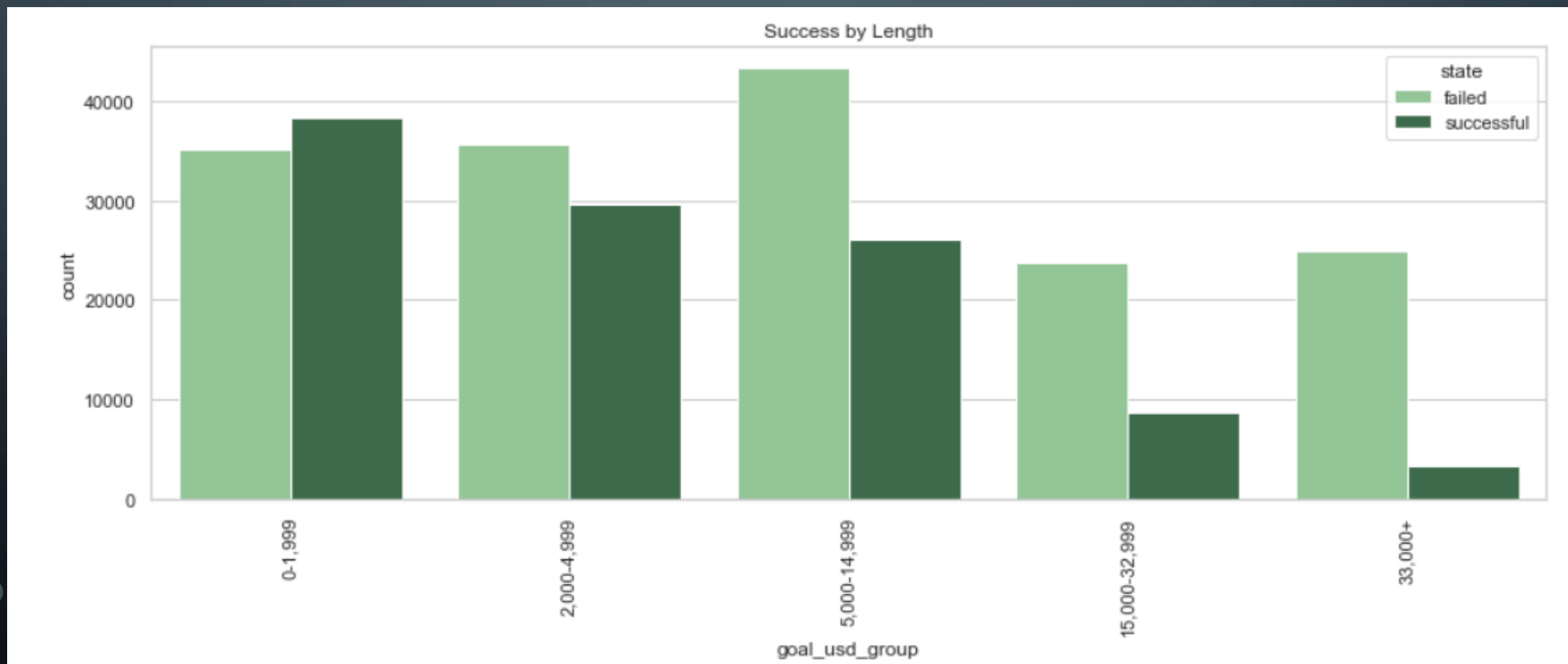
For other lengths, chances of success increase by 2% - 6%.



SUCCESSFUL CAMPAIGNS: GOAL

	Average Goal in USD
Successful	\$7,128
Unsuccessful	\$19,917

Less is more!





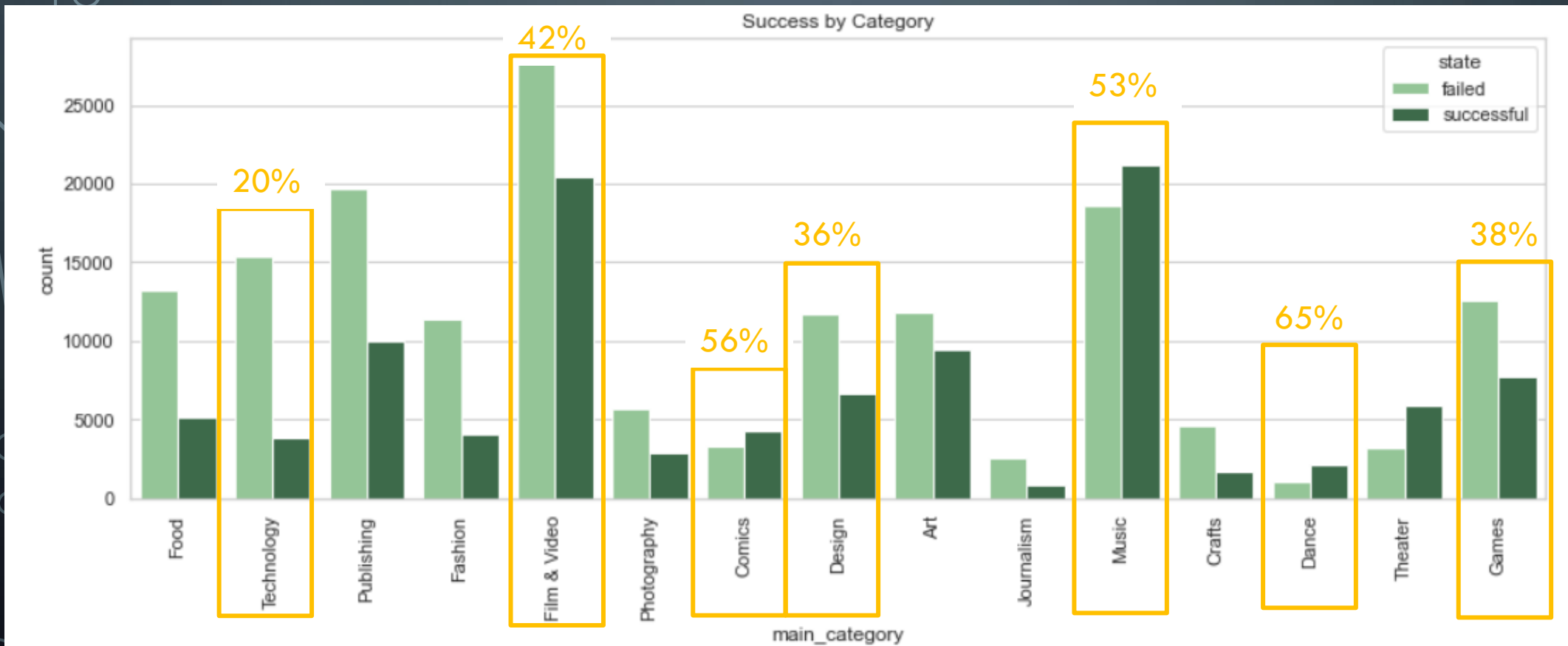
5.8%

KEY CAMPAIGN GOAL: \$5,000 - \$15,000

An increase of one backer for a campaign with a goal between 5,000 and 15,000 USD increases its chances of success by 5.8%

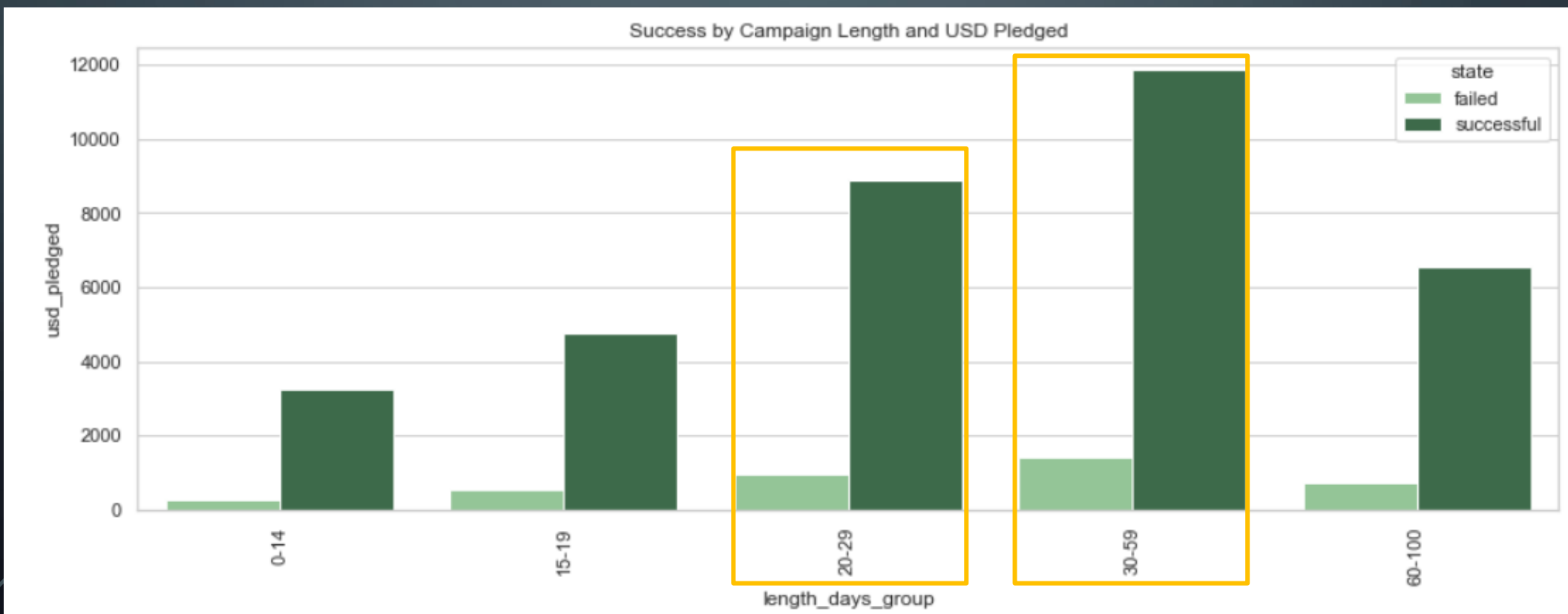
For other goal amounts, chances of success increase by 3% - 4%.

PROBABILITY OF SUCCESS PER CATEGORY



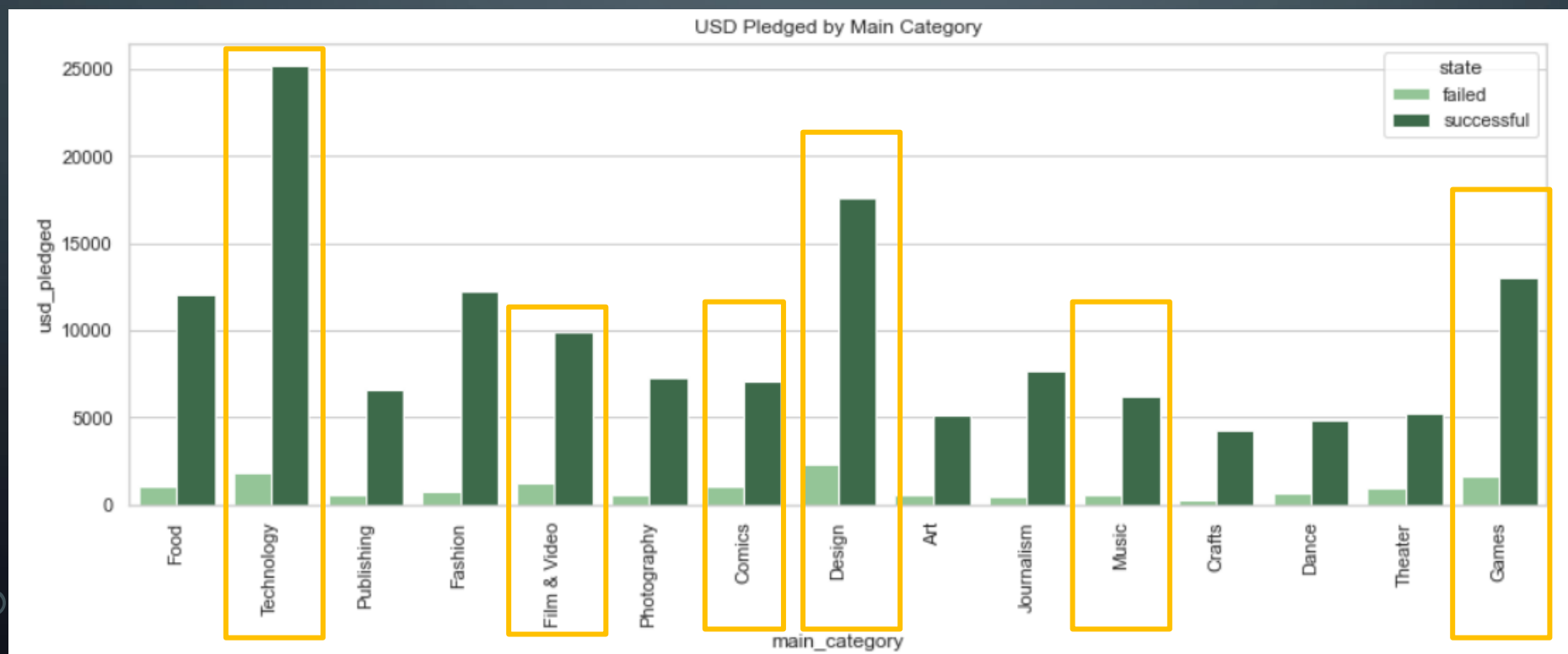
PROFITABILITY OF SUCCESSFUL CAMPAIGNS

INCREASE for campaigns between 20 AND 59 DAYS in length



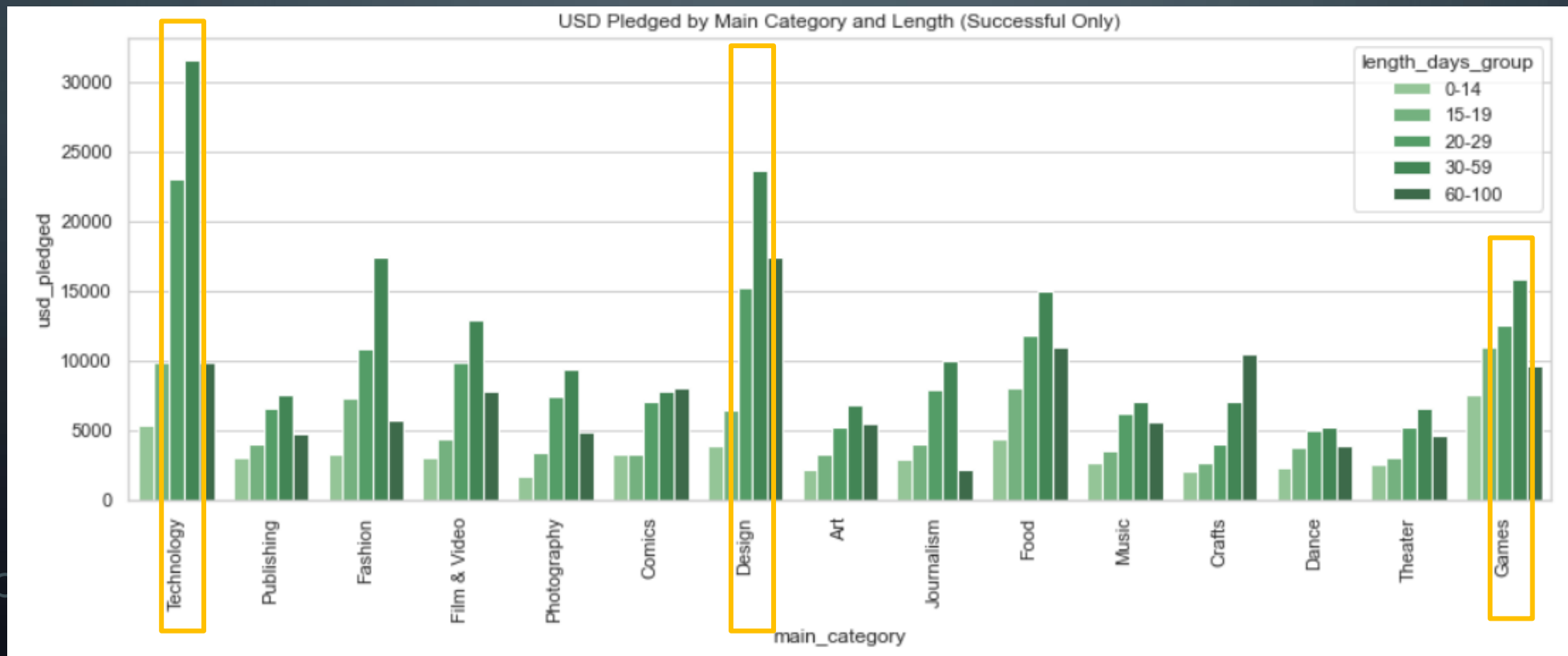
PROFITABILITY OF SUCCESSFUL CAMPAIGNS

is HIGHEST in **TECHNOLOGY, DESIGN, GAMES** categories



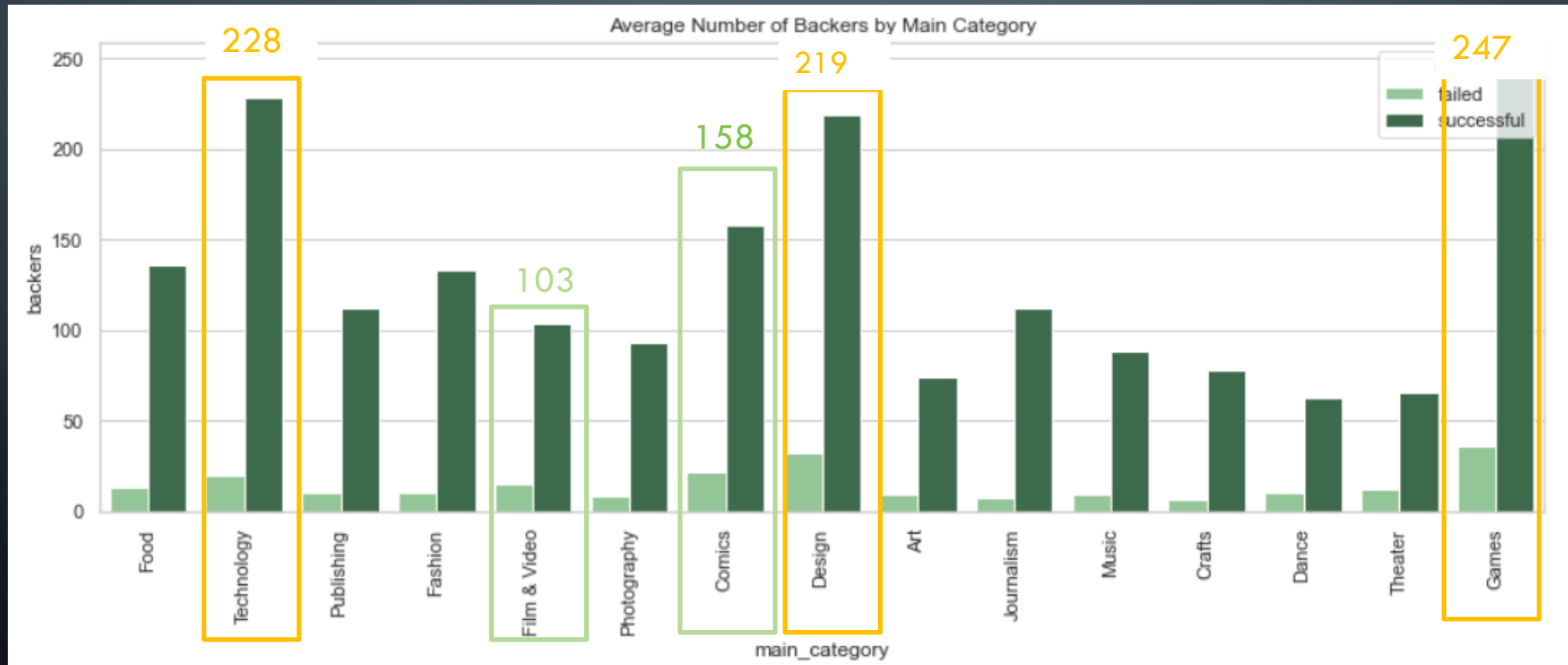
PROFITABILITY OF SUCCESSFUL CAMPAIGNS

(USD Pledged for **TECHNOLOGY**, **DESIGN**, **GAMES** between 20 and 59 days)



POPULARITY OF SUCCESSFUL CAMPAIGNS

Most popular main categories are **TECHNOLOGY, DESIGN, GAMES**



EXPECTED USD PLEDGED PER MAIN CATEGORY: HIGH

	Chance of success	Average amount raised per successful campaign	Expected amount raised per campaign (USD)
Technology	20%	\$25,197	\$5,039
Design	36%	\$17,545	\$6,316
Games	38%	\$12,980	\$4,932
Film & Video	42%	\$9,916	\$4,165
Comics	56%	\$7,036	\$3,940

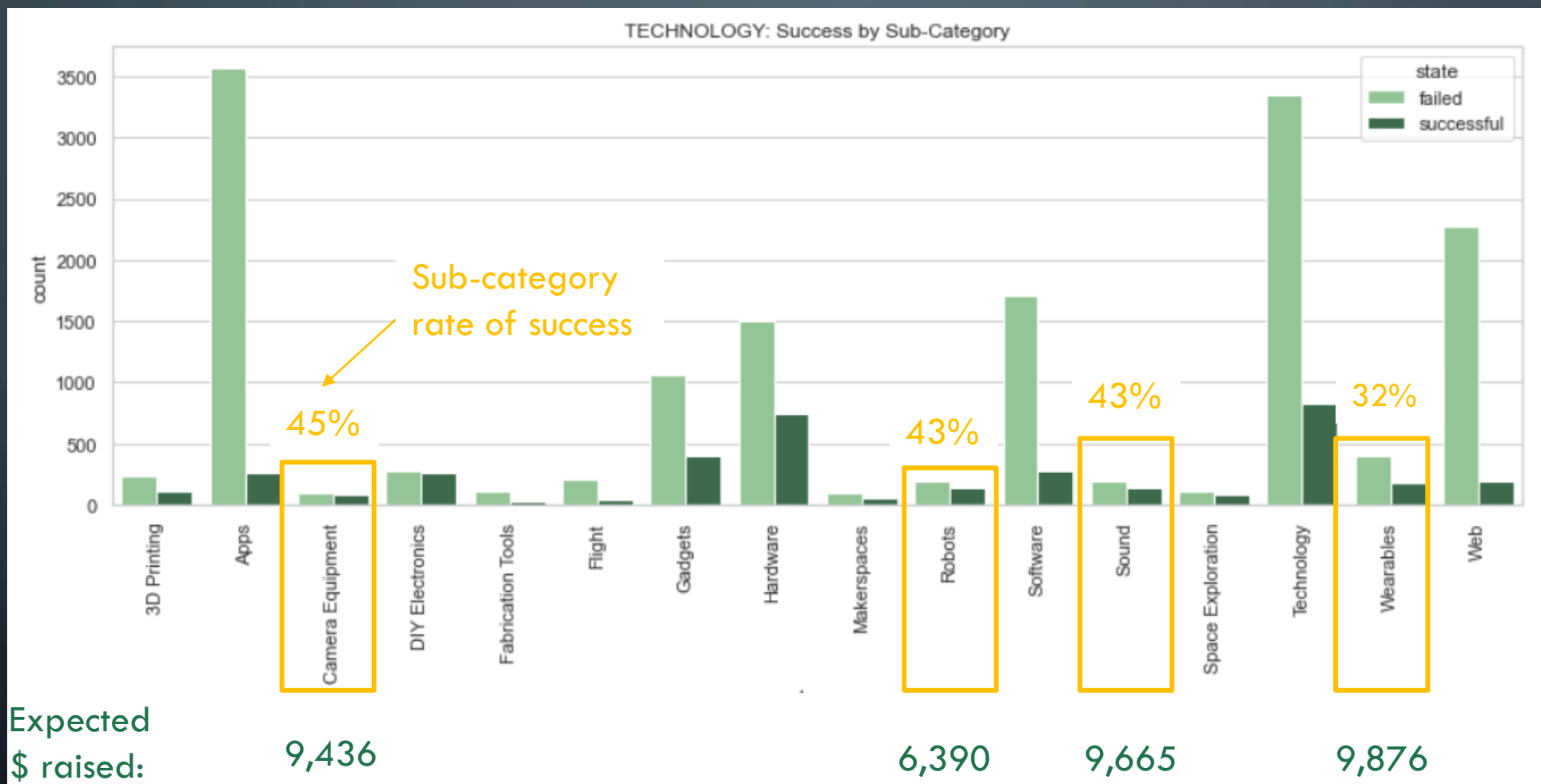
EXPECTED USD PLEDGED PER MAIN CATEGORY: LOW

	Chance of success	Average amount raised per successful campaign	Expected amount raised per campaign (USD)
Crafts	26%	\$4,259	\$1,107
Journalism	24%	\$7,675	\$1,842
Fashion	26%	\$12,240	\$3,132



3.5%

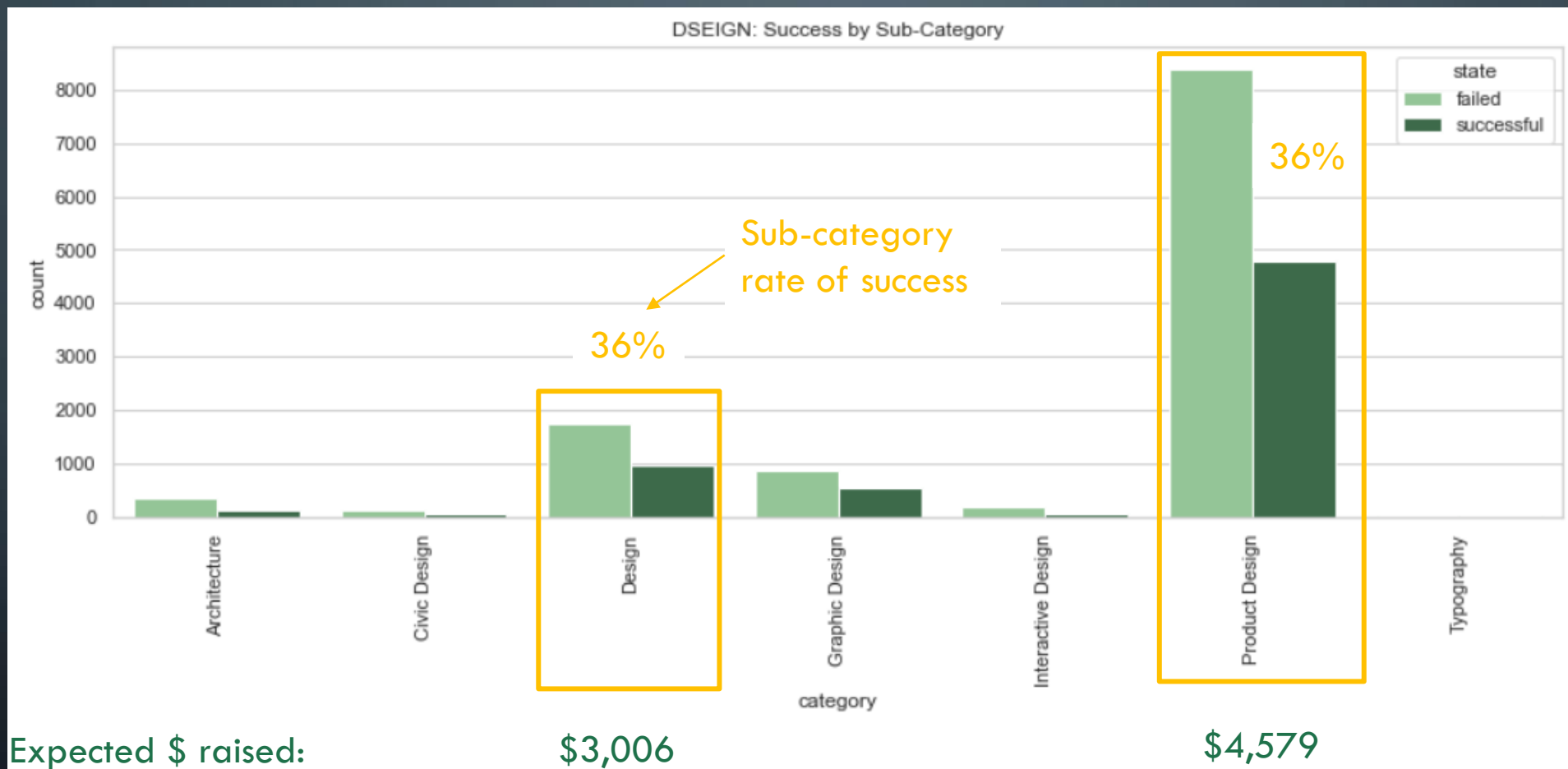
KEY CATEGORY: TECHNOLOGY



An increase of one backer in the technology category increases a project's chances of success by 3.5%.

↑ 3.0%

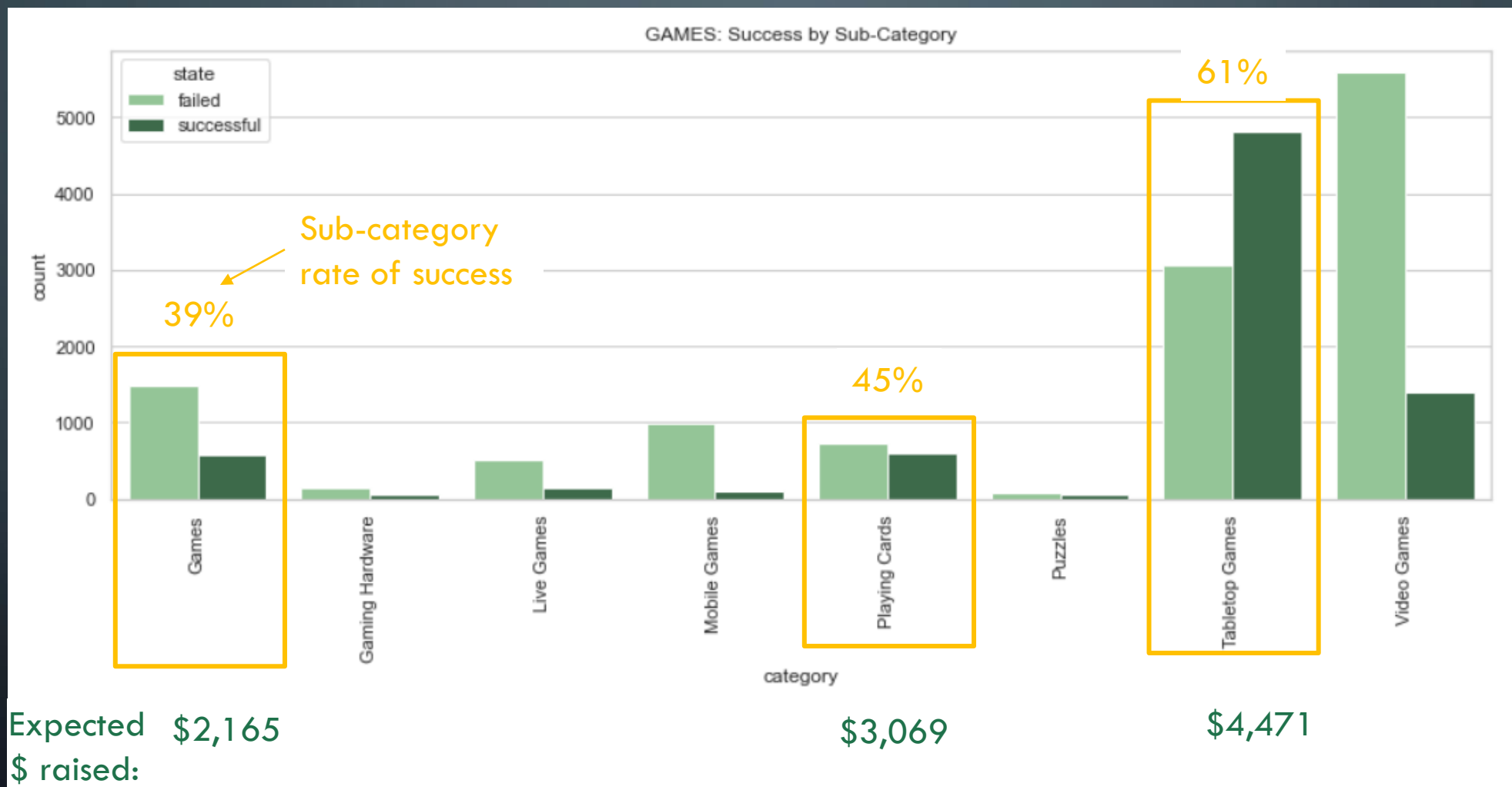
KEY CATEGORY: DESIGN



An increase of one backer in the design category increases a project's chances of success by 3.0%.

↑ 3.0%

KEY CATEGORY: **GAMES**



An increase of one backer in the games category increases a project's chances of success by 3.0%.

SUMMARY: KEY FOCUS AREAS FOR SUCCESS TO INCREASE TOTAL AMOUNT PLEDGED

Overall:

- LENGTH **20-29 DAYS**
- GOAL **\$5,000 - \$15,000**

Categories:

- TECHNOLOGY
 - Camera Equipment
 - Sound
 - Wearables
- DESIGN
 - Design
 - Product Design
- GAMES
 - Games
 - Playing Cards
 - Tabletop Games