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KICKSTARTER'S GROWTH: AN ANALYSIS FROM 2009 TO 2012

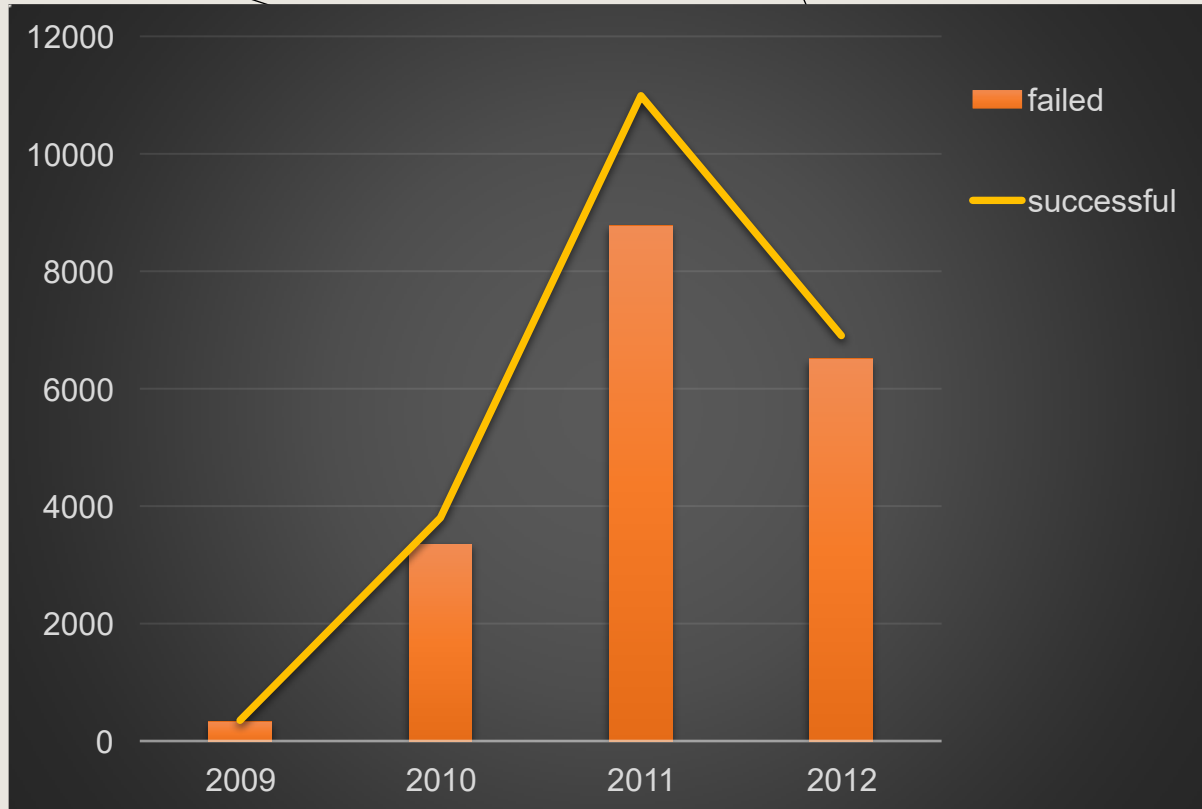
Insights into Crowdfunding Success,
Community Engagement, and
Project Outcomes

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AGENDA

- How the platform grew,
- What factors contributed to the success or failure of projects,
- How creator engagement impacted backer interaction.

Kickstarter's Growth: An Analysis from 2009 to 2012

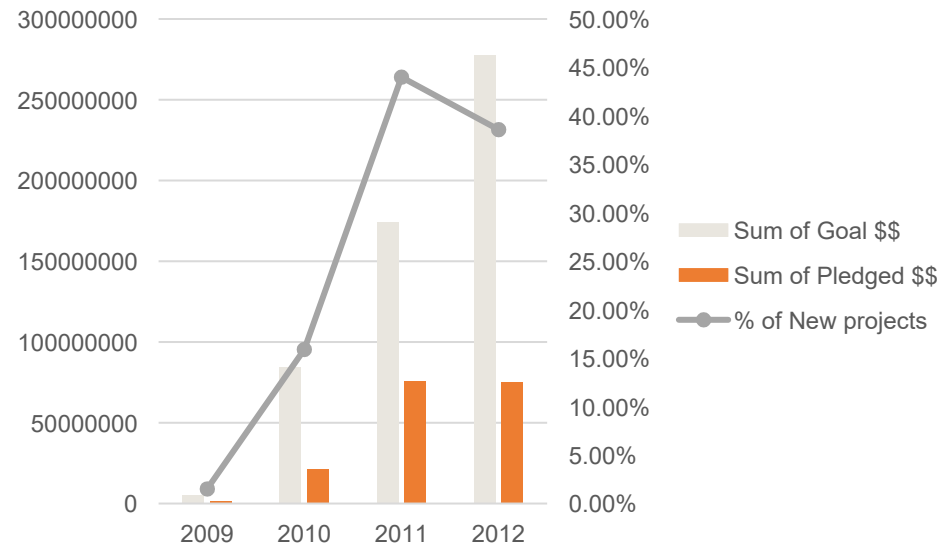


- 632 PROJECTS WAS THE STAR

- 50% OF REGISTERED PROJECT SUCCESS IN REACHING THERE GOALS

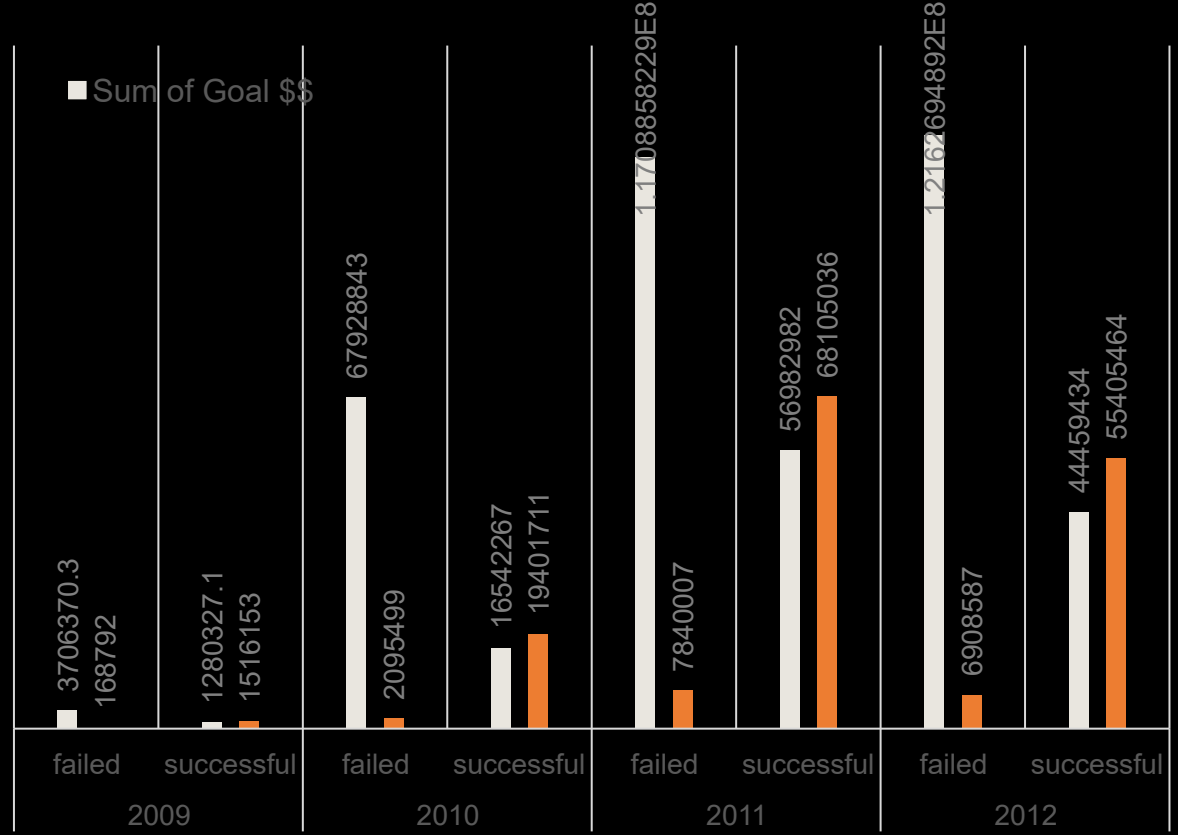
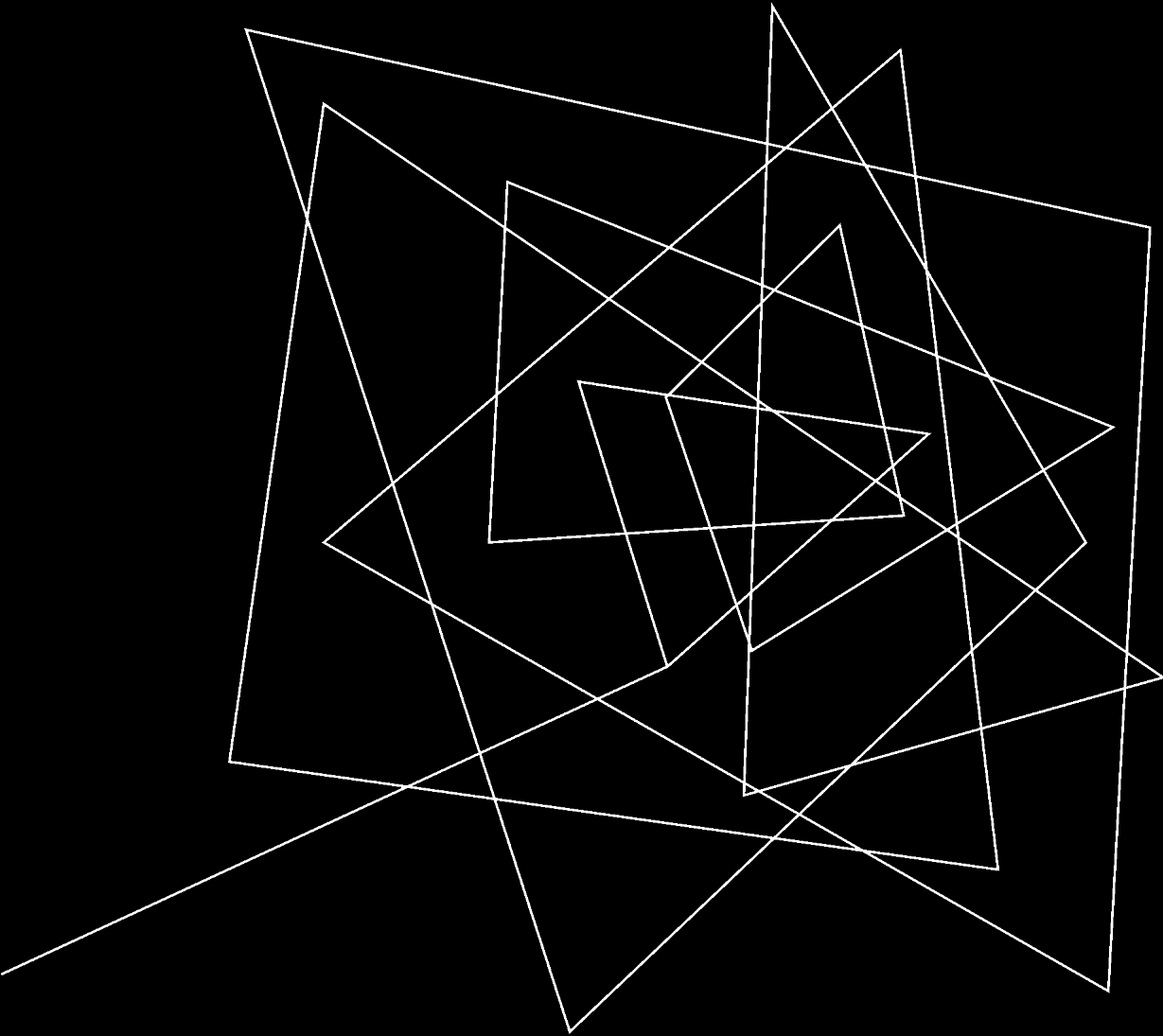
- LIMITATIONS OF YEAR 2012.

ENGAGING THE AUDIENCE

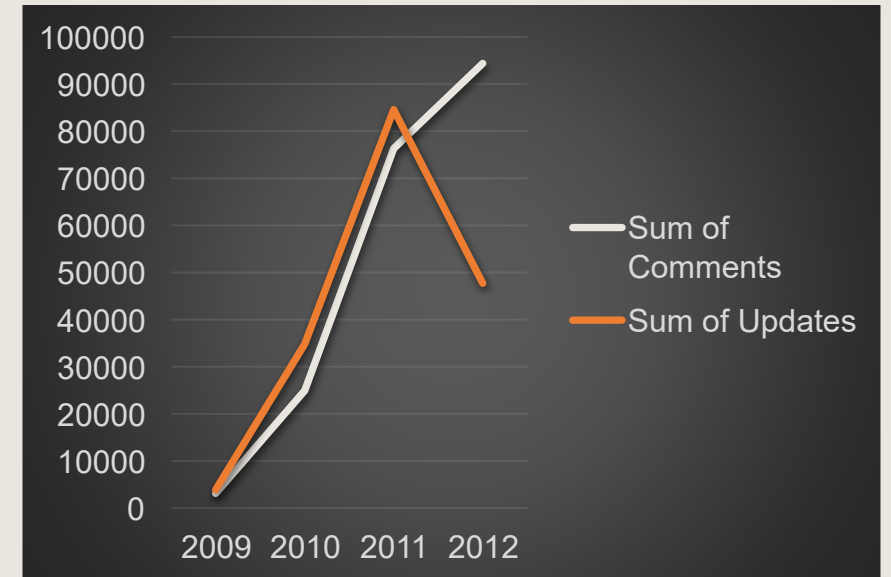
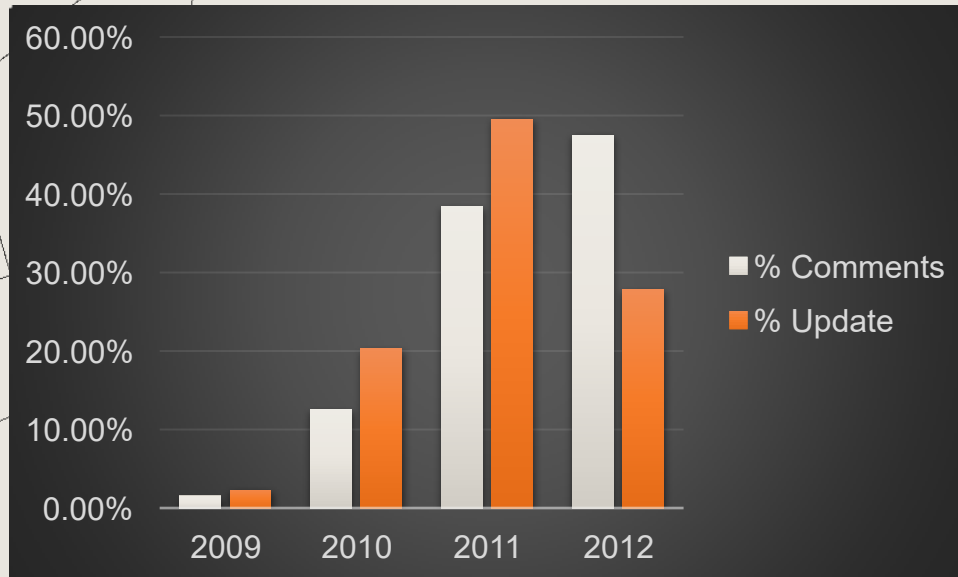


- **15% from the overall count of the 5 years joined in year 2010**
- **Both funding goals and pledged amounts increased steadily from 2009 to 2012.**
- **There was a sharp increase in the percentage of new projects, showing Kickstarter's role in launching creative ideas.**
- **But one of the main findings was kind unexpected.**

SELECTING VISUAL AIDS



UPDATE & COMMENTS



- Projects with more **frequent updates** generate more **comments** from backers, showing that engagement matters.
- A direct correlation between the number of updates and backer interaction.



SPEAKING IMPACT

- **High funding goals** often lead to project failure, unless strong
- A **50% success rate** indicates that Kickstarter is resilient even at high
- **More updates** lead to more backer engagement, highlighting
- Kickstarter saw significant growth, even with challenges like i

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THANK YOU