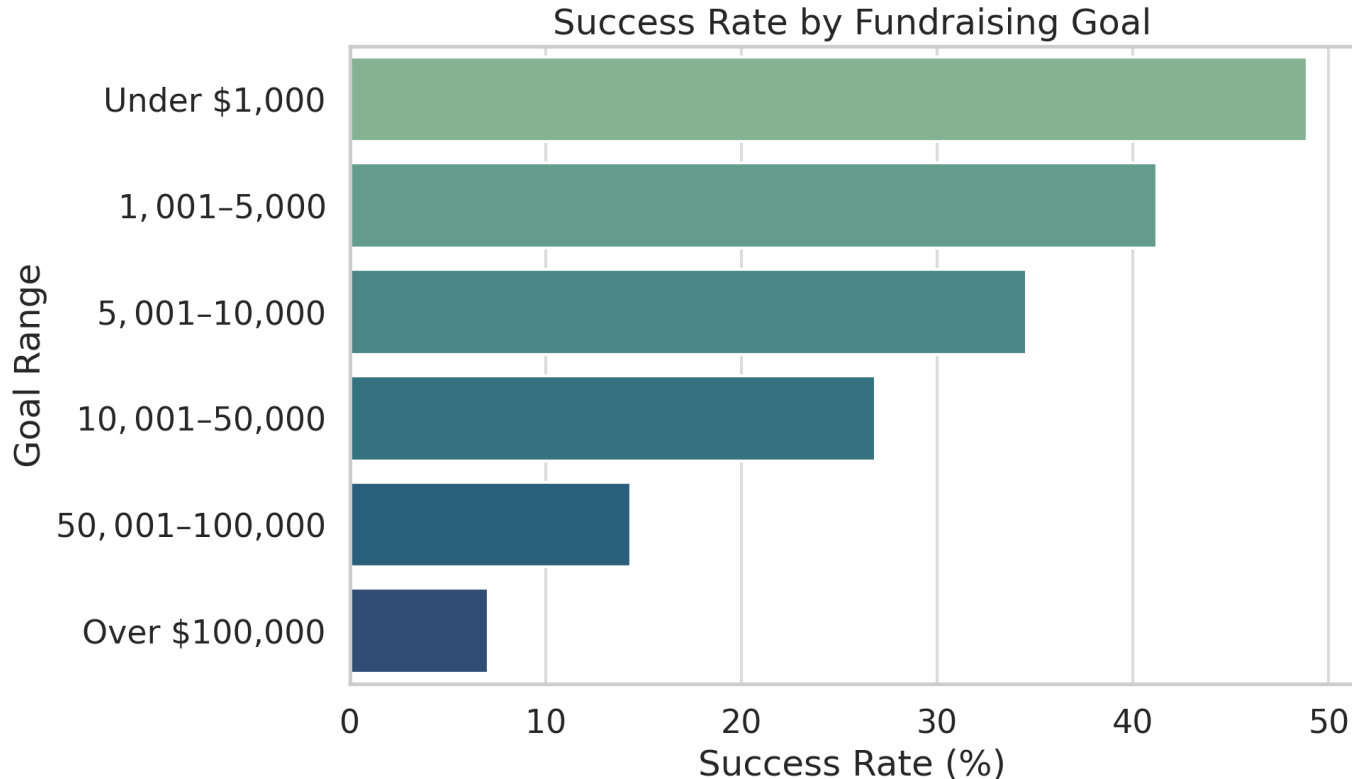


KICKSTARTER

Practical & Actionnable Advices

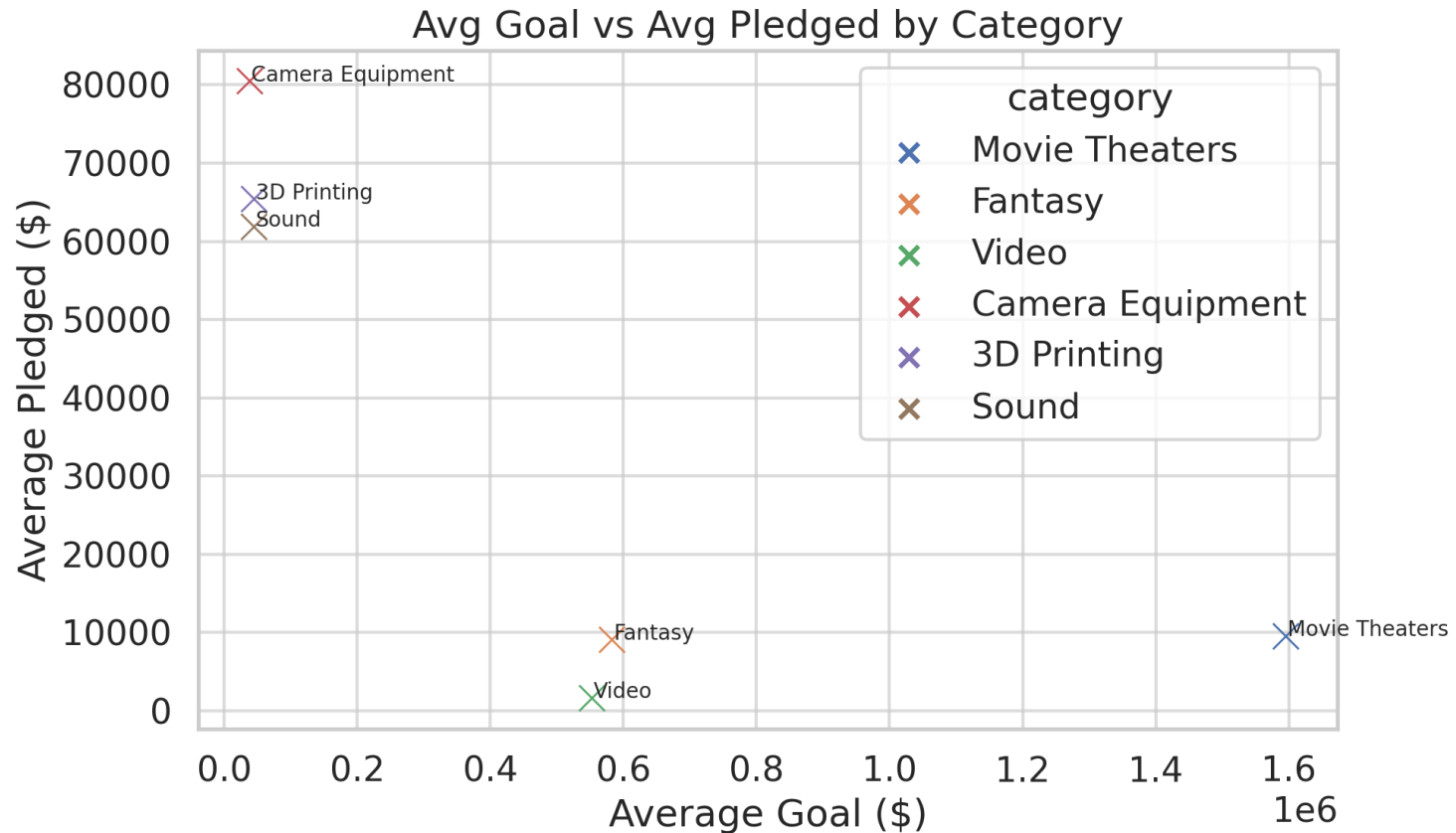
An Exploratory Data Analysis
of 300,000+ Campaigns

How Much Should You Aim For?



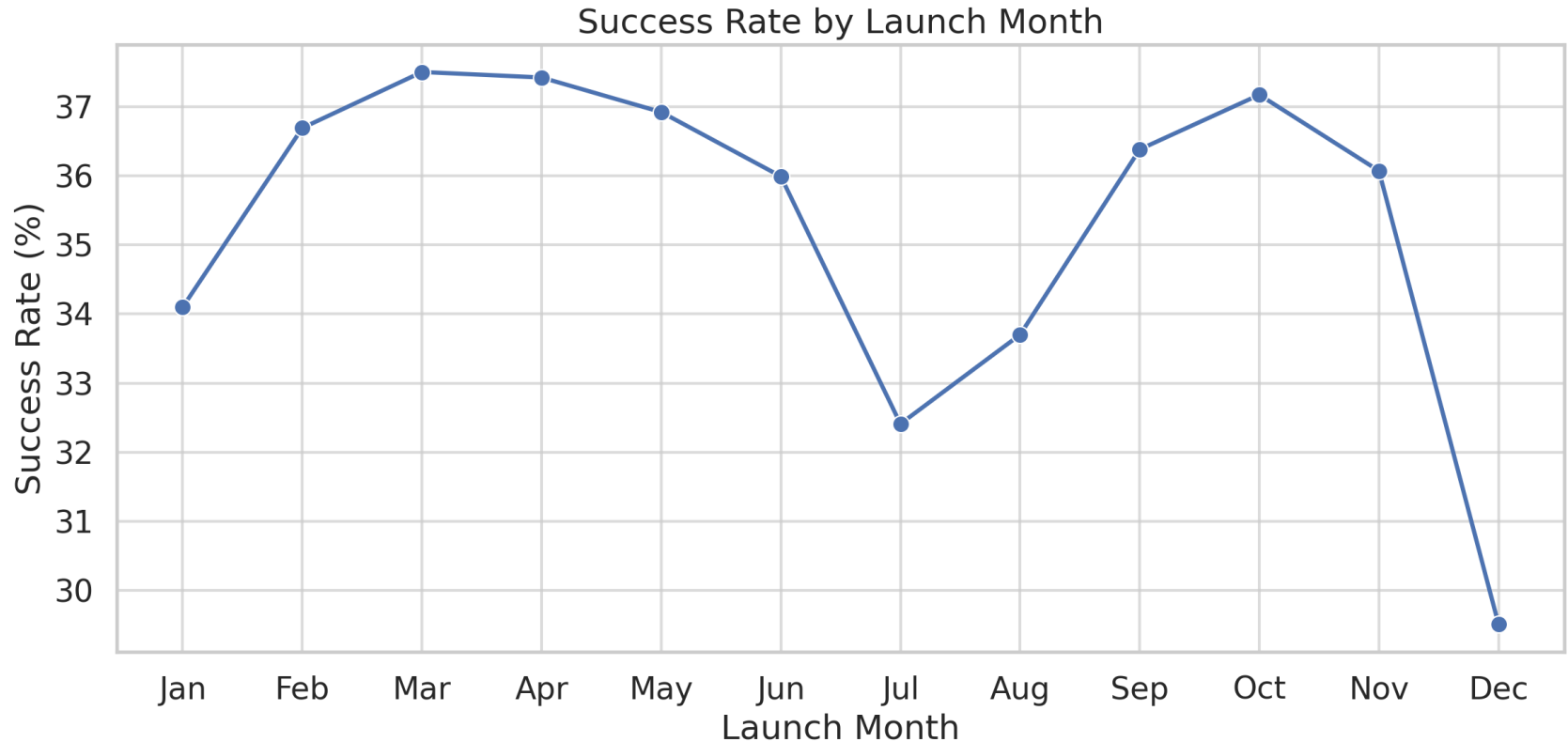
- Projects under \$1,000 have nearly 50% success rate.
- Rates drop below 30% past the \$10,000 mark.
- Keep goals realistic and achievable.

Underserved vs Overcrowded Categories



- Movie Theaters & Fantasy: high goals, low pledges.
- Camera Equipment & 3D Printing: goals exceeded.
- Target categories with unmet demand.

Best Time to Launch a Project



- March and April have highest success rates.
- December and July perform the worst.
- Springtime is the sweet spot.