



KICKSTARTER ORACLE

KICKSTARTING YOUR KICKSTARTER CAMPAIGN

CONTENT

- Meet the team.
- Understand the market.
- Meet Kickstarter-Oracle
- Commercial viability.
- Technological overview.

THE TEAM



Elad Toister

CTO



Yotam Nahum

COO



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CEO

UNDERSTAND THE MARKET- KICKSTARTER EXAMPLE

\$4,038,698,564

total dollars pledged to Kickstarter projects

155,142

Successfully funded projects

15,574,627

Total backers

5,076,825

Repeat backers

50,001,314

Total pledges

Current funding success rate (Kickstarter) ~**36%**

KICKSTARTER ORACLE MISSION STATEMENT

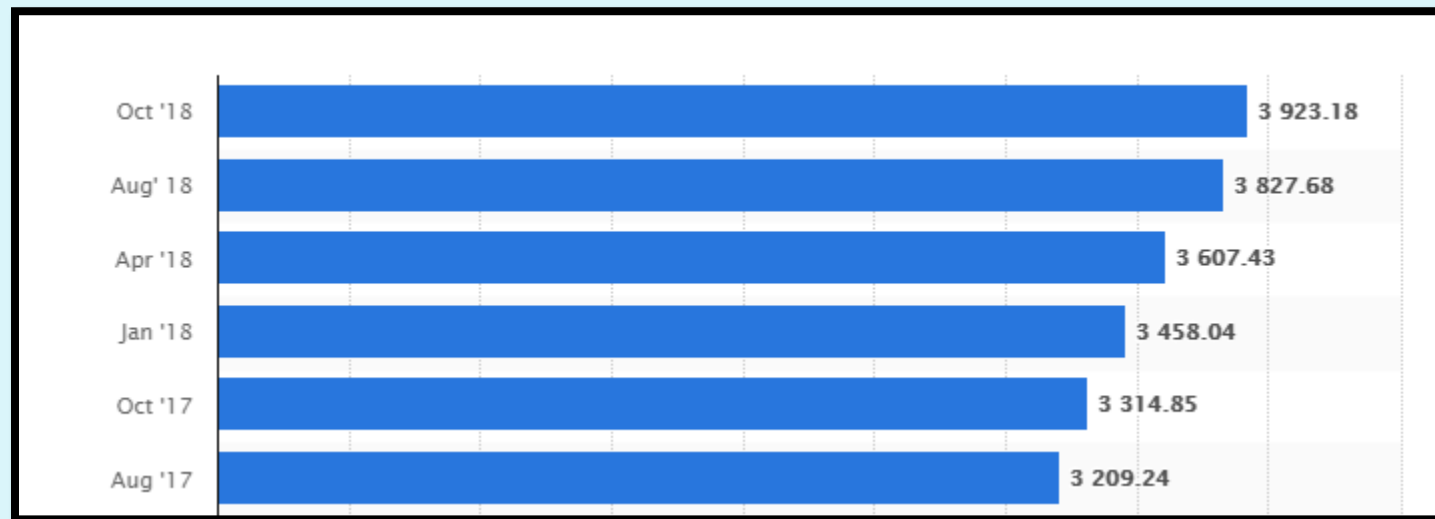
Kickstarter-oracle (KO) shall provide it's customers with highly beneficial insights for improving their funding campaign. Leveraging AI technology and past campaign information KO shall play a fundamental role in it's customers funding success.

Our success criteria : KO customers funding success rate >72%.

KICKSTARTER ORACLE – COMMERCIAL VIABILITY

KO shall charge it's customers a 1% commission of money pledged (for successful campaign).

Based on a 10% initial adoption rate KO expected monthly income ~\$50K (based on KS Oct 2018 funding statistics)



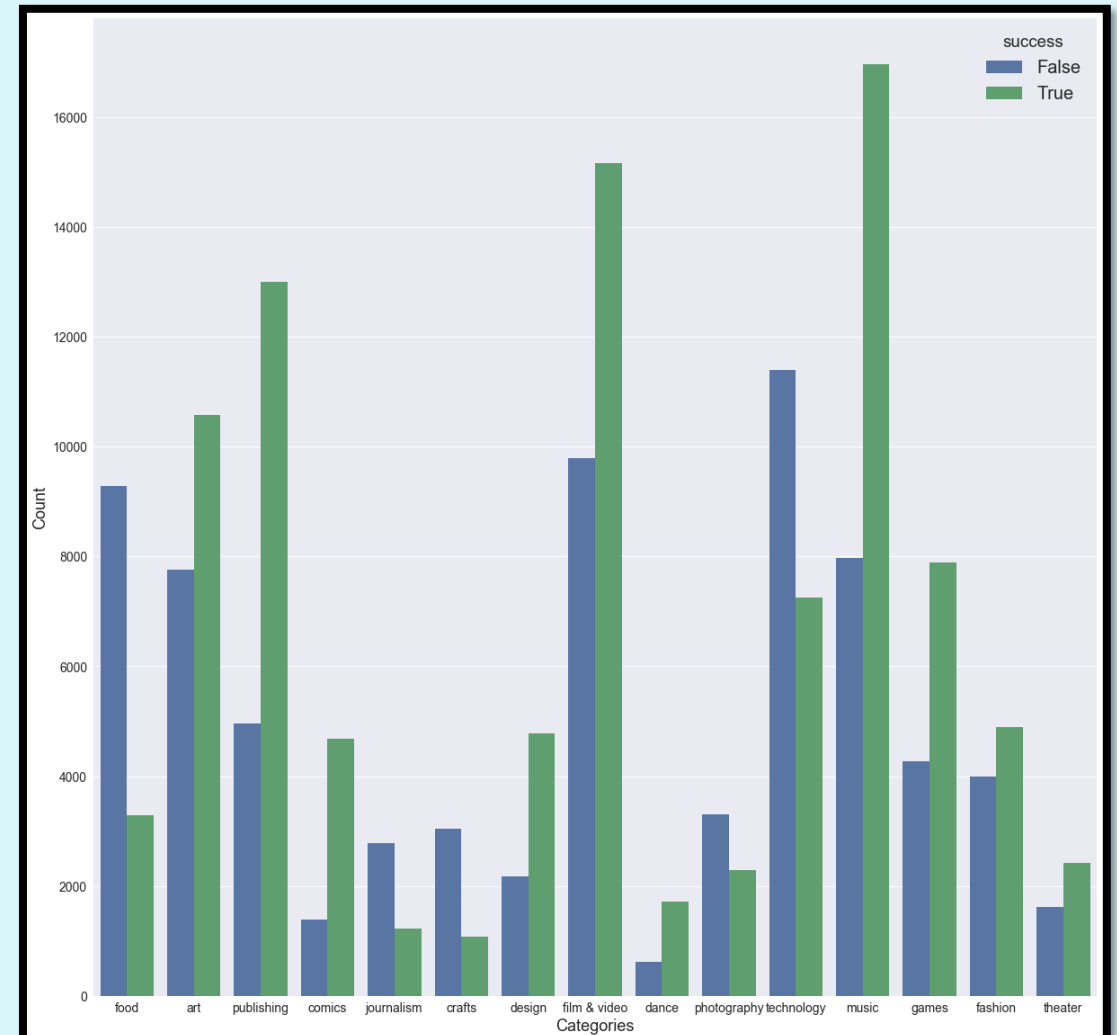
Funds pledged for kickstarted projects (\$M)

DATA HANDLING

- Initial data: 205K lines, 45 columns, 55 data files
- Data preparation activities:
 - Phrasing of a category column.
 - Split date columns into single columns per day/month/ year
 - Turn success/fail data into numerical
 - Drop missing creator lines
- Data after handling: 171K lines 38 columns

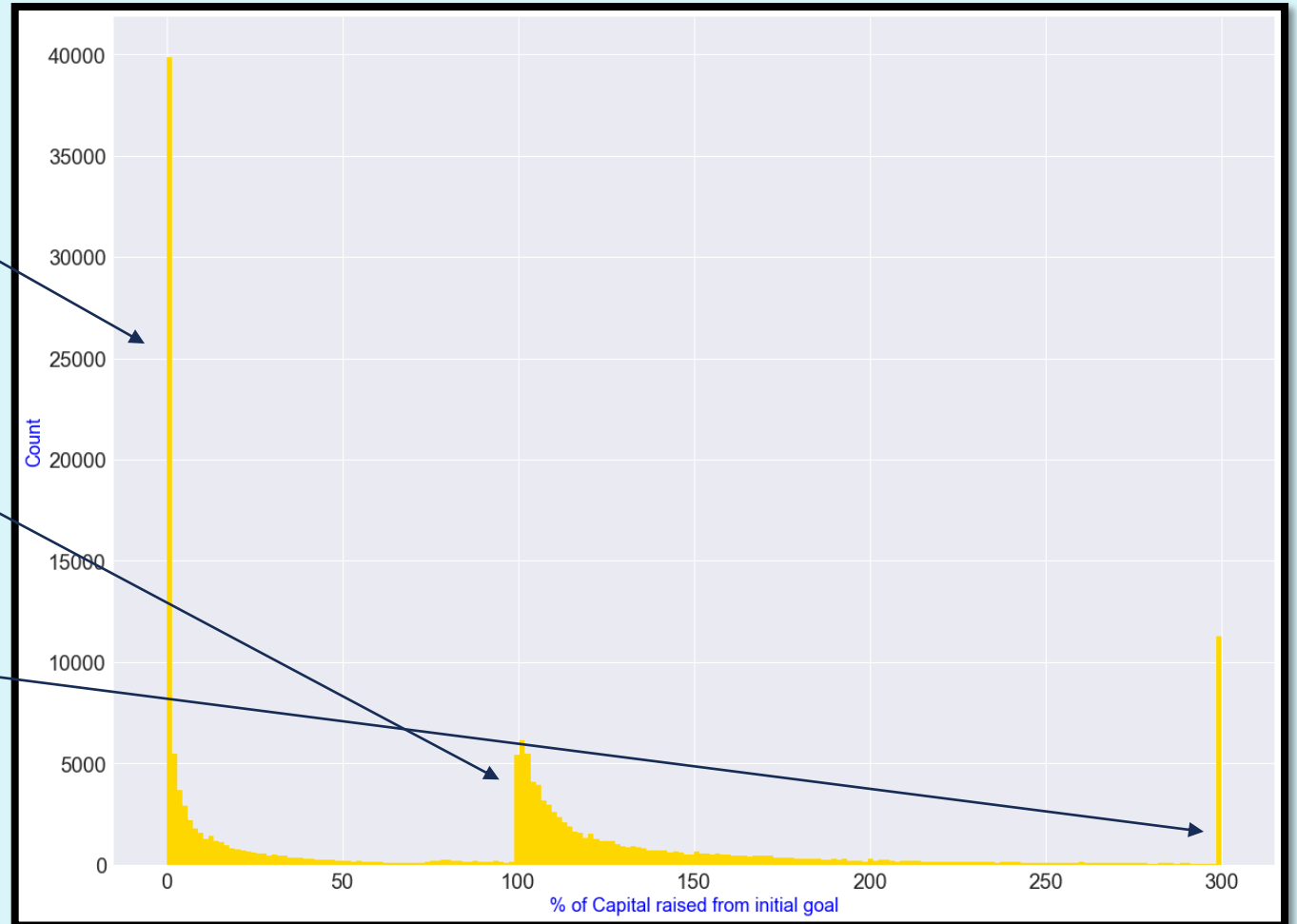
INITIAL OBSERVATIONS

- Clear bias towards publishing, “film and video” and music projects.
- High correlation factors between success and:
 - Category 0.32
 - Staff pick 0.26



INITIAL OBSERVATIONS- CONTINUED

- Most failures are attributed to lack of interest and not a funding failure
- Successes distribute exponentially from target (i.e. target could have been set higher?)
- Need to understand outliers



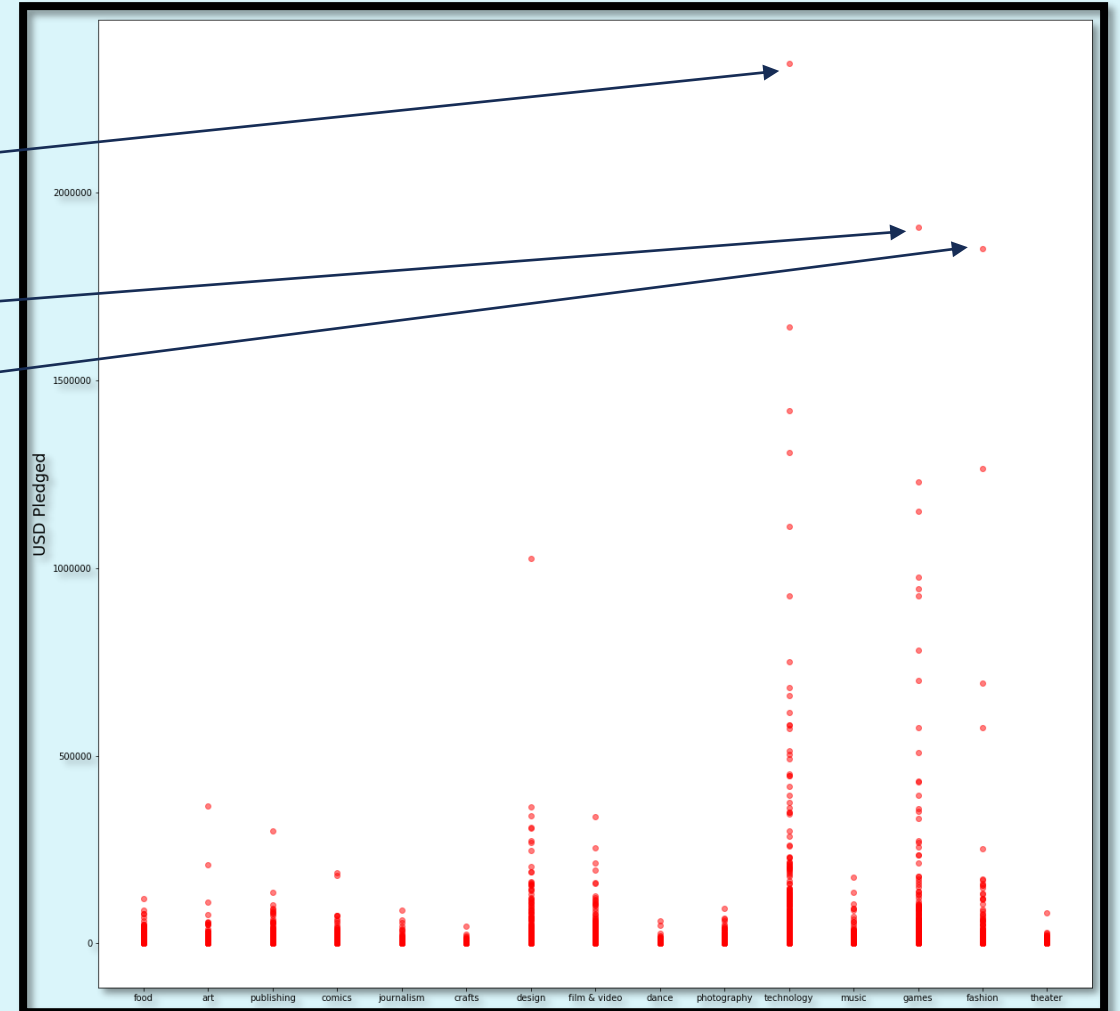
PLEDGED CAPITAL PER AREA

- High \$ pledge projects :

- Tech.

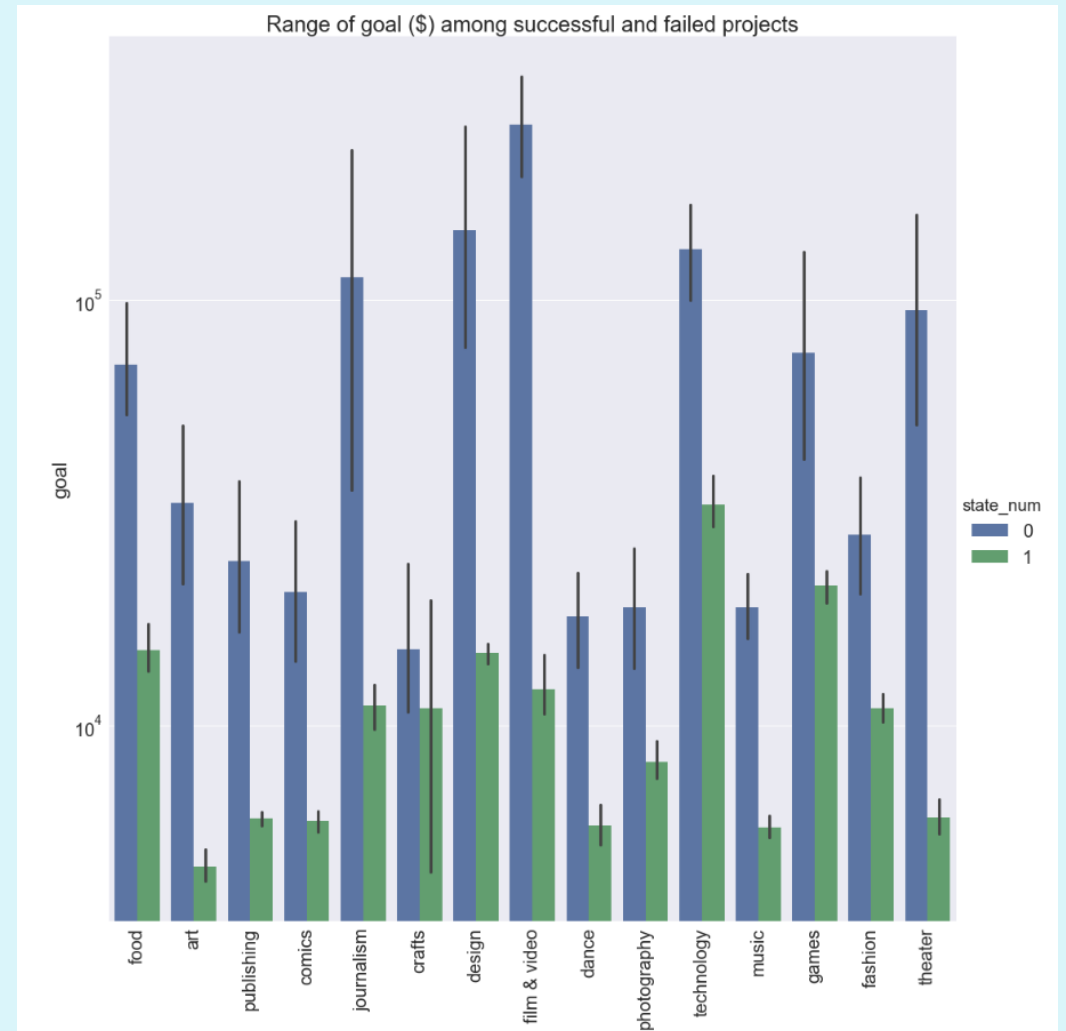
- Games.

- Fashion



CAPITAL RAISE GOAL PER CATEGORY

Unsuccessful project were aiming too high!



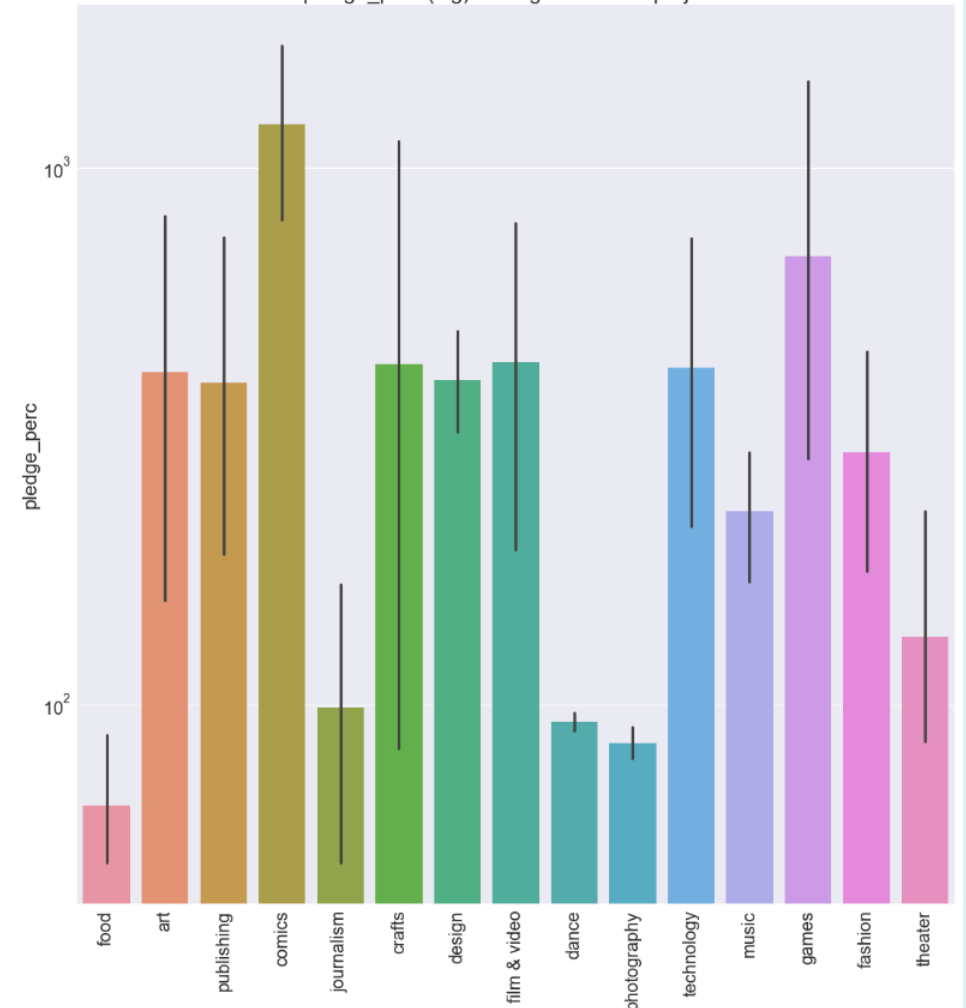
CAPITAL RAISED/GOAL (PLEDGE %) PER CATEGORY

- Data presents an option to help the customer define the pledge goal per his real needs.

Average pledge % per category

	category.slug	pledge_perc
0	art	714.814397
1	food	228.732408
2	publishing	545.160739
3	comics	1555.322567
4	journalism	312.117835
5	design	578.711532
6	film & video	708.324165
7	dance	123.651365
8	photography	194.546892
9	technology	1076.803360
10	crafts	1618.285994
11	music	332.695254
12	games	1049.882334
13	theater	216.626742
14	fashion	529.236959

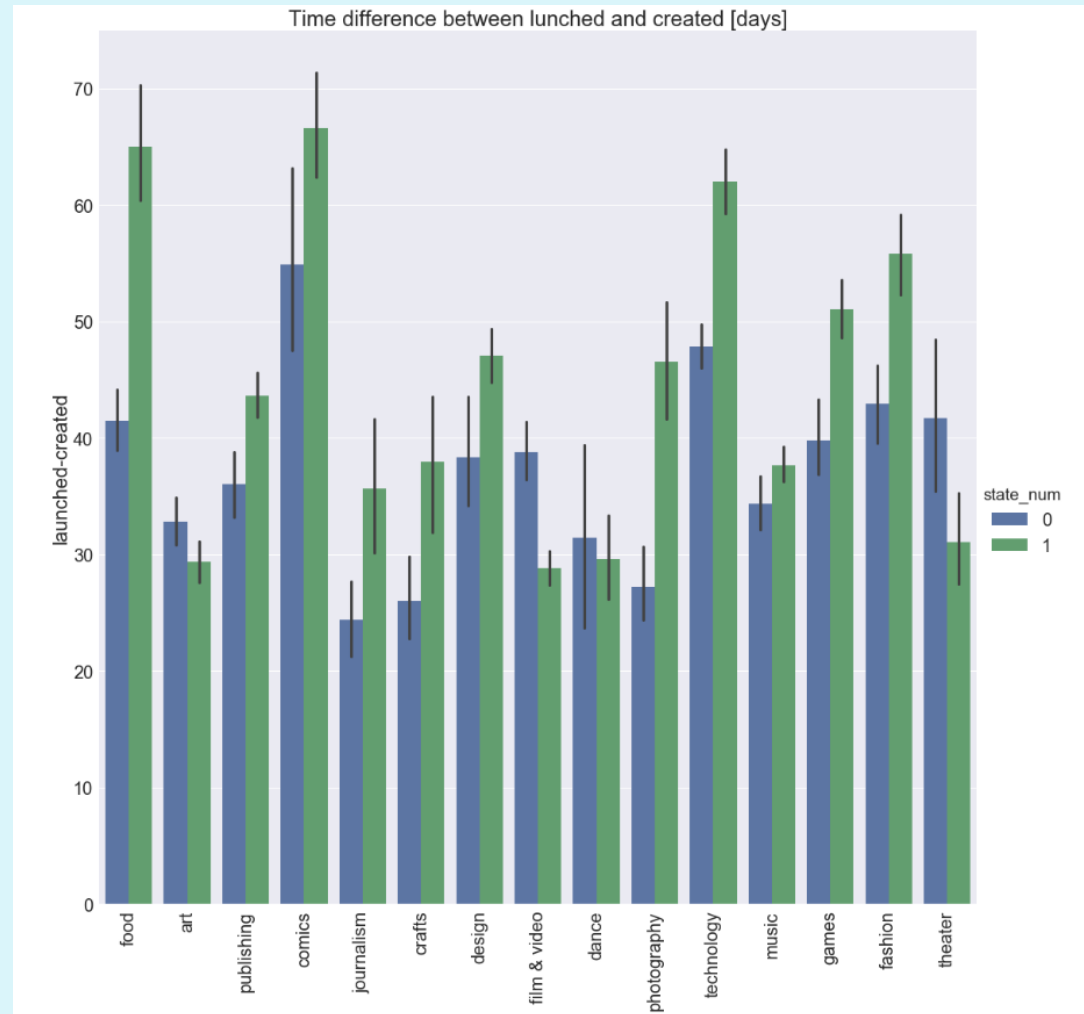
pledge_perc (log) among successful projects



LAUNCH TIMING ADVICE

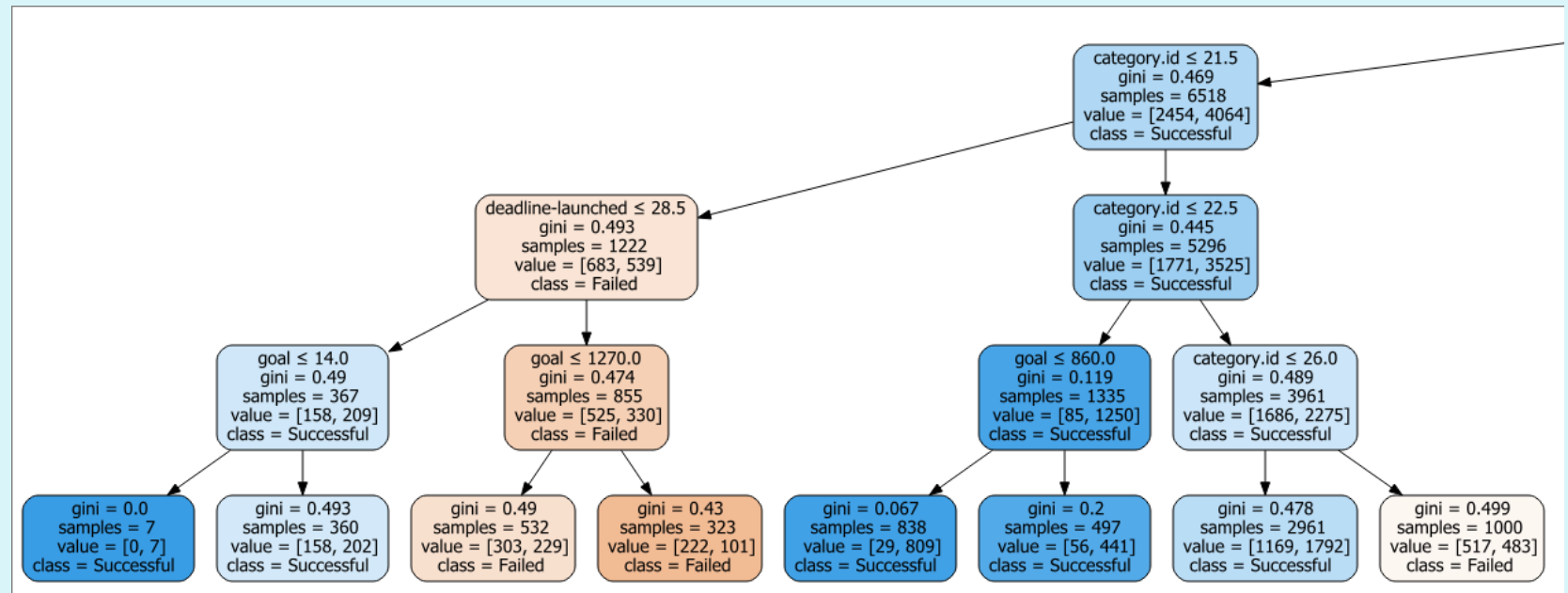
- Most categories (*) are clearly biased towards a longer “promotion” period

*Excluding film & video and Theater

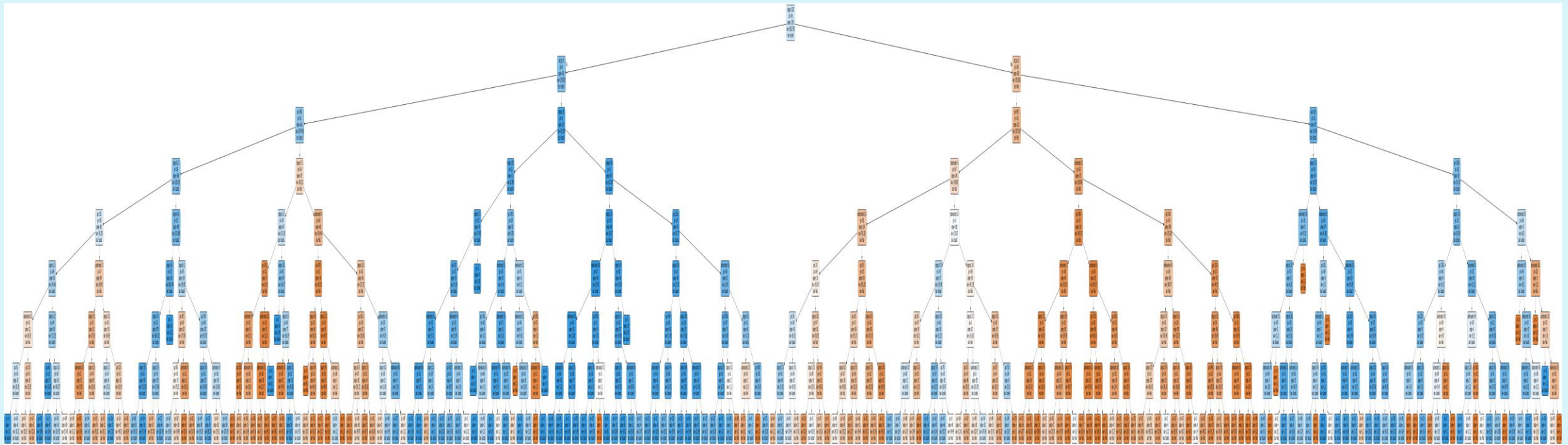


DECISION TREE

- Tree parameters:
 - Goal
 - Deadline-launched
 - Launched-created
 - Staff pick
 - Category



DECISION TREE



Results for a 10 level tree over ~95K lines:

The recall for the train set is 0.777975201823

The recall for the test set tree is 0.777664300669

The precision for the train set tree is 0.81356959162

The precision for the test tree is 0.810354919385

PATH FORWARD

- Apply better AI models for investigating existing KS data
- Find additional data for augmenting the KS data.
- Investigate the option to use Google Trends API for collecting “post funding” success data for gaining additional insights on success rate.



THANK YOU