

SUPPORT US ON
KICKSTARTER

SUCCESS

FAILURE

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BUSINESS CASE



We are a consultancy specialized in helping entrepreneurs & investors

We equip our clients with the necessary entrepreneur skillset and help them to make investment decisions via our proficiency in data science

In order to generate attention as well as attract new clients, we launched a free online-course, consisting of several subsequent lessons, where we broadly discuss all topics along the founding-process and give an outlook, to what our ML-algorithms are capable of in each specific decision-problem



How to become a data-driven entrepreneur

Full online-course
to bring your ideas
to life!



Presented by



EntreprenAlr

let your ideas be computed

Hello!

We are Stefan and Fabian from EntreprenAIr and we love to combine exciting ideas with machine learning and AI!



We are here to help you develop an entrepreneurial mindset and boost the skills you need to develop a new enterprise with potential for growth and funding



In order to help you make the right decisions along this journey we assist you with state-of-the-art data science, algorithms and AI



Opportunities



Launch



Growth



Financing



Profitability

Today's lesson



Funding options



Kickstarter

Topics



 What is Kickstarter?

 Is Kickstarter a good funding option for me?

 What drives the chances of success of my idea?



What is Kickstarter?

Kickstarter enables entrepreneurs to share their ideas with a community, which can support and finance these ideas

KICKSTARTER



project backers



project creator

Data basis of further analysis



120,000 +
observations

April 2009

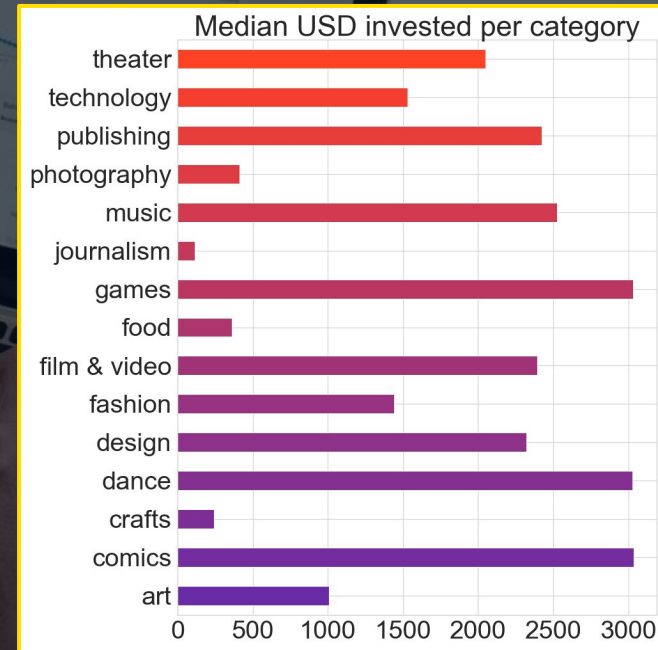
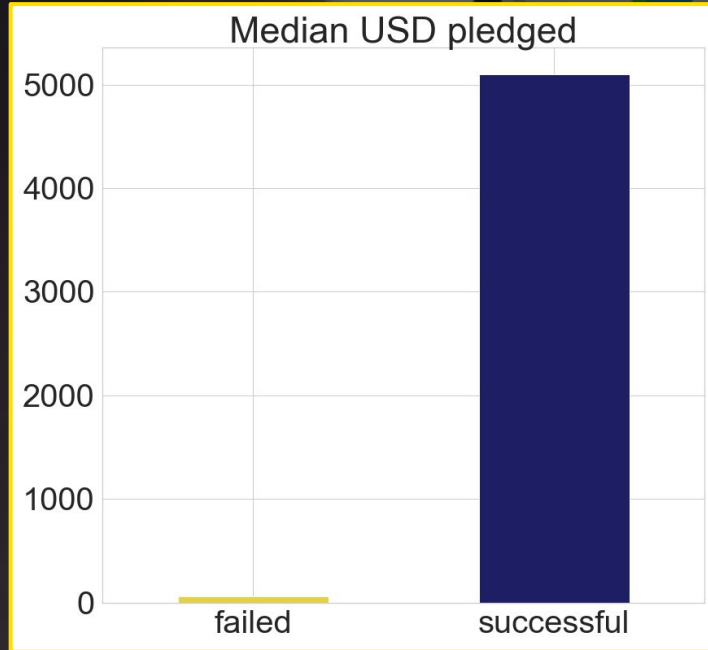


March 2019



Is Kickstarter a good funding option for me?

How much can you expect to raise on Kickstarter?



What are the chances of being successful?



42 %

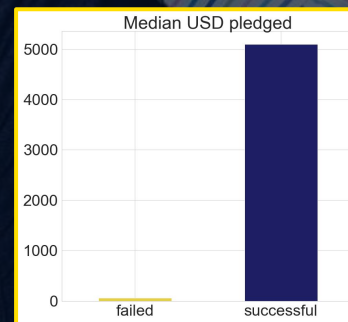
of projects on Kickstarter
fail to reach their funding goal



Success drivers - I



Set reasonable & realistic goals!

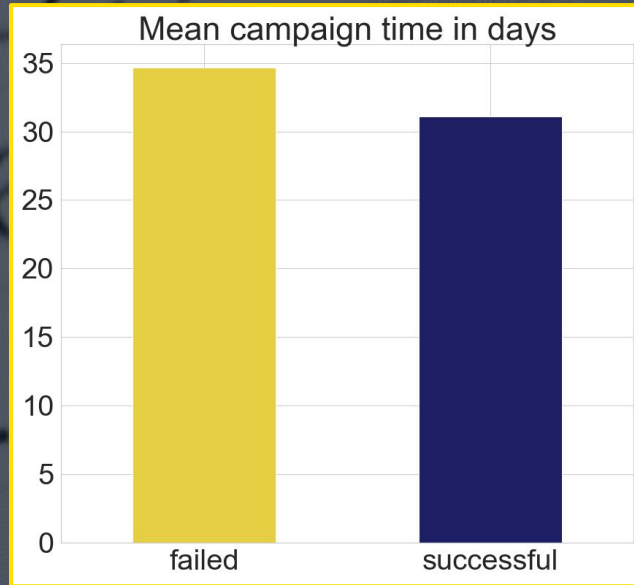


Chance of “overpledging”

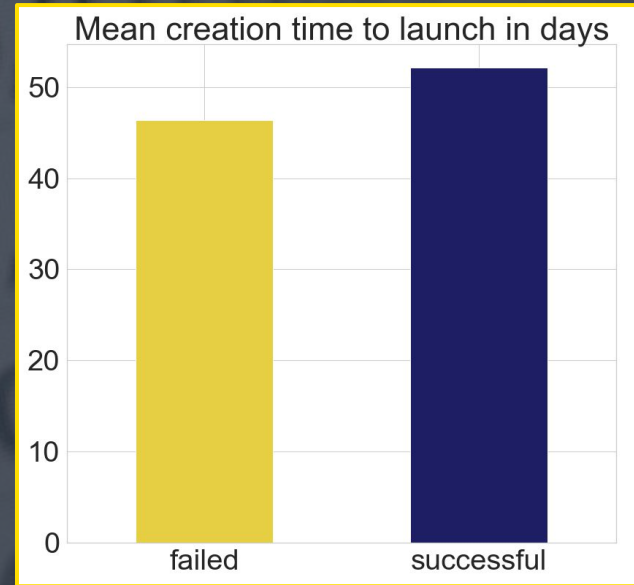


Success drivers - II

on average, successful projects tend to have...

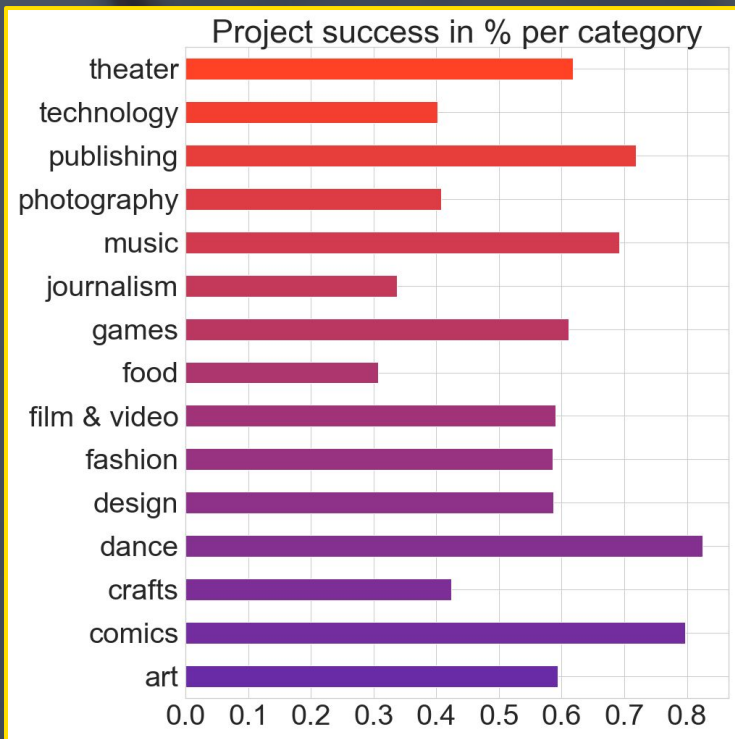


shorter campaign lengths



more time invested in setting up the project

Success drivers - III



Most successful categories



Dance



Comics



Publishing



Music

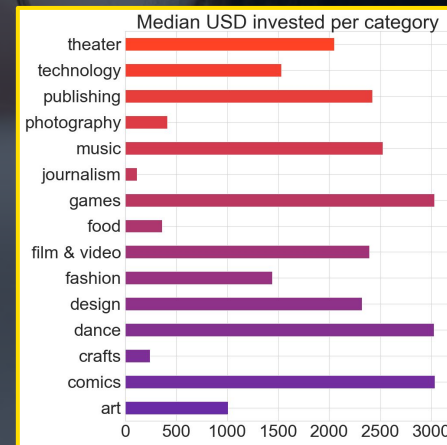


Theater



Games

Some of these are also the ones with the highest median spent on!

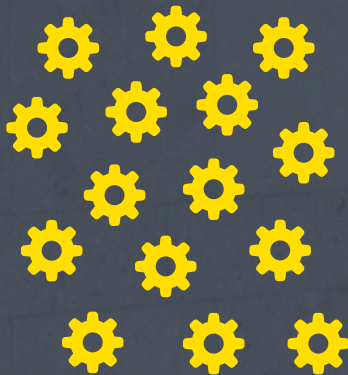




Insights on success with machine learning

Build an algorithm working on quantitative data to predict project success on Kickstarter

Apply different
algorithms separately



Select the best performing
ones and optimize them



Blend the optimized
algorithms into one final
meta-algorithm





Insights on success with machine learning

in 73 out of 100 cases

our algorithm can correctly predict if

your project will be successful or not

while knowing almost nothing about you or your project



Other determinants of project success

In order to reach guaranteed success on Kickstarter several non-quantitative factors have to be considered

**Social Media
Involvement**



**Communication with
backers**



**Design and quality of
project representation**



Media usage



Key takeaways



Median amount pledged is around 5000 USD, amounts are strongly varying between categories



42 % of projects launched on kickstarter fail to reach their funding goal



In order to be successful with your project it is beneficial to set reasonable, smaller goals.



On average, successful projects tend to have a shorter campaign length and more time invested in setting up the project



Projects in the category “comics”, “dance”, “games”, “music” & “publishing” are the most successful along all categories



Our developed algorithm can correctly predict if a project will be successful or not in 73 out of 100 cases

The big picture

Kickstarter is a good addition to other funding options and a great opportunity to raise money without “interest”

While on Kickstarter, your project can also generate a lot of attention for free!



Thanks!

You can find us at:



EntrepenAir

let your ideas be computed

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Future Work

- I. Needed to drop some columns due to completely missing data
→ should be enriched with external data
- II. To what extent are backers influenced to pledge if the project is close to be being completely funded?
- III. Check, in which languages the individual project descriptions are written
→ possible reason for failure, since english-speaking backers can be excluded by non-english descriptions
- IV. Instead of a classification approach, try to estimate number of backers or pledged amount with linear regression or randomforestregressor
- V. Have a deeper look into subcategories



A photograph of three people (two women and one man) sitting around a wooden table, smiling and looking at laptops. The woman on the left is wearing a white sweater and is typing on a black laptop. The woman in the middle is wearing a brown top and is smiling. The man on the right is wearing a denim jacket over a red shirt and is also smiling. There are two laptops on the table, one black and one silver. A brown leather folder is also on the table. A glass of water with ice is visible. The background is a blurred indoor setting with plants. The entire image is framed by a thick yellow border with a speech bubble icon in the top right corner.

The real Thanks!