

FINAL PROJECT PURWADHIKA



Kickstarter

"WORD"

POWER OF WORD

Success Project Description

- First, Help, Make, This, Need

Failed Project Description

- Make, Help, Need, Want, First

Success Project Name

- Short, Debut, First, Help, Project

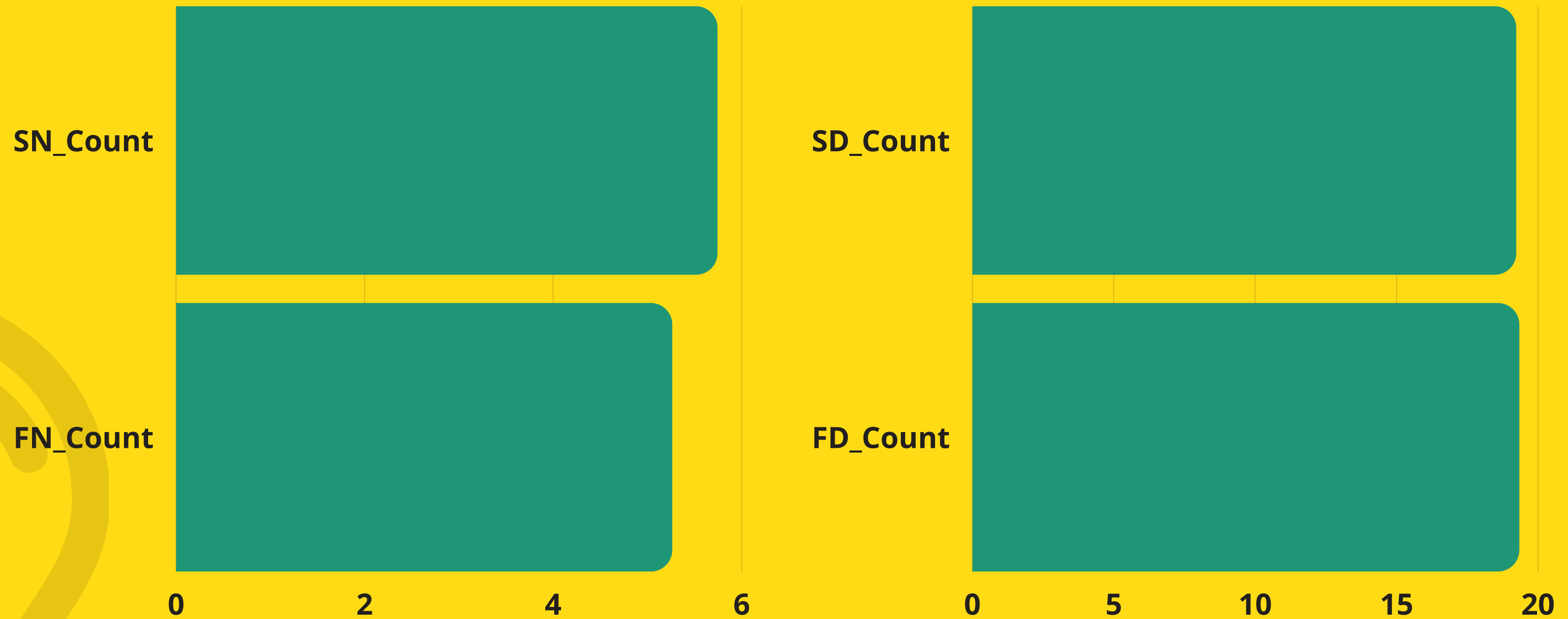
Fail Project Name

- Canceled, First, Help, Project

- "Help" word Not helping you to being backed
- * 'First' word should be in description instead of name.
- Name with word 'Debut' in it makes it more interesting than 'first'.
- There's project canceled, considered as a fail project.
- 'Short' word is used many times in successful projects name.
- 'Make', 'Need', and 'This' made no difference.

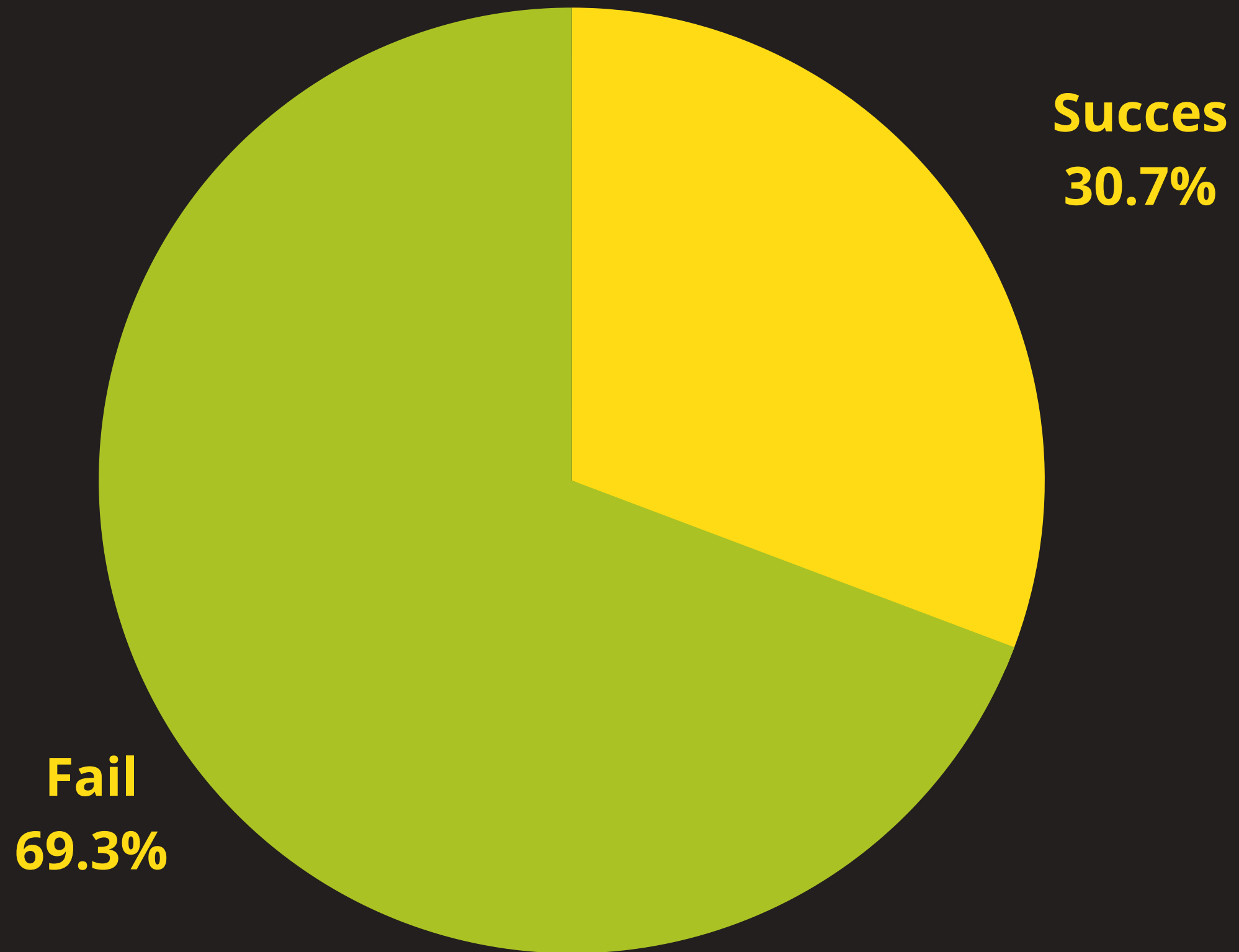
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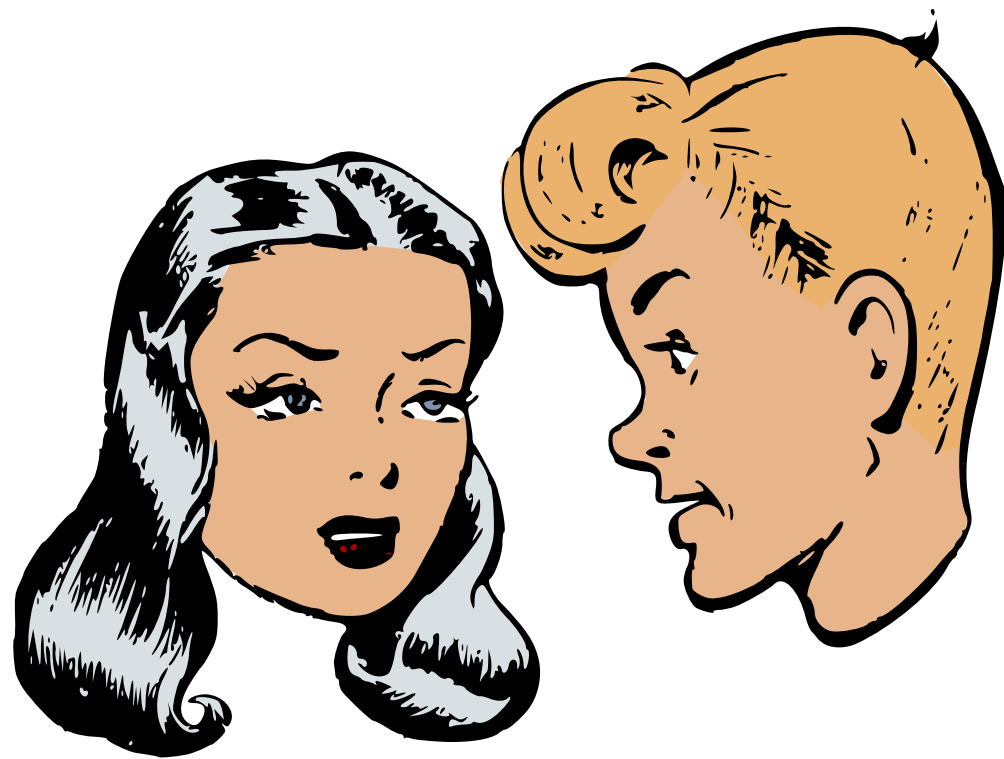


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Which category is worth to try?



COMICS, DESIGN, FILM & VIDEO, GAMES, MUSIC ARE WORTH TO TRY

Art & Dance will give 50:50 chance by category

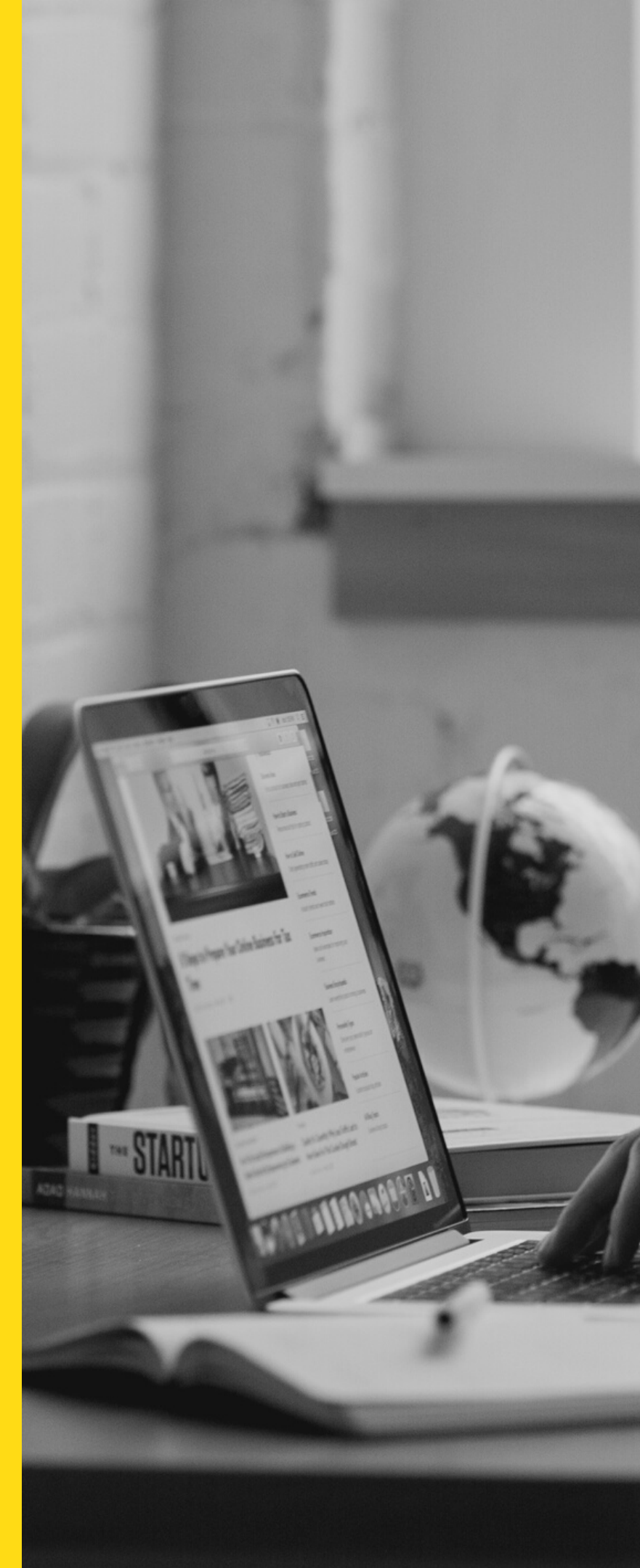
- Crafts, Fashion, Food, Journalism, Photography, Publishing, Technology, Theater are not that worth to try.



GOAL

What 'things' you need to consider to achieve your goal

- Amount Month
- Kickstarter News Country
- Deadline Currency
- Backers



WHAT IS THE BEST AMOUNT?

THE SMALLER THE BETTER

more high your goal amount is makes your project more harder to be successful, but, its does not close your chance. It's likely to failure after your goal is higher than 75.000 Dollars USD. So be more wisely.





CONSIDER ABOUT KICKSTARTER NEWS!

BAD NEWS = BACKERS GONE

2014 is the best of Kickstarter, in 2013, Kickstarter got good news, the project was funded in 12 Hours! everyone came for a back after that. But nothing lasts forever, in 2015 Kickstarter traffic dropped. In 2014, News said "Kickstarter hacked!, User data stolen!". Everything is connected. So, stay updated!



MONTH

EVERYTHING HAS A PERFECT TIME!

March to July has bad traffic, try to
launch outside of those months !



COUNTRY

If your country is not the United States, you should give your best options to other features like lowering your numbers, launching in the best month, choosing the right category, etc.

CURRENCY

Same as country, USD is the best currency. You need another solution for this, since now we have Paypal, I don't think it's a problem anymore, try changing your currency to usd



DEADLINE

Typically, people will increase the deadline based on their amount, the best deadline is 25 days or more, and the average is 30–35 days.



BACKERS

More backers is good, but remember this is not donation crowdfunding, this is a reward crowdfunding, you have to think about how many your target backers is, so you can post your next project after winning their heart.