SHOULD YOU LAUNCH A PROJECT ON KICKSTARTER?
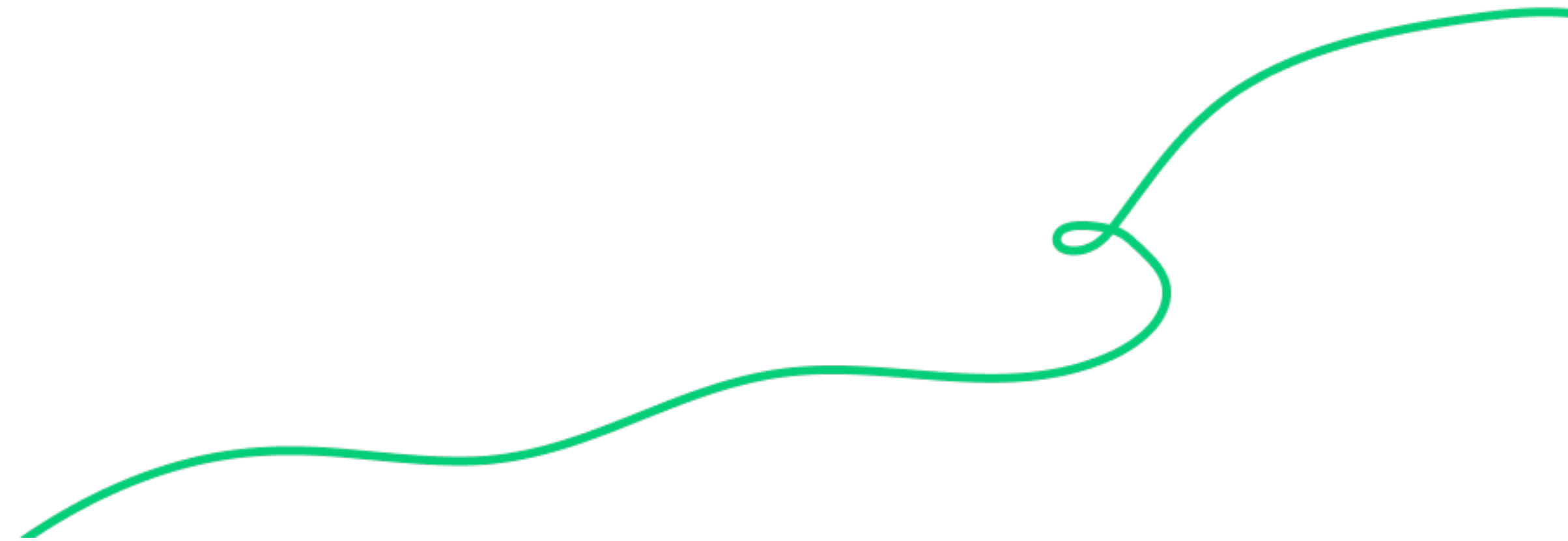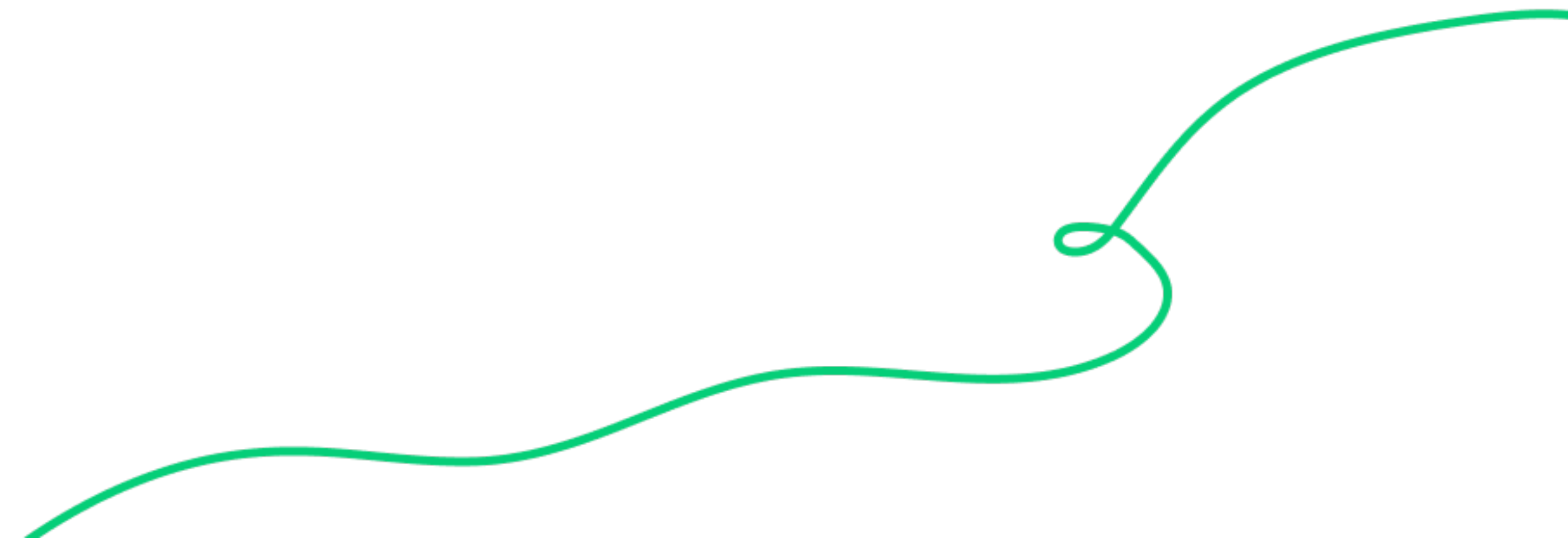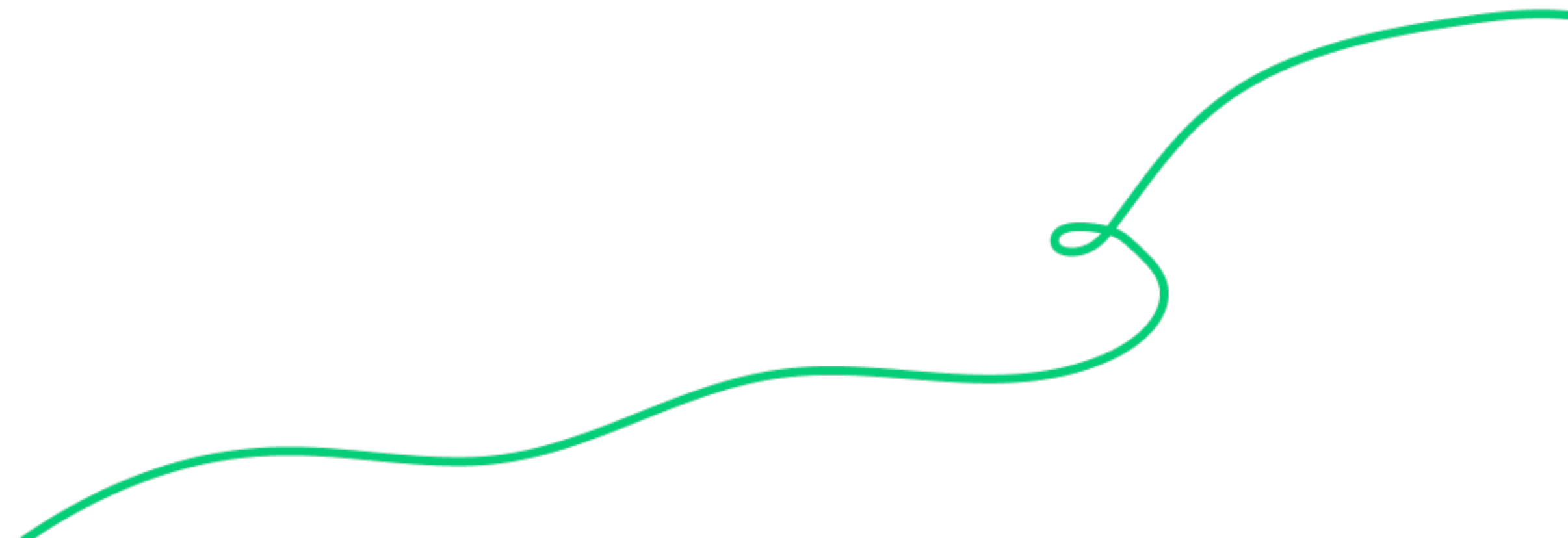
AGENDA

1. What is Kickstarter

2. Who we are

3. How we can help you

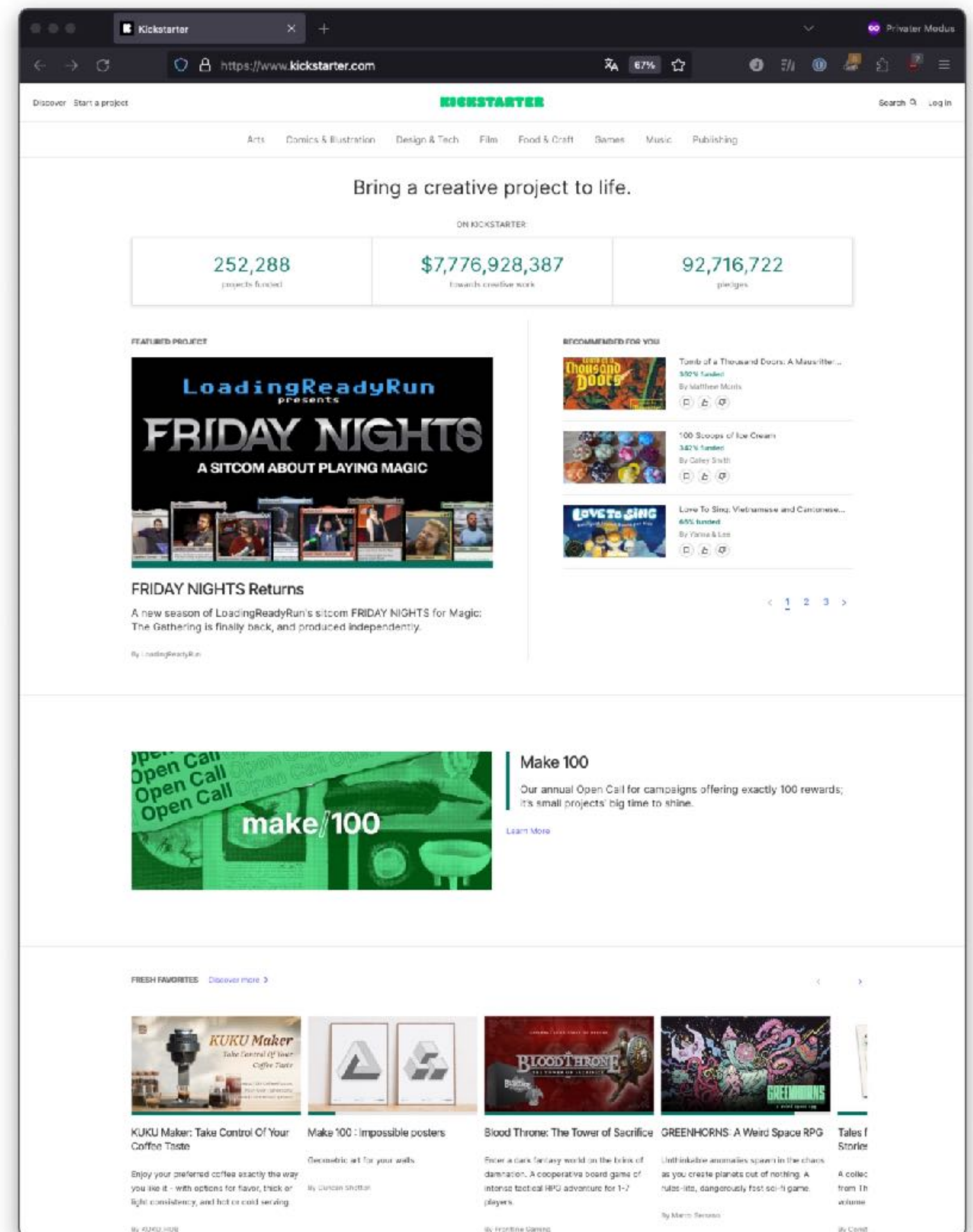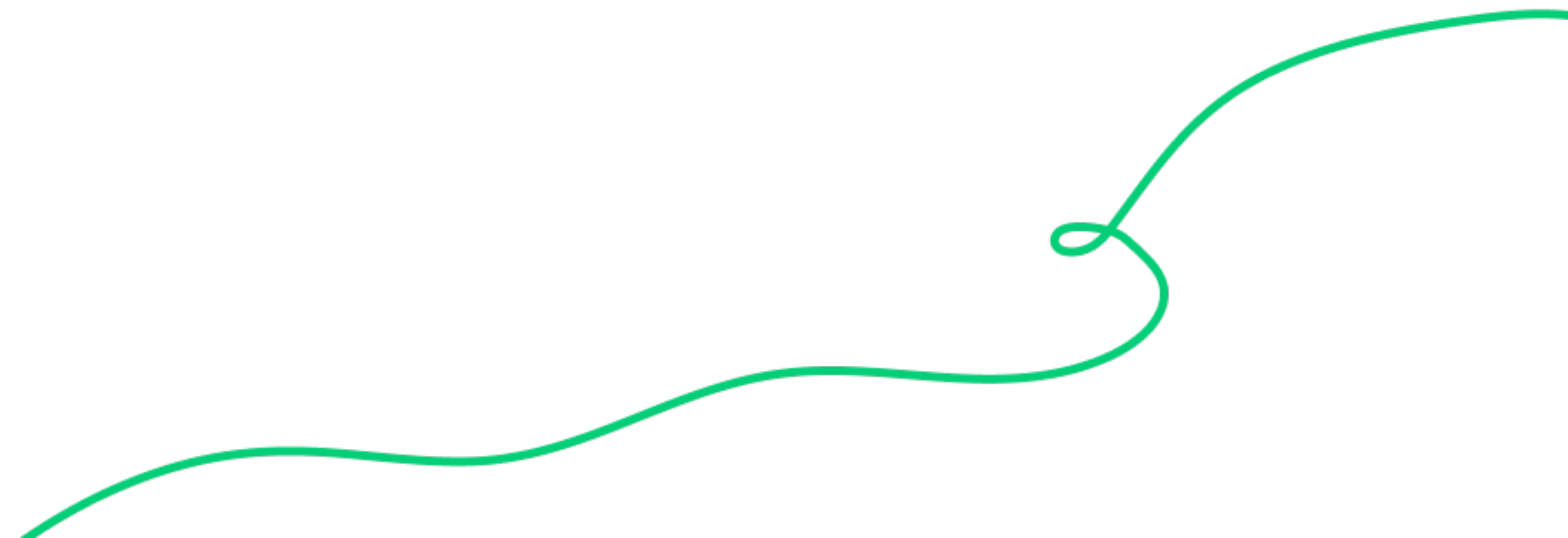4. Limitations & Future Work

1. WHAT IS KICKSTARTER?

WHAT IS KICKSTARTER?

- Platform that connects creatives and small businesses like you (=**creators**) with their audience (=**backers**).

- Backers can support your project by giving money (=**pledge**). In return, they receive the finished product.

- Pledges are only collected if a certain minimum goal has been reached (=**funded**).
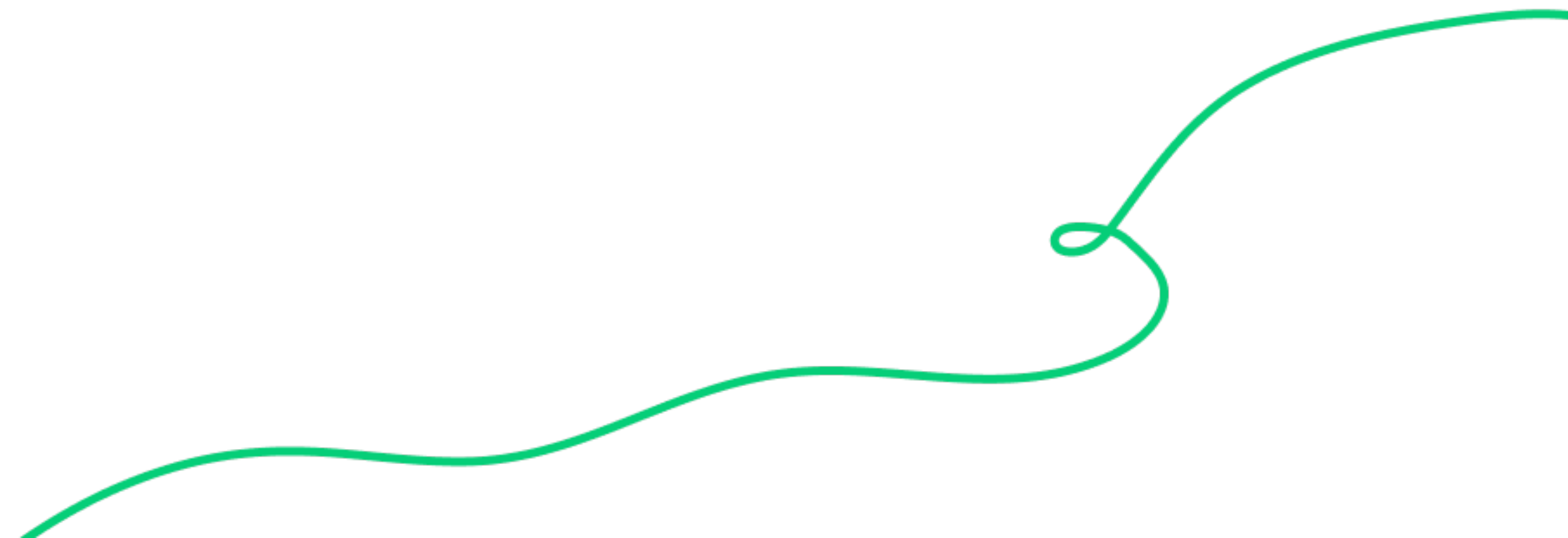
2. WHO ARE WE?

WHO WE ARE

- Creative team of enthusiastic data scientists.

- We employ the latest in machine learning to make your project a reality.

We're here to help you!
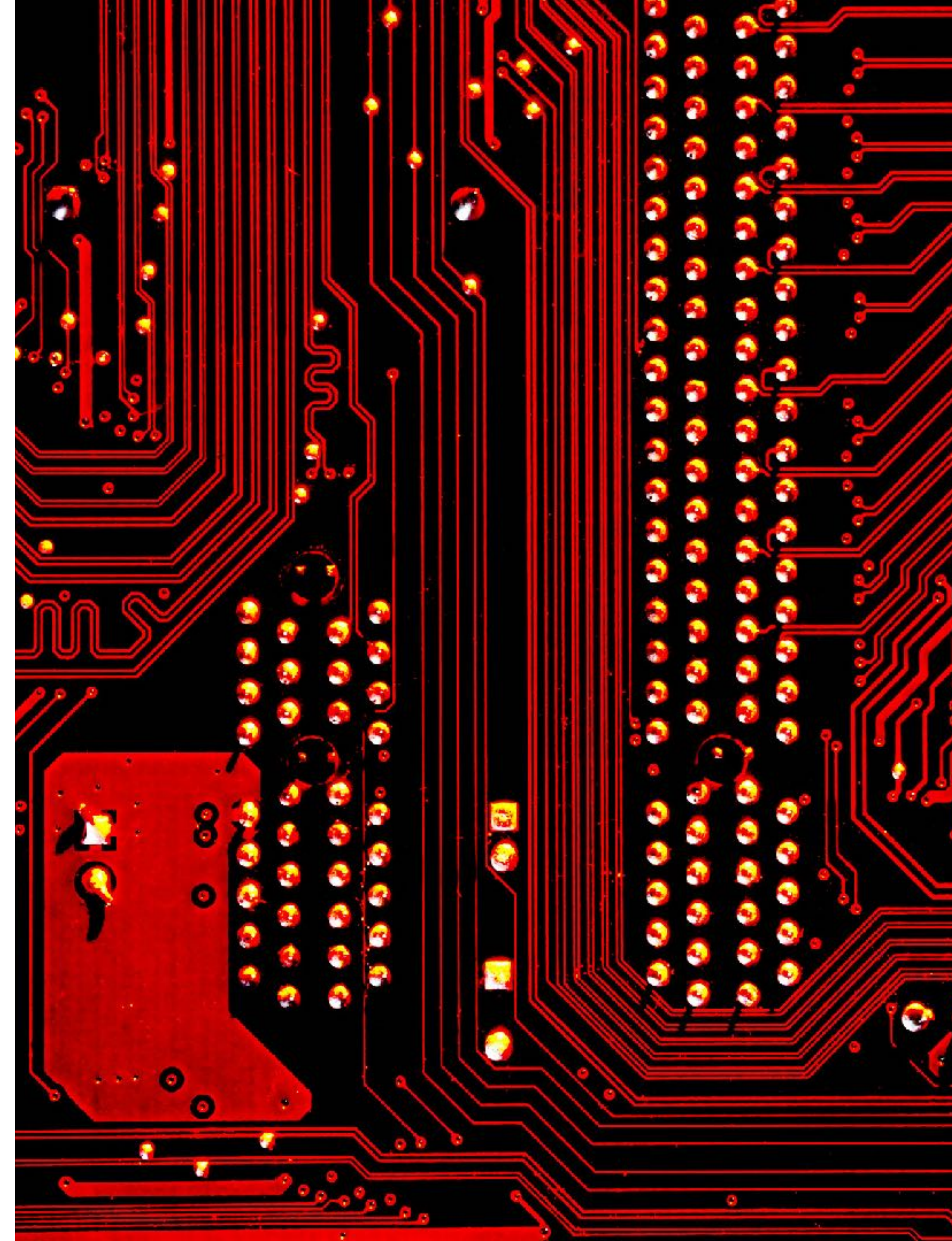
3. HOW WE CAN HELP YOU

„KICK"

KICKSTARTER **I**NTELLIGENT **C**OMPUTER-BASED PREDICTION **K**ERNEL

- Machine learning model to predict if your campaign is going to be **successful** or not.*

  - **Success**: If the campaign will reach its funding goal.

- Trained with data from **210k projects** from more than **157k creators** over **10 years**.

- Only needs few **parameters:**

  - Goal (in USD), duration in days, category, country(North America vs. Rest of the World), day of the week, month of the year.
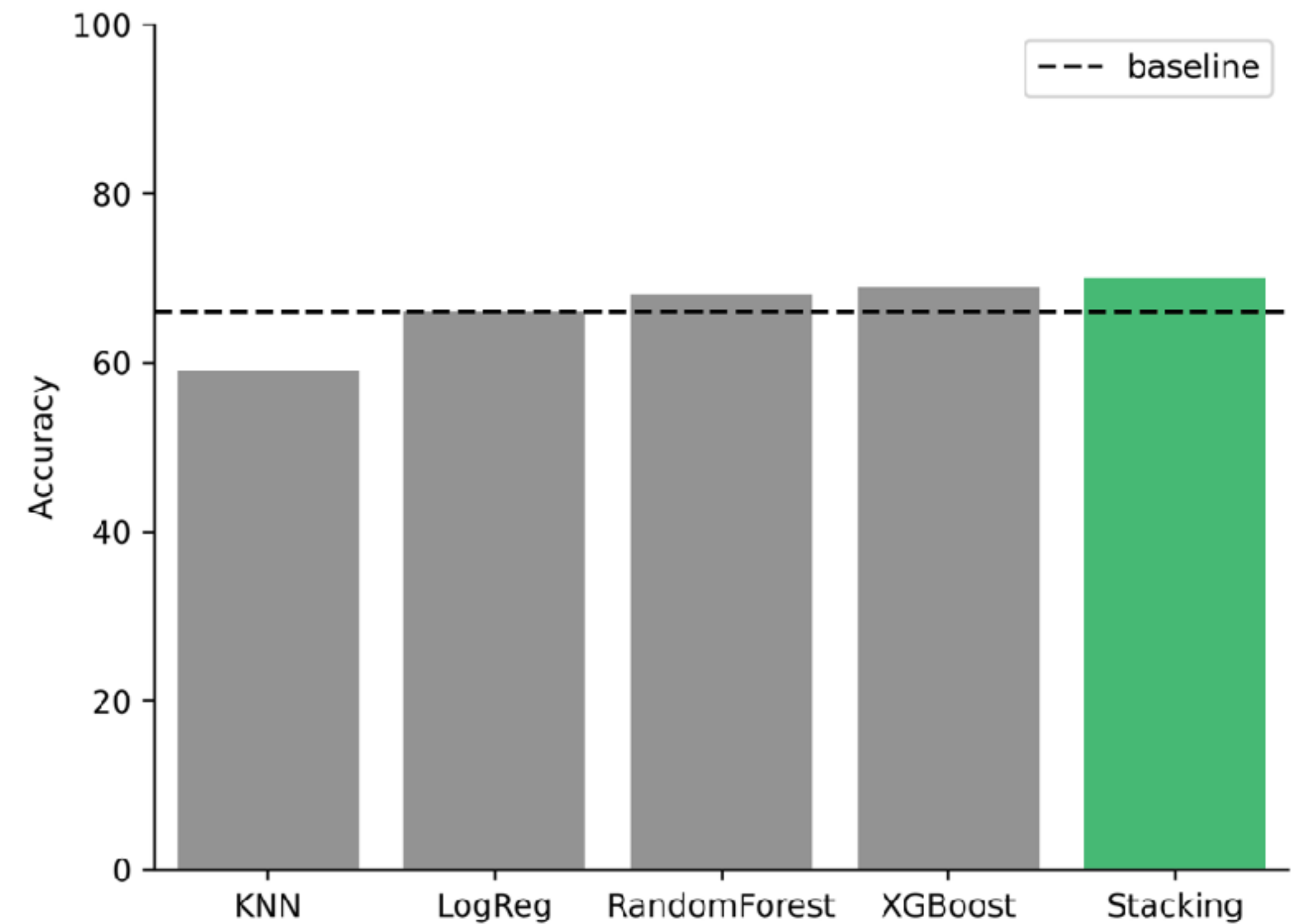
* This model uses a probabilistic algorithm. Please don't sue us if the prediction is wrong.

FOR THE NERDS...

- Baseline: Logistic Regression

- Advanced models

  - KNN, RandomForest, XGBoost, Stacking

- Best model: **Stacking**

  (RandomForest, Gradient Boost)

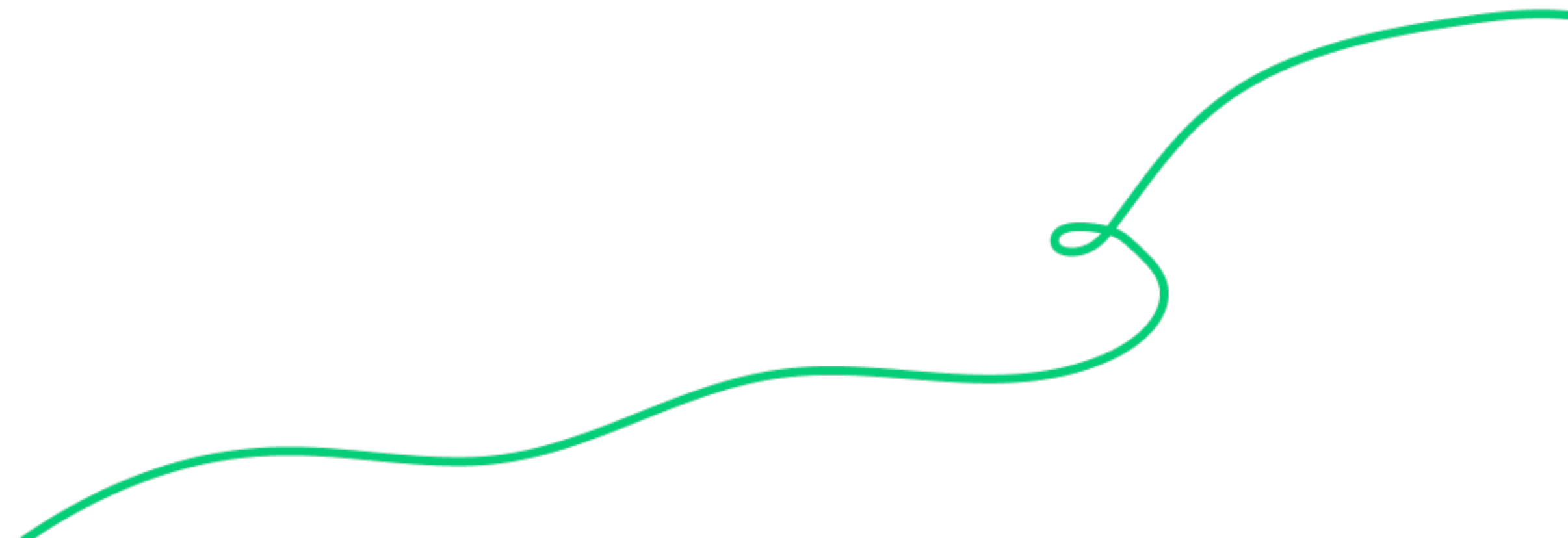 - Accuracy: 70%, Precision 71%, Recall 83%

GENERAL ADVICE

- Start your campaign on **Tuesday**.

- Don't run a campaign during **Summer** (June - July) and avoid Christmas time.

- Set a low (but realistic!) **funding goal**.

4. LIMITATIONS AND FUTURE WORK

LIMITATIONS & FUTURE WORK

- **Gather the crowd for the funding**

  - Crowdfunding heavily depends on your ability to motivate your fanbase.

- **A funded campaign is only the beginning**

  - Overfunding, Stretchgoals, KS-Exclusive, Super-Exclusive, Pledgemanager...

    → If you have to google any of these terms, you should probably book your next meeting with us right away.

- **One platform to rule them all**

  - Use specific platforms for specific products.

THANK YOU VERY MUCH FOR YOUR ATTENTION!