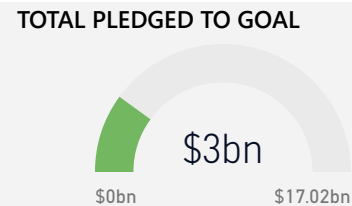


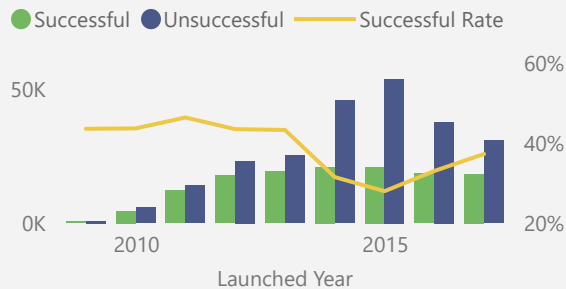
372K
Projects Funded

20%
% Goal Completion

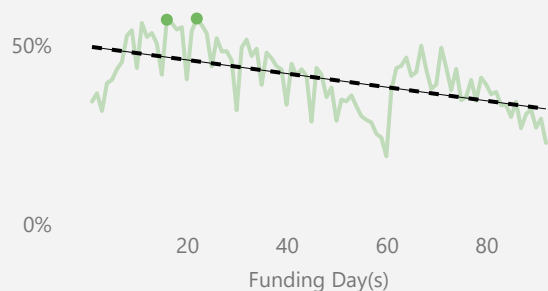
36%
Successful Rate



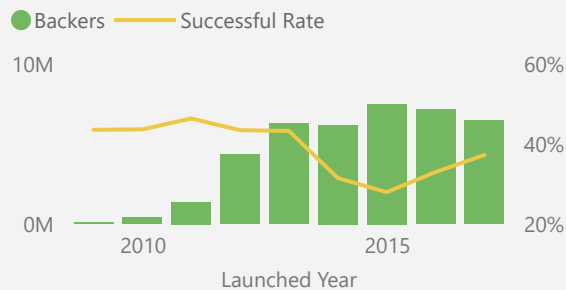
ONLY 18K PROJECTS SUCCESSFULLY LAUNCHED YEARLY REGARDLESS OF TOTAL PROJECTS



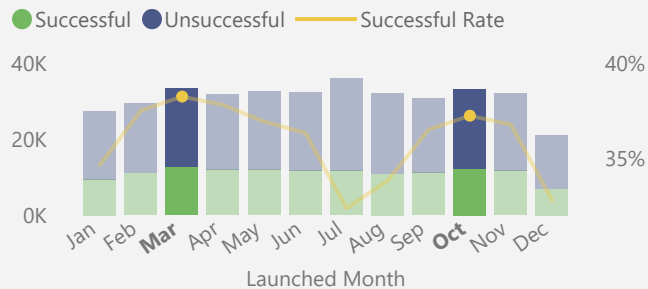
LONG PERIOD OF FUNDING REDUCING THE SUCCESSFUL RATE OF A PROJECT



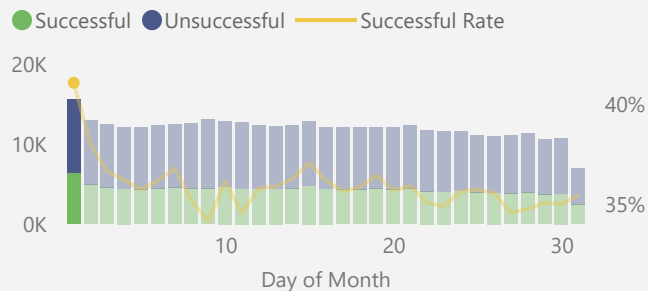
HIGH BACKERS INVOLVED IN A PROJECT DOES NOT GUARANTEED ITS SUCCESS



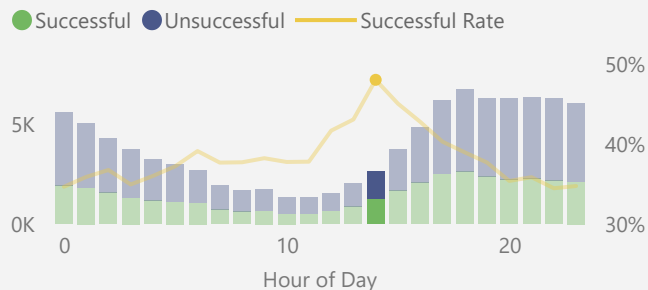
Projects launched in MARCH and OCTOBER are RECOMMENDED TO INVEST with GREAT SUCCESS



Project launched in the 1ST DAY OF MONTH are RECOMMENDED TO INVEST due to HIGH SUCCESS RATE



Projects launched at 14HR (2 PM) has the GREATEST CHANCE to success YET NOT POPULAR among start-ups



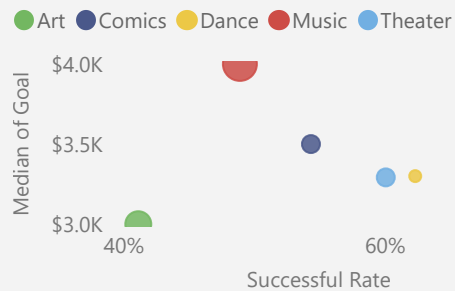
MOST SUCCESSFUL PROJECTS WITH GOALS HIGHER THAN \$1000

GAME AND DESIGN PROJECTS HAS THE HIGHEST GOAL COMPLETION RATE

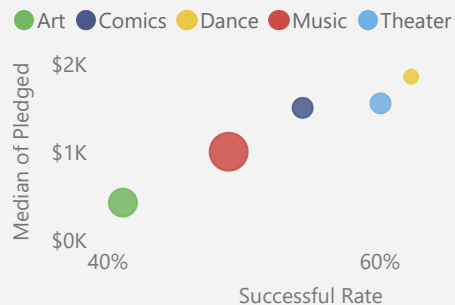
Name	Category	Country	% Goal Completion	Goal	Pledged
Exploding Kittens	Games	United States	87,826%	\$10,000	\$8,782,572
The World's Best TRAVEL JACKET with 15 Features BAUBAX	Design	United States	45,960%	\$20,000	\$9,192,056
Fidget Cube: A Vinyl Desk Toy	Design	United States	43,105%	\$15,000	\$6,465,690

OPPORTUNITIES IN TOP CATEGORIES AND COUNTRIES

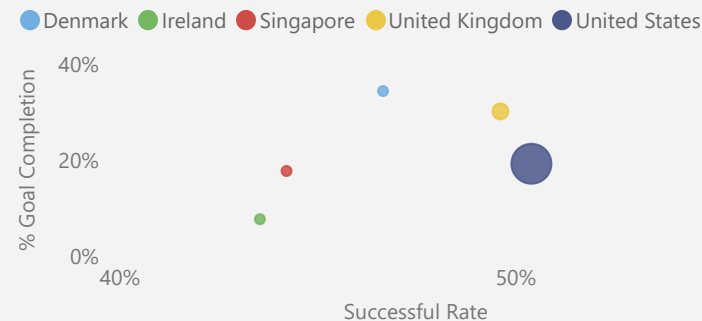
TOP 5 MOST SUCCESSFUL CATEGORIES HAD GOAL UNDER \$4,000 PER PROJECT



TOP 5 MOST SUCCESSFUL CATEGORIES PLEDGED UNDER \$2,000 PER PROJECT



TOP 5 POTENTIALLY SUCCESSFUL COUNTRIES TO INVEST IN CREATIVE-ENTERTAINING PROJECTS



KEY TAKEAWAYS

- Only ONE-THIRD of the projects funded are success
- MOST SUCCESSFUL projects launched at 2 PM on 1ST OF MARCH or OCTOBER
- FUNDING PERIOD SHOULD BE SHORT. Recommended days are 16 and 22
- EXPLODING KITTENS is the most successful projects ever funded
- Highly recommended to invest in DANCE, THEATER and COMICS projects in THE US, THE UK and DENMARK