

INTRODUCTION

We will explore Kickstarter's data to give you an edge in deciding your campaign's (a) raise goal (b) length and (c) number of backers to target.

In this report 15,000 Kickstarter campaigns were analyzed:

- 86% (12,900) succeeded or failed to reach their goal. Of those 40% (5,211) succeeded and 60% (7,689) failed.
- 14% (2,100) were either cancelled, undefined, suspended, or active during the time of analysis.
- All campaigns were launched between May 6, 2009 and Jan 18, 2018

PRELIMINARY ANALYSIS

CAMPAIGN GOALS Differ significantly amongst failed and successful campaigns. Failed campaigns average goal was \$97,000, ten times (10x) higher than successful campaigns which averaged \$9,700.

NUMBER OF BACKERS Reached nearly 1.68 Million for 15,000 campaigns. *By number of backers:*

- Top Categories: **Games (25%)**, Technology (20%), Design (16%)
- Top Subcategories: **Board Games (15%)**, Product Design (13%), Video Games (8%)
- Bottom Categories: Crafts, Journalism, Dance collectively held less than 1.5%.
- Bottom Subcategories: Latin, Photo, Glass collectively held less than 0.01%.

AMOUNT RAISED Reached nearly \$134 Million among the 15,000 campaigns. *By Total Raised:*

- Top 3 Categories: Technology (21%), **Games (21%)**, Design (18%)
- Top 3 Subcategories: Product Design (16%), **Board Games (14%)**, Video Games (6%)

- Bottom 3 Categories: Crafts, Dance, Journalism for a total of 1.3%.
- Bottom 3 Subcategories: Latin, Crochet, Glass for a total of 0.01%.

THE MOST SUCCESSFUL BOARD GAME By *total raised AND number of backers* was Gloom Haven (second printing). They had 40,462 backers, a campaign length of 28 days, and a goal to raise \$100,000. They raised \$3,999,796, nearly 4,000% more than their goal.

ANALYZING SUCCESSFUL CAMPAIGN LENGTHS Mid-length campaigns (30 to 60 days) raised more money, had more backers, and more campaigns than short (1 to 30) and long (60 to 90 days) periods combined:

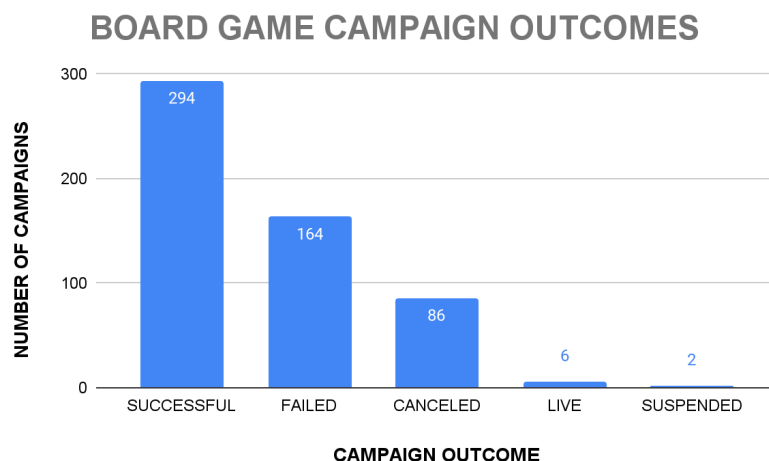
- 25% of campaigns were less than 27 days long, yet only raised 8% of the total.
- Less than 1% of the total was raised between days 61 and 91.
- 77% of the total was raised between days 30 and 46.
- The three biggest raising days were 30 (36%), 35 (8%), and 45 (7%)

THE TOP THREE COUNTRIES by *percent of the total raised* and *percent of the total backers*:

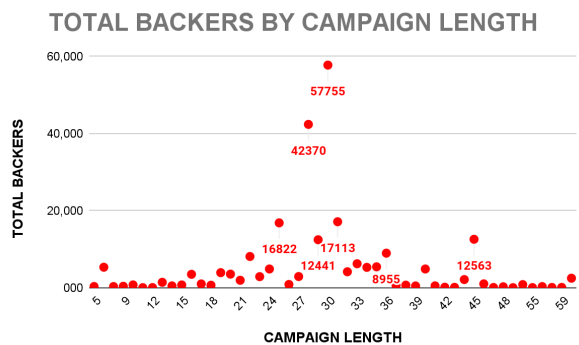
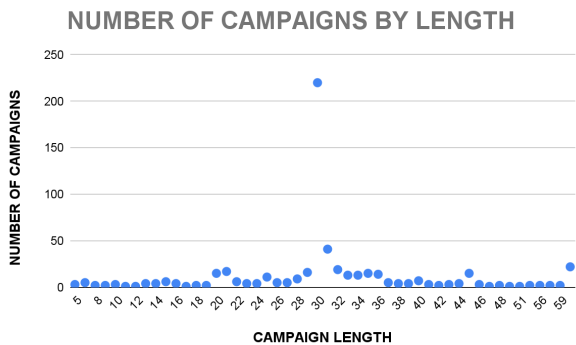
- The United States raised 84% of the total from 78% of backers.
- Great Britain raised 7% of the total from 9% of backers.
- Canada raised 2% of the total from held 4% of backers.

KEY SUPPORTING VISUALS

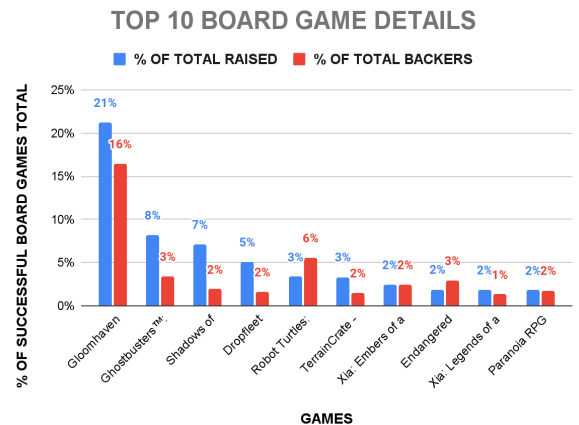
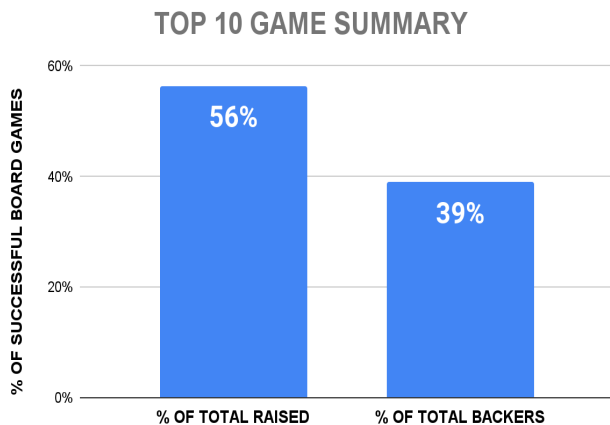
KEY INSIGHT Most (53%) Board Game Campaigns Succeed in achieving their goal.



KEY PATTERN AND TREND 30 Day Campaigns had the most backers and the most campaigns. The 28 Day mark may look appealing because of the low number of campaigns and high number of backers, however it is an outlier: Gloomhaven accounted for 96% of the backers that day.



KEY ODDITIES Of the 294 Successful Board Game campaigns, 3.4% (the top 10) significantly outperformed the rest, raising 56% of the total and claiming 39% of all backers. Gloomhaven, the number one game, raised 21% of the total and claimed 16% of all backers.



ANALYTICAL PROCESS

CAMPAIGN LENGTH PERFORMANCE was analyzed by isolating data for Board games. The data was then sorted by campaign length. Then the total raised for short, medium, and long campaigns were compared to one another, as were the most significant raise days. A variety of

calculations were also made but not included in this report, such as the average amount pledged per day and per campaign, and the percentage of successful campaigns for each length.

TOP CAMPAIGNS BY AMOUNT RAISED AND BACKED AND TOP PERFORMING COUNTRIES

were calculated by isolating the countries, categories and subcategories, and then sorting the lists in ascending and descending orders. The top and bottom three for each result was included in this report.

CAMPAIGN GOALS were analyzed by isolating successful and failed campaigns. All other outcomes were removed from this analysis. Once isolated, the average campaign goal was calculated for successful campaigns and unsuccessful campaigns and were compared. Outliers were included in this calculation.

NOTES ABOUT BACKERS The number of backers could be misleading for a few reasons, mainly that backers could have been mostly insiders.

NOTES ABOUT OUTLIERS: Data from one board game was removed due to incomplete information. Outliers were included in all results, however, they are mentioned in the cases of potential impact, as was done with the campaign length visuals.

FINAL BUSINESS RECOMMENDATION

THE RECOMMENDED CAMPAIGN RAISE GOAL IS \$10,000. Out of all 553 Board Games, Campaign Goals of \$5,000, \$10,000, and \$15,000 were the most common, accounting for 16% of all Campaign Goals, and the most successful each having more than 50% a success rate. When it came to determining a final recommendation, the number of campaigns that were both successful and raised over \$15,000 were isolated and analyzed. There were 127: those with a \$10,000 goal succeeded most frequently at 13 (10.24%). A goal of \$15,000 was the second highest with 9 (7.08%), and \$5,000 accounted for 8 (6.3%).

1,291 BACKERS ARE RECOMMENDED. Of the 13 Board Game campaigns with goals of \$10,000 that raised over \$15,000, had an average number of backers of 1,291, a maximum of 5,119, and a minimum of 291. **At least 291 backers should be expected.**