Introduction

Kickstarter is a global crowdfunding platform to “help bring creative projects to live”. Project creator will set a due day and fund goal. The backers are the audiences to fund the projects. The projects will get fund only if its goal is met by deadline.

Statement of the Problem

The purpose of this study was to determine the factors to help projects to succeed.

Signification of the Study

If the goal went higher, the percentage of successful projects went lower.

The projects are launched through the categories and sub-categories.

The three categories having the most successful projects were “Theater”, “Music”, “File & Video”.

The three sub-categories having the most successful projects were “Plays”, “Rock”, “Documentary”.

The percentage of successful project in US are significantly higher.

The Scope of the Study

kickstarter is available to the projects and backers from 20+ countries worldwide. Geometry of the kickstarter and backers may be a factor.

Conclusion

The project with a goal being less than $5000 in US may have greater chance to succeed. If it is launched under “Theater/Plays”, it may get positive impact on project success.