

Why Do Kickstarter Campaigns Fail?

What influences startup success?

What is Kickstarter?

Kickstarter is an American public benefit corporation based in Brooklyn, New York, that maintains a global **crowdfunding platform** focused on creativity. The company's stated mission is to "help bring creative projects to life". [Wikipedia](#)

Discover Start a project

KICKSTARTER

Search Q

Bantal Pillow - Graphene Pillow Built For Universal Support

Bantal is a self-cleaning pillow designed by engineers to achieve perfect head and neck support in any sleep position.



Product Design Hong Kong, Hong Kong

DKK 1,293,177

pledged of DKK 67,917 goal

2,154

backers

20

days to go

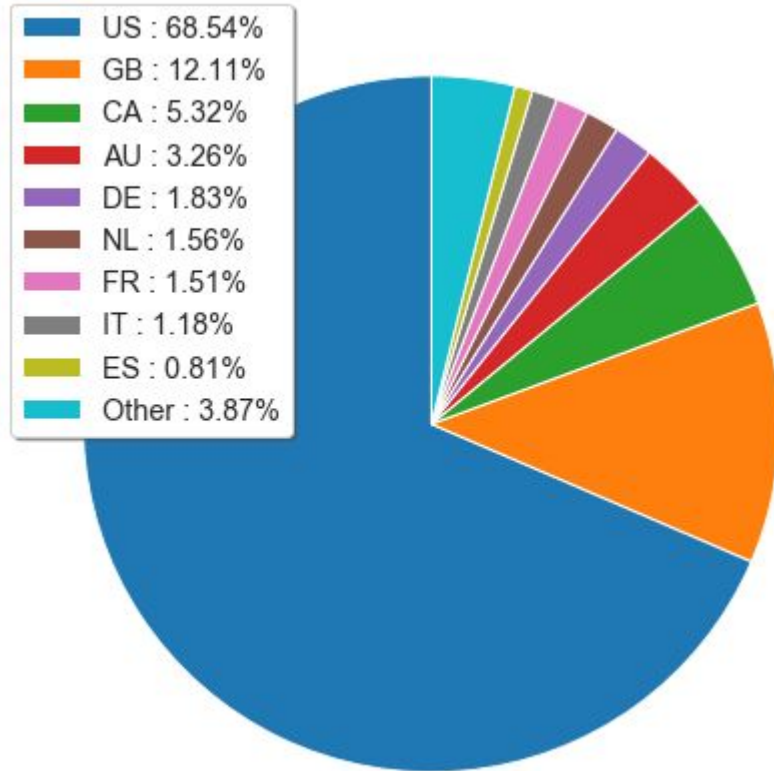
Back this project

Remind me

Facebook Twitter Email Code

All or nothing. This project will only be funded if it reaches its goal by Sat, December 24 2022 10:00 PM CET.

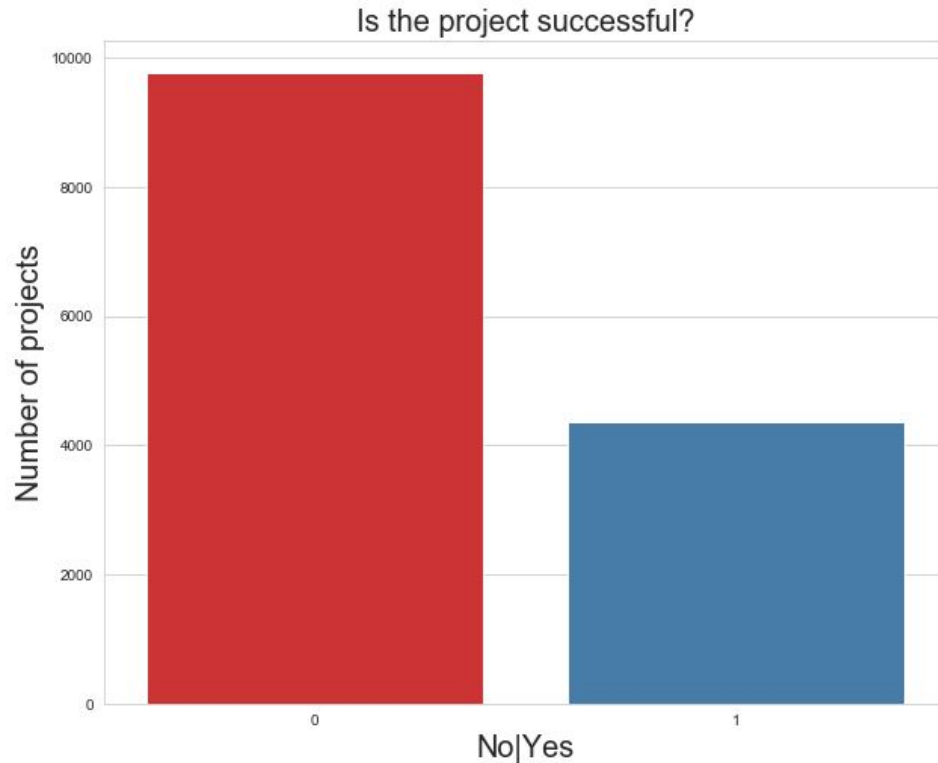
Projects distribution by country



Since this is a US-based crowdfunding platform, it isn't surprising that >68% of the projects are US-based.

In subsequent analyses, let's limit ourselves to US-based projects, since other countries are not sufficiently represented. Furthermore, this way, we don't need to think about different currencies.

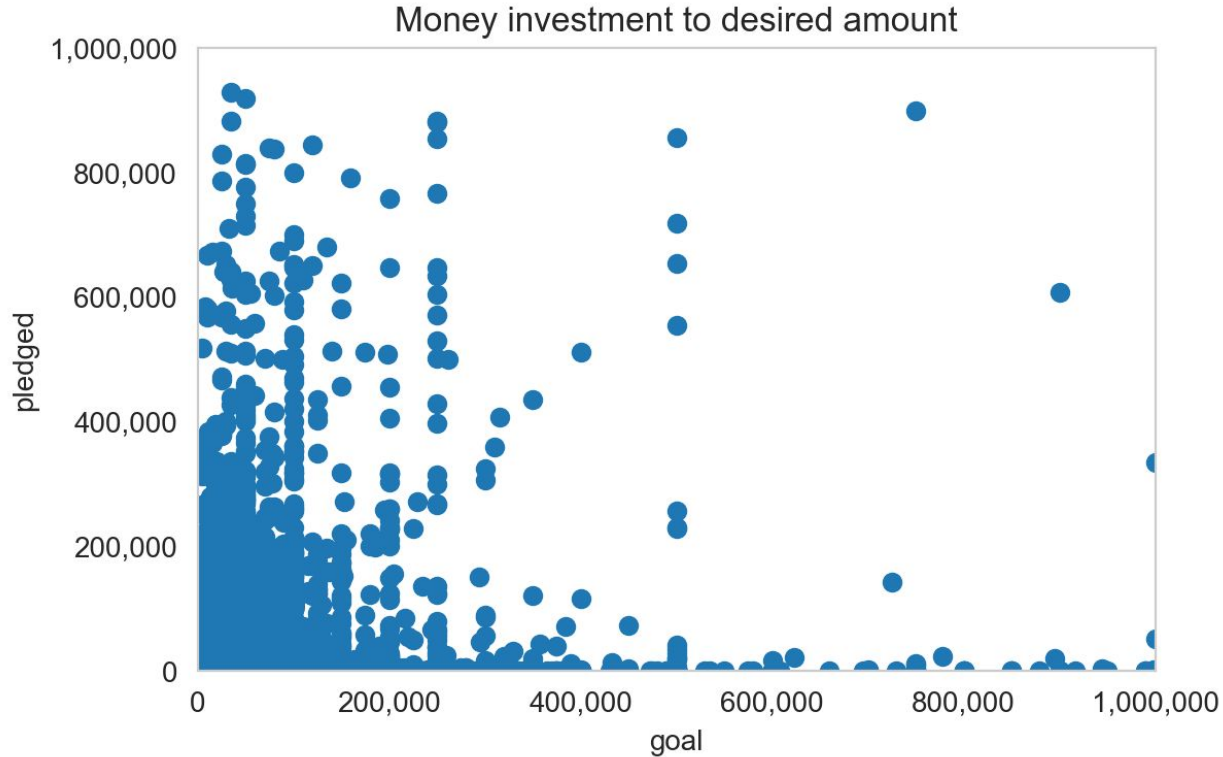
Success rate of the US-based projects



Among projects from the USA:

- 9776 - failed
- 4362 - succeeded

The more you ask, the less you get?

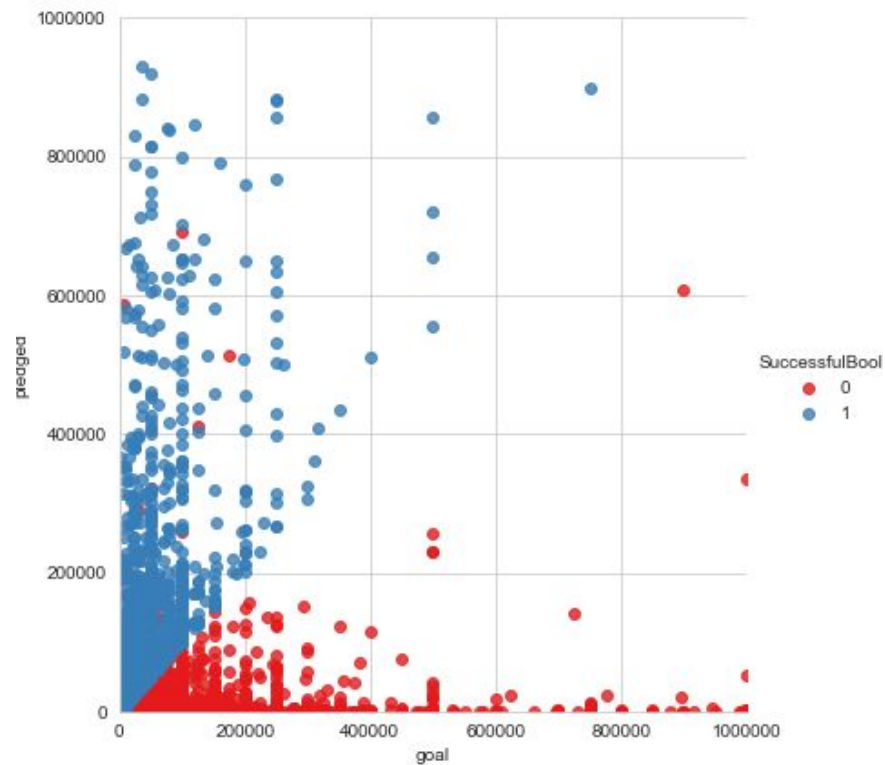
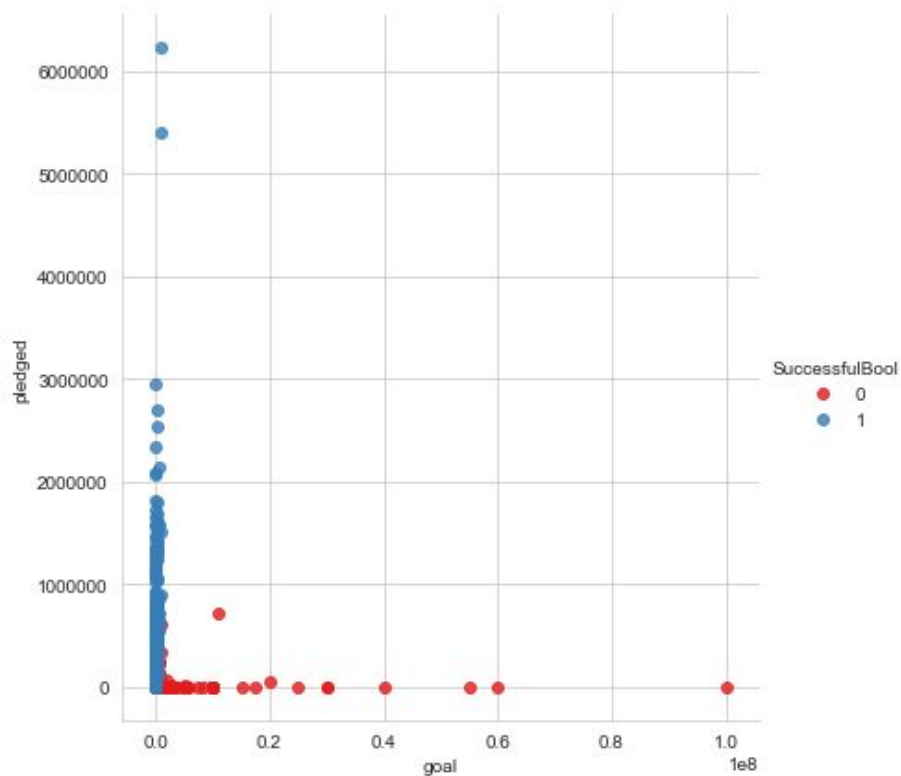


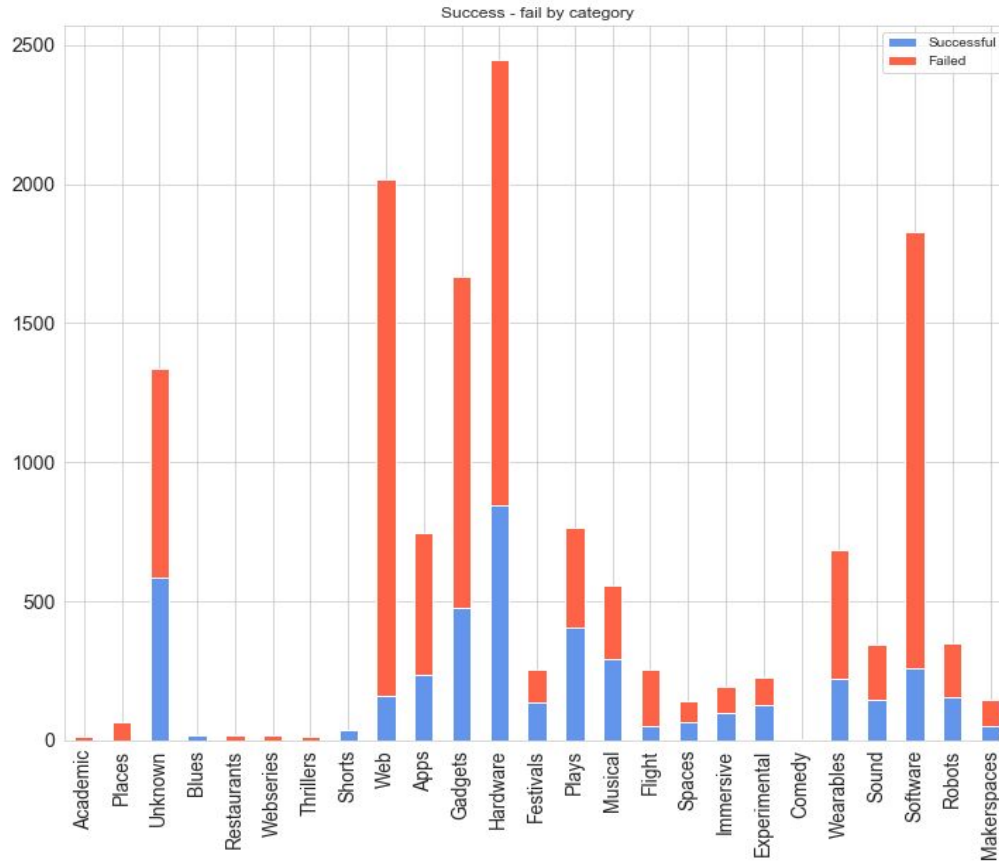
The **mean** of requested investment
amount: **88502.66 USD**

The **max** of requested investment
amount: **100,000,000.0 USD**

piggy-wiggy 🐷💰

The goal/pledge ratio on Kickstarter can be used to predict startup success with high probability.





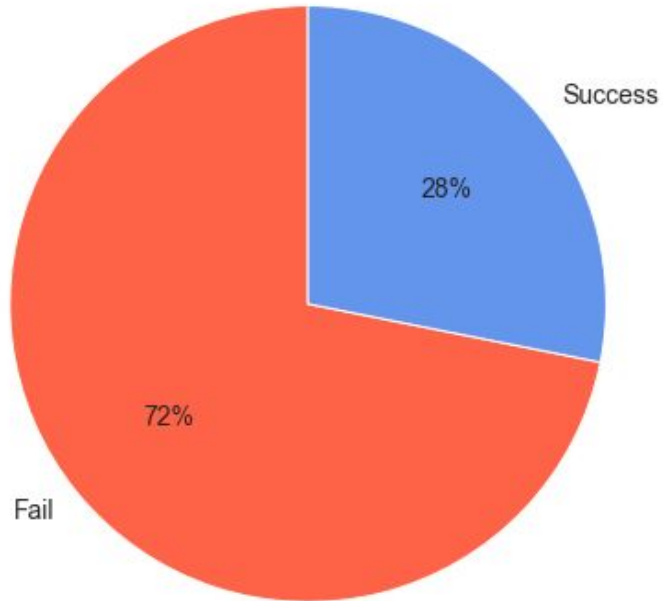
How were success and failure distributed by category?

The graph shows that most of the projects belong to the IT industry, but more than half of them fail.

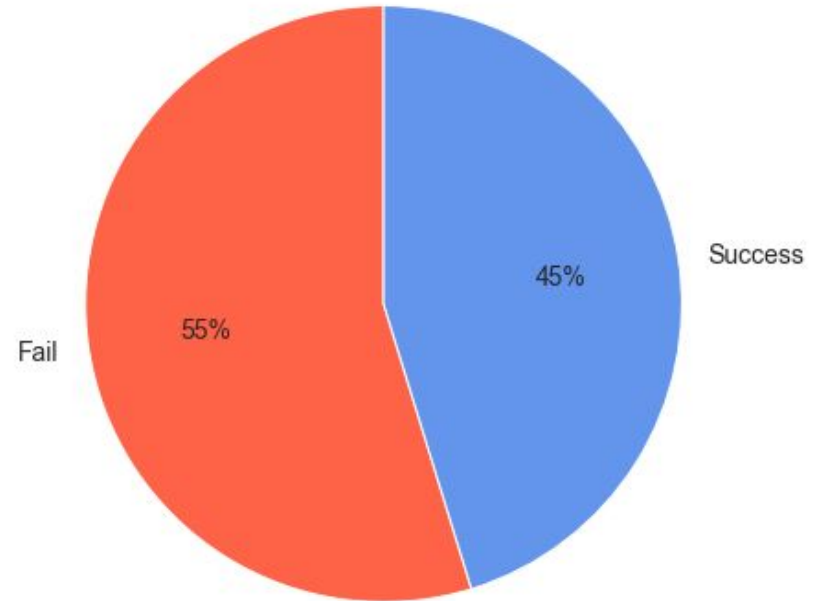
At the same time, festivals, games and music projects are more successful.

Experience matters?

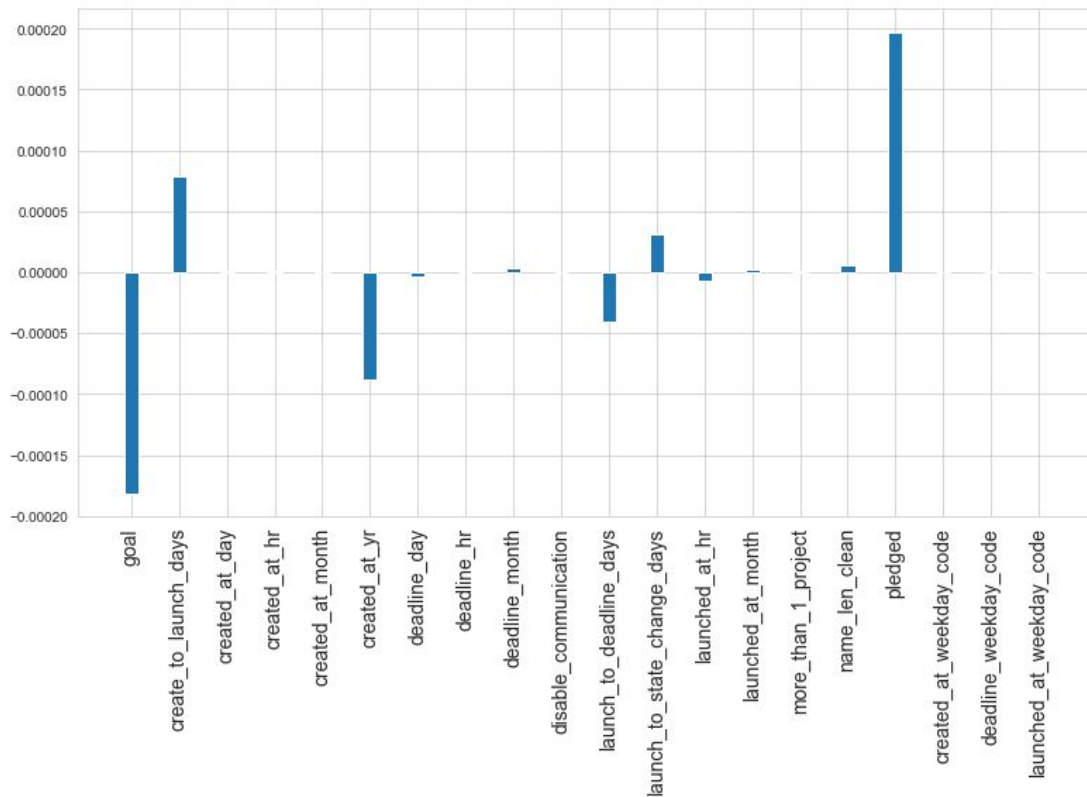
First project



Experienced creator



The impact of characteristics on the campaign state



prediction model results:

precision recall f1-score support

0	0.88	0.99	0.93	2946
1	0.97	0.69	0.81	1296

accuracy				0.90	4242
macro avg	0.92	0.84	0.87		4242
weighted avg	0.91	0.90	0.89		4242

R-squared value of predictions: 0.519