# Kickstarter Campaign Observations

Three (+) Conclusions

1. Most failures & cancelations were a result of under-funding. The idea just wasn’t appealing enough.
2. Entertainment startups (film & television; music; & theatre) tend to be more successful, though theatre is the riskier one probably due to a reduced demographic (i.e., the requirement to travel in order to see the event).
3. Technology & photography startups have roughly a 50/50 chance of success probably due to well established competitors and a very full market.
4. There is an increase in start up activity late-spring / early summer likely due to graduates entering the marketplace
5. Documentaries are popular, sci-fi is not. Over saturation of poor product?

Data set limitations

* Reasons for cancelation / failure not explicitly stated

Other Charts

* Success state vs. Funding / number of backers.