



# KICK - SMARTER

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Make your campaign a success!

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Natacha Altamirano

# KICKSTARTER



400K campaigns

30% Funded



70% Unfunded

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400K campaigns

30% Funded



70% Unfunded

+KICK - SMARTER



KICK - SMARTER

Natacha Altamirano

02

# KICKSTARTER

**+KICK - SMARTER!**



400K campaigns

30% Funded



70% Unfunded

70%  
< \$10K

30%  
> \$10K

80%  
< 20%

20%  
> 20%

50%  
BAD

50%  
UNNOTICED



# KICKSTARTER

+KICK - SMARTER



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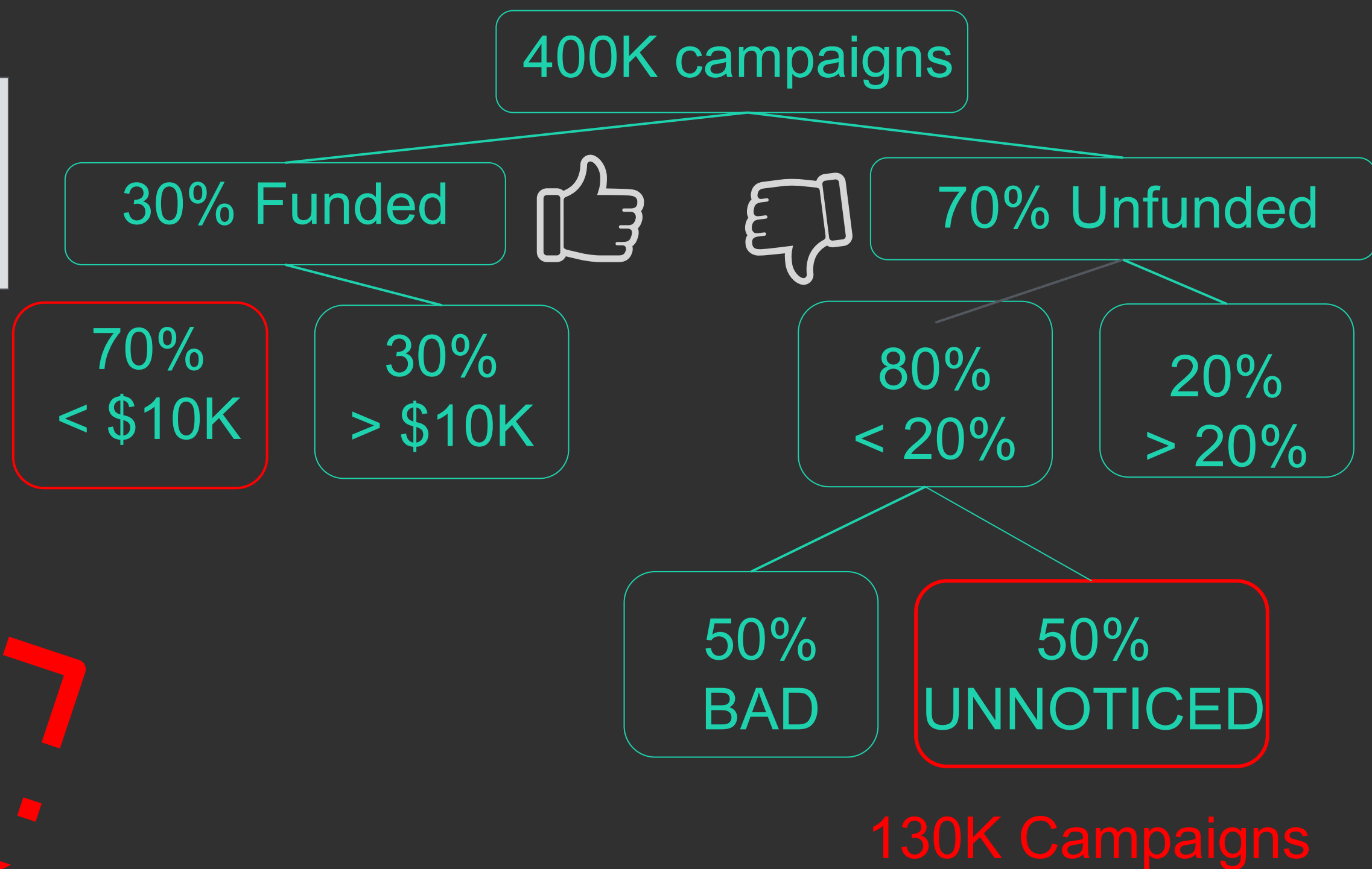
130K Campaigns



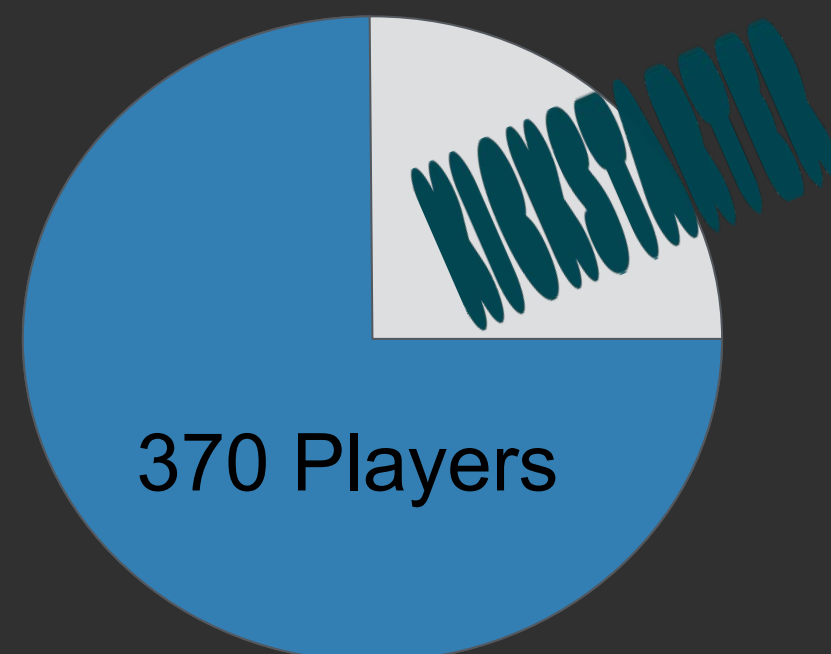


# KICKSTARTER

**+KICK - SMARTER**



100K Campaigns ~  $500M \times 5\% = 25 M!$





200 K campaigns



Scraped HTML 50K



22 Features

RF

DT



ET

adaB

Prediction

Suggestions



## Frankie In Frame -- The Experience

By Call Me Frankie  
First created

Call Me Frankie presents her very first exhibition "Frankie In Frame". She's bursting frames with explosive color.



Mixed Media



Downtown Los Angeles, Los Angeles, CA

\$1

pledged of \$1,111 goal

1

backer

34

days to go

Back this project



Follow Project



All or nothing. This project will only be funded if it reaches its goal by Mon, November 12 2018 2:11 AM EST.




KICK - SMARTER

Natacha Altamirano

06






# 200 K campaigns

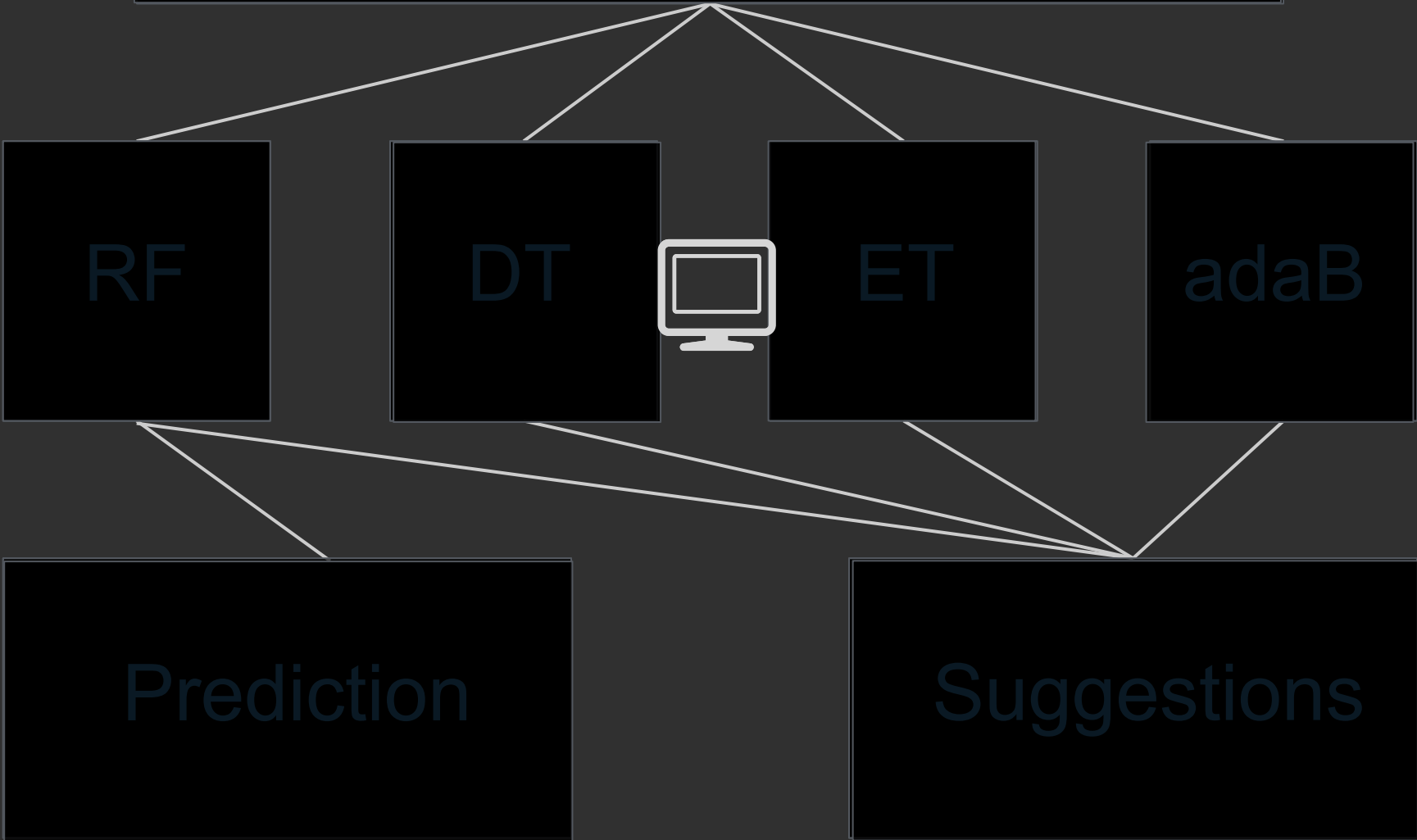



## Scraped HTML 50K





## 22 Features






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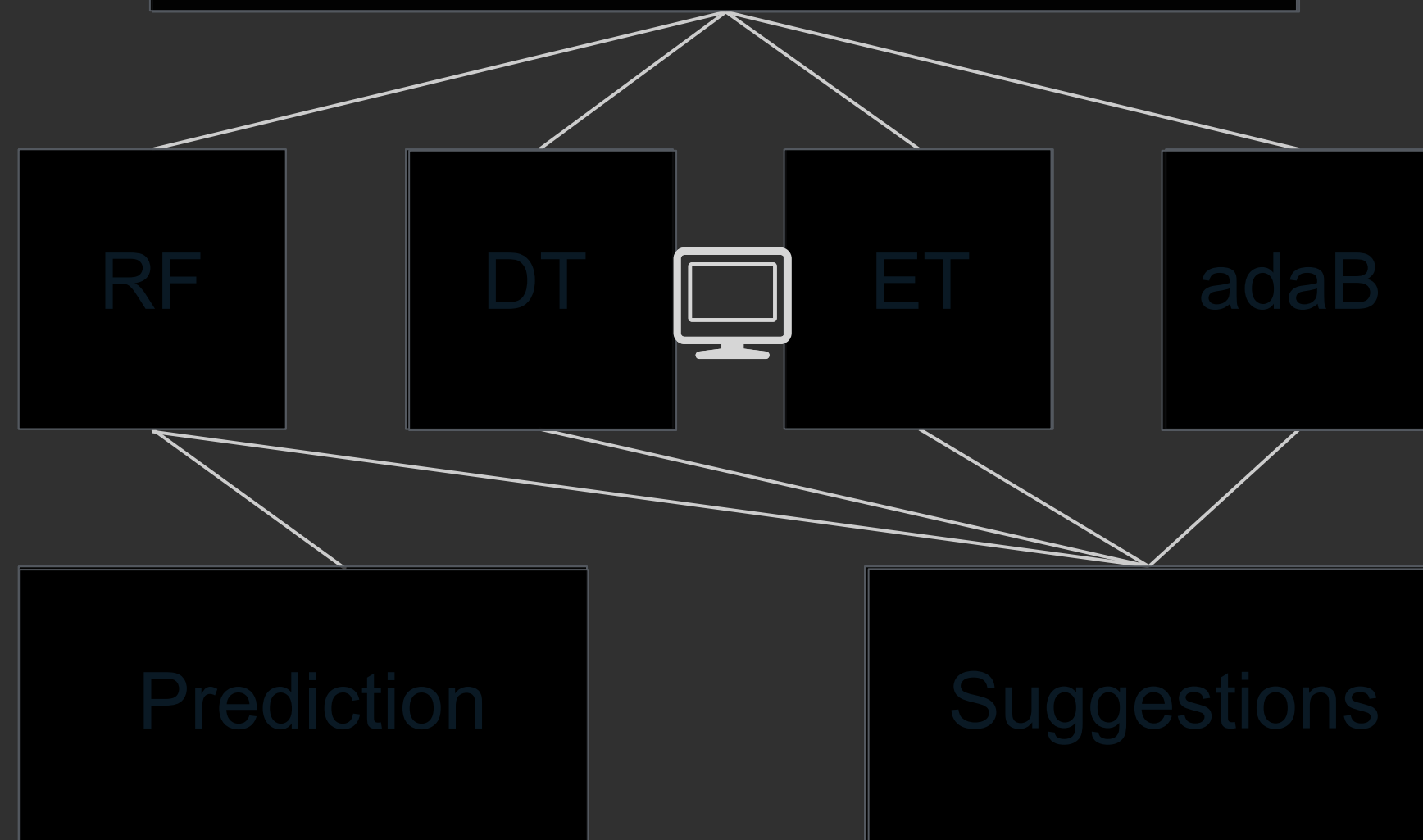
URLs




 200 K campaigns

 Scraped HTML 50K 

 22 Features






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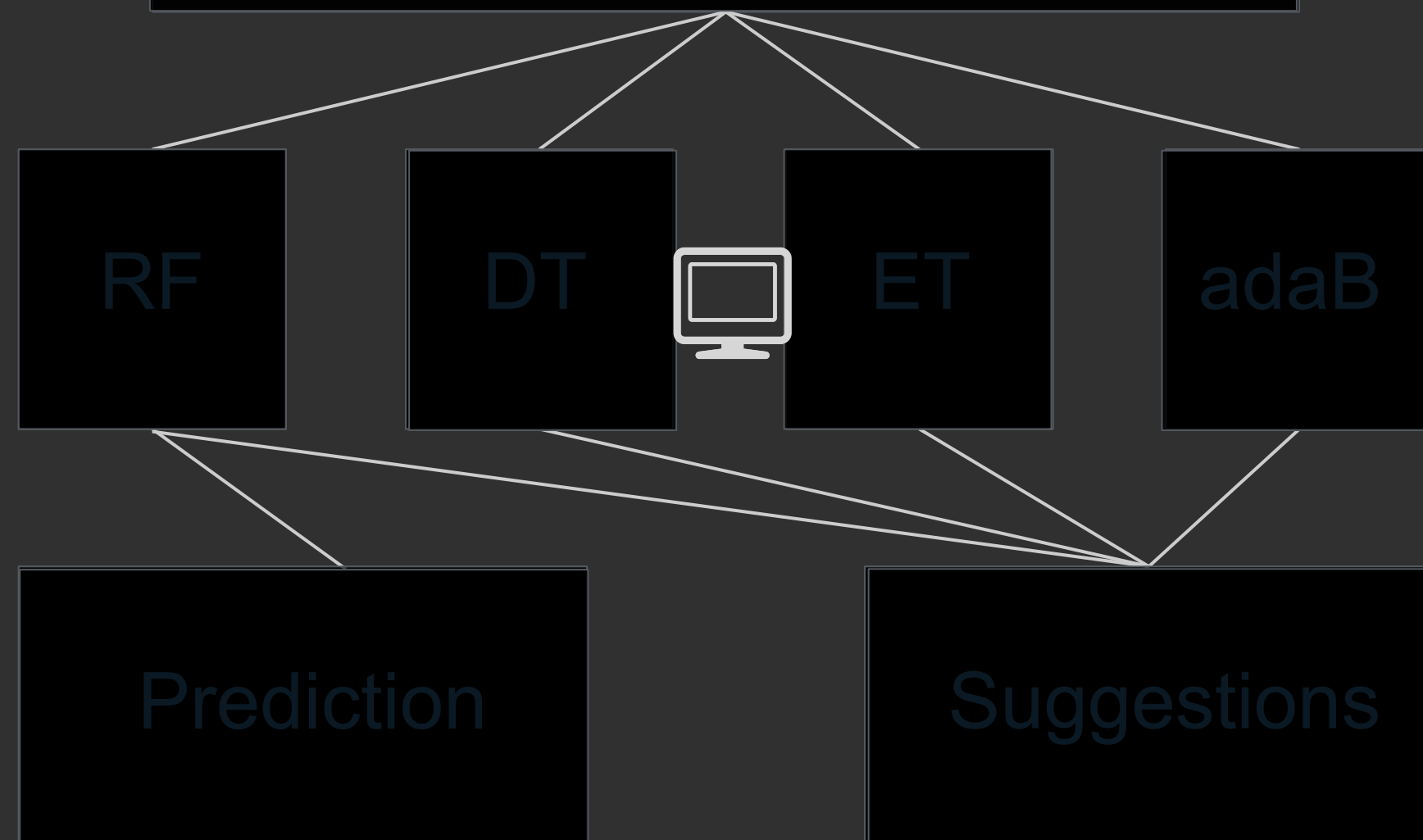
Downtown Los Angeles, Los Angeles, CA


URLs  
GOAL

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 22 Features



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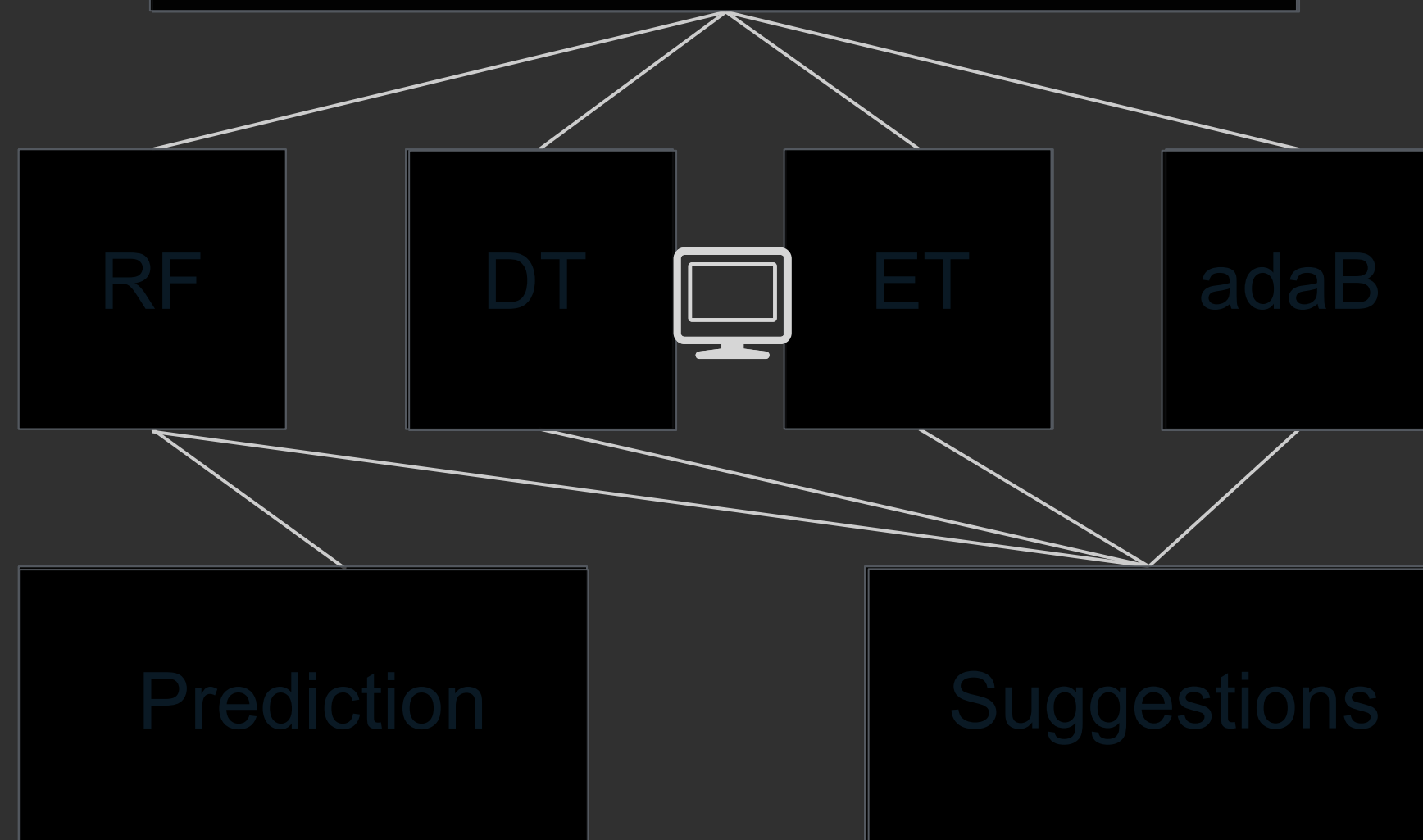
URLs  
GOAL  
CATEGORY



 200 K campaigns

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 22 Features



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Mixed Media



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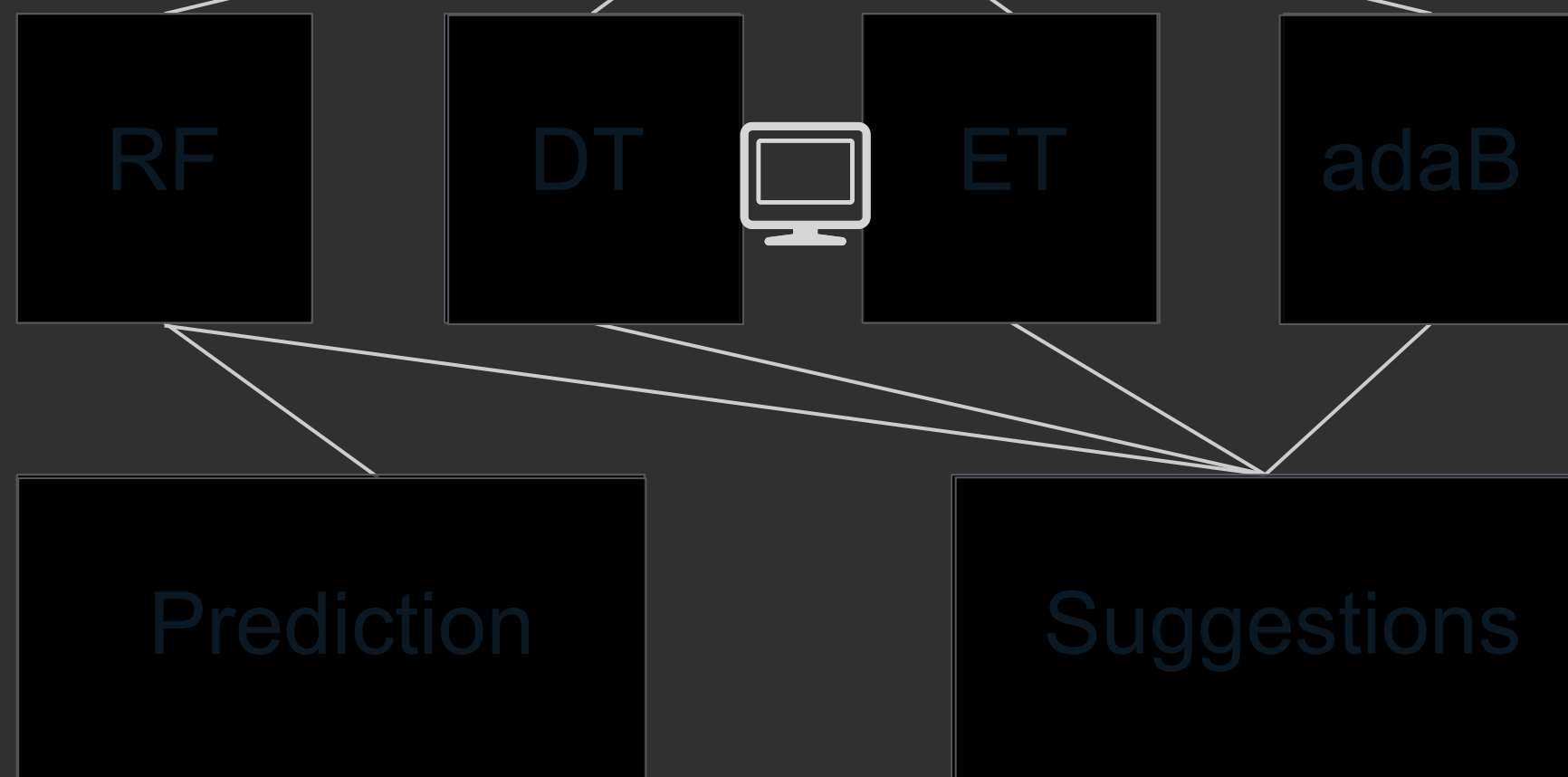
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URLs  
GOAL  
CATEGORY  
LOCATION

 200 K campaigns

 Scraped HTML 50K 


 22 Features



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
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CATEGORY  
LOCATION

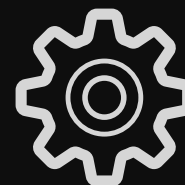




200 K campaigns



Scraped HTML 50K



22 Features

RF

DT

ET

adaB

Prediction

Suggestions

## About

Frankie n Frame is an immersive art experience that allows viewers to become part of the artwork through the approach of participatory art and the five senses.

We aim to cultivate creatives in a relaxed yet energizing atmosphere by implementing a monthly theme. Frankie has decided to debut the event with her favorite sauce "Explosive **Color**" #frankthetank.

- **Sight:** Art Exhibition of Frankie's creations exploring the meaning of colors
- **Touch:** Opportunity to paint and engage in the exhibit
- **Taste:** Catered hors d'oeuvres, juice bar, and traditional bar.
- **Smell:** Essential oils combined with beautiful colors and educational #frankiefacts
- **Sound:** Live music

*11% of all proceeds will be donated to #franksgiving2018 to help provided thanksgiving meals to the homeless on Skid Row.*



## Risks and challenges

Our mission is to reach the goal of \$1,111 in order to cover the cost of the venue.

Once we surpass our goal, all additional funds will aid in the cost of printing and framing all artwork for the exhibit. We have t-minus 34 days to achieve this goal!

#frankienframe

## Support

Pledge \$11 or more

Relish

#FrankieFact: Relish Fun Fact: Sweet Relish takes 69% of all relish sales.

All condiment packs are selected randomly based upon requested sizes and remaining stock. Each sauce packet will be packed at the time of initial donation. First come first serve.

INCLUDES:

- stickers
- iron-on patch
- enamel pin

ESTIMATED  
DELIVERY  
Dec 2018

SHIPS TO  
Only United  
States

Limited (111 left of 111)  
0 backers

Pledge \$25 or more

Mustard

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INCLUDES:

- dad cap
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DELIVERY  
Dec 2018

SHIPS TO  
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Limited (50 left of 50)  
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KS

KICK - SMARTER

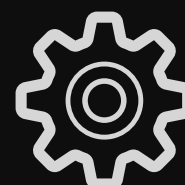




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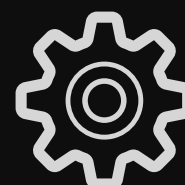




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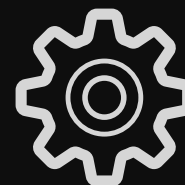




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Scraped HTML 50K



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ESTIMATED DELIVERY Dec 2018 SHIPS TO Only United States

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KS

KICK - SMARTER

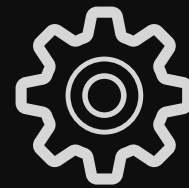




200 K campaigns



Scraped HTML 50K



22 Features

RF

DT



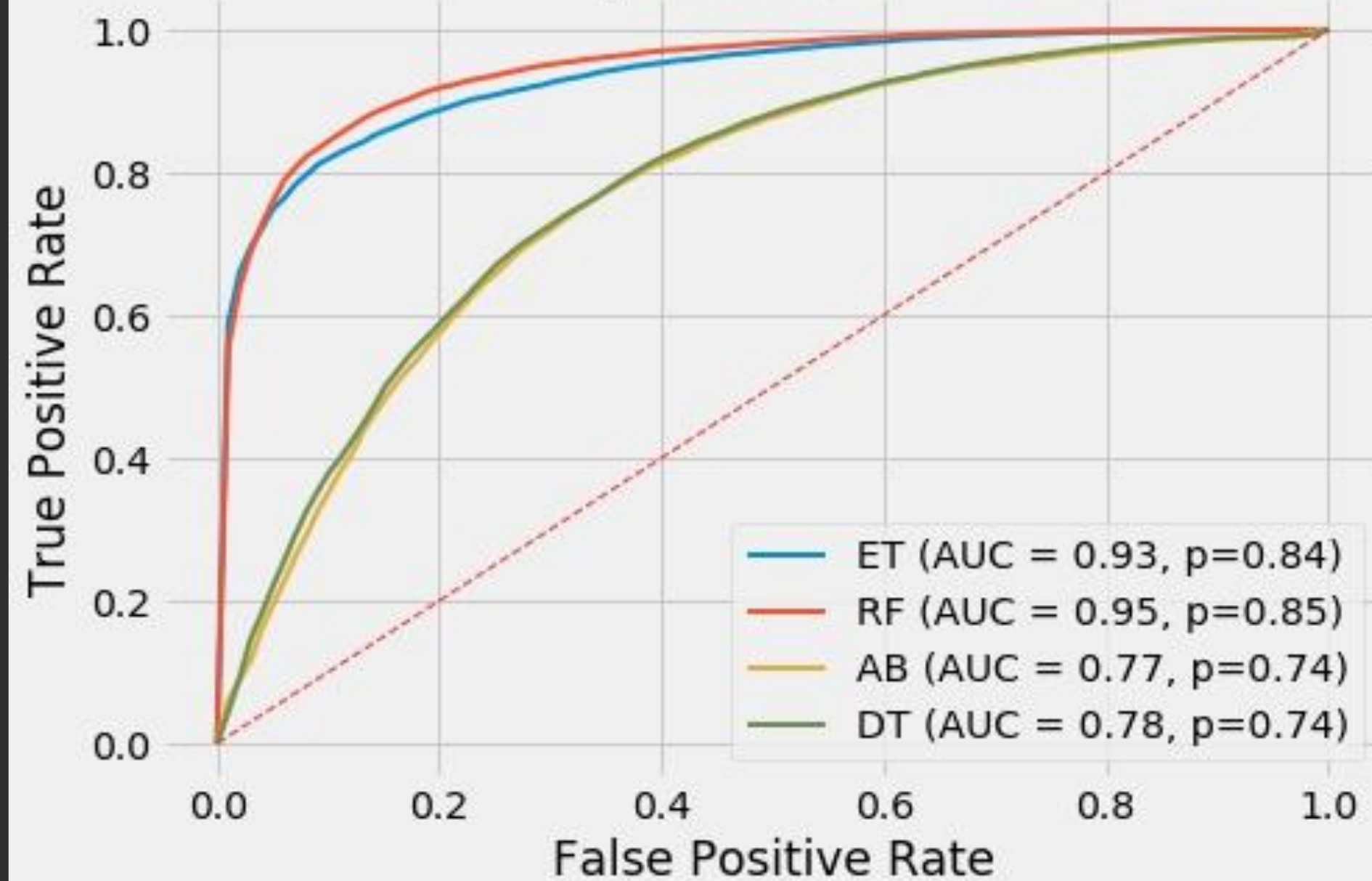
ET

adaB

Prediction

Suggestions

Receiver operating characteristic

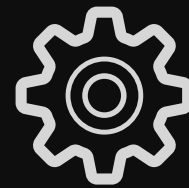




200 K campaigns



Scraped HTML 50K



22 Features

RF

DT

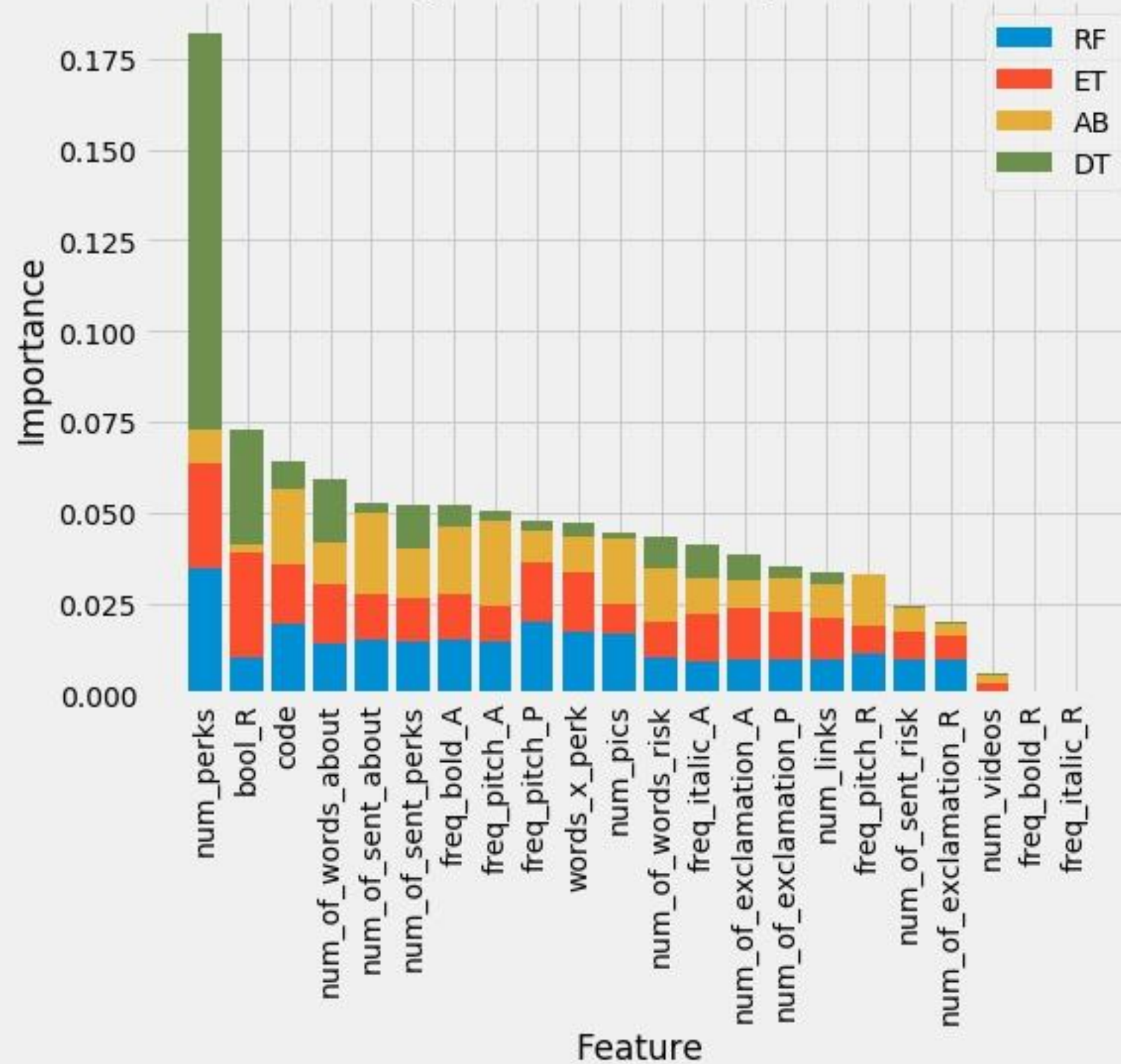
ET

adaB

Prediction

Suggestions

Weighted Feature Importance



[kick-smarter.net](http://kick-smarter.net)



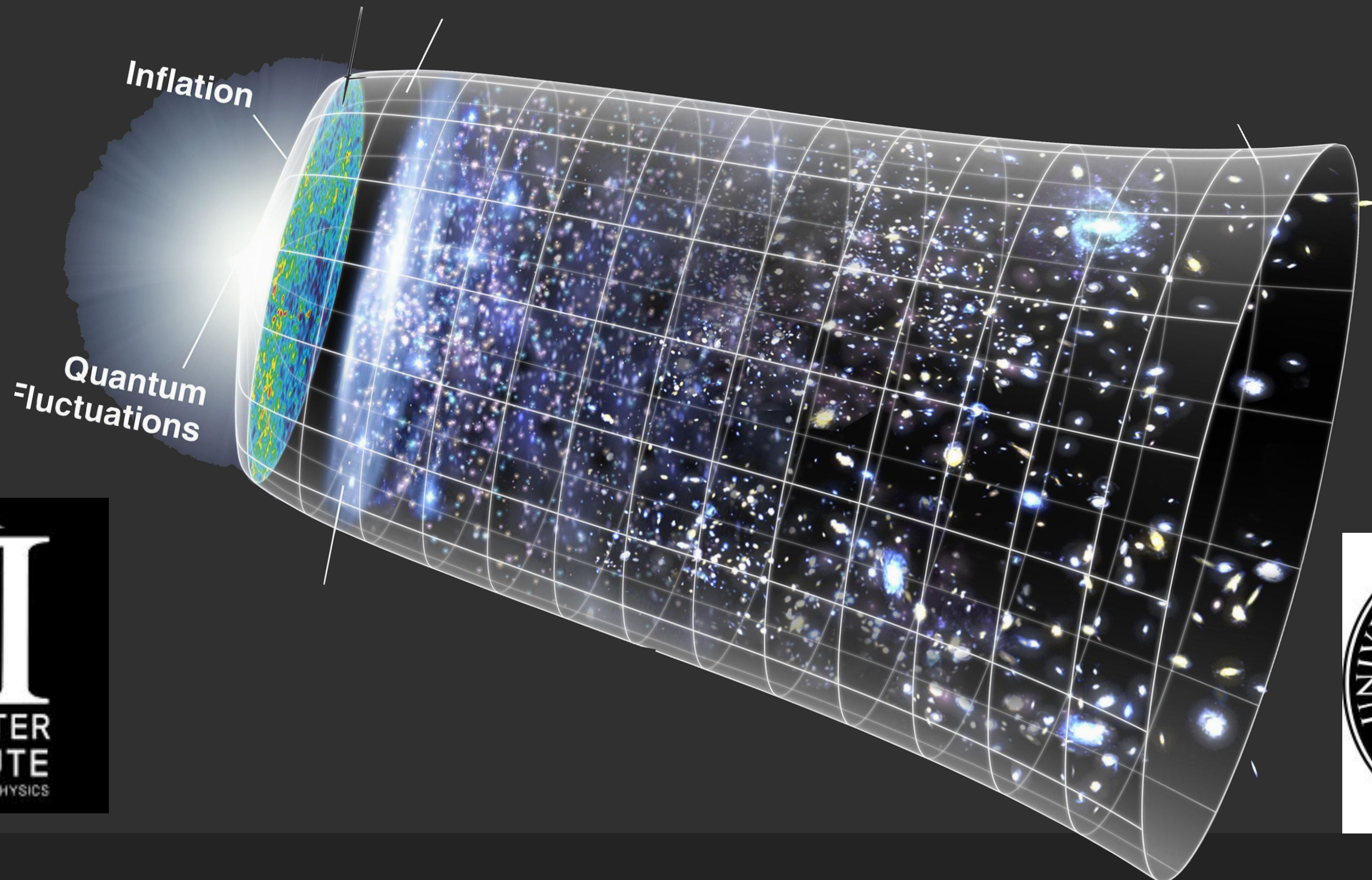


# Natacha Altamirano

PhD in Physics

Insight Data Science

Data Scientist



**PI**  
PERIMETER  
INSTITUTE  
FOR THEORETICAL PHYSICS



KICK - SMARTER

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