

Kickstarter Projects

Funding your business idea



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Introducing the Team



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Kickstarter Projects

The screenshot displays the Kickstarter homepage. At the top, the 'KICKSTARTER' logo is in green. A search bar contains the text 'Search projects, creators, and categories'. To the right are buttons for 'Start a project' and 'Log in'. Below the header is a navigation bar with categories: Art, Comics, Crafts, Dance, Design, Fashion, Film, Food, Games, Journalism, Music, Photography, Publishing, Technology, Theater, and a 'Discover' link. The main heading reads 'Bring a creative project to life.' Below this, a section titled 'ON KICKSTARTER:' features three white boxes with green text: '259,968 projects funded', '\$8,055,881,406 towards creative work', and '95,605,002 pledges'. Further down, the 'Featured project' section shows 'the 7th ciadel' by Paul Shambroom. The 'Recommended for you' section shows 'Purpletown: A Boo...' by Paul Shambroom and 'Manners and Monsters' by Tilly Wallace. Each project card includes a thumbnail image, the project title, creator name, and funding progress.

KICKSTARTER Search projects, creators, and categories Start a project Log in

Art Comics Crafts Dance Design Fashion Film Food Games Journalism Music Photography Publishing Technology Theater Discover

Bring a creative project to life.

ON KICKSTARTER:

259,968 projects funded	\$8,055,881,406 towards creative work	95,605,002 pledges
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Featured project

Recommended for you

the 7th ciadel
Paul Shambroom
13 days left • 120%...

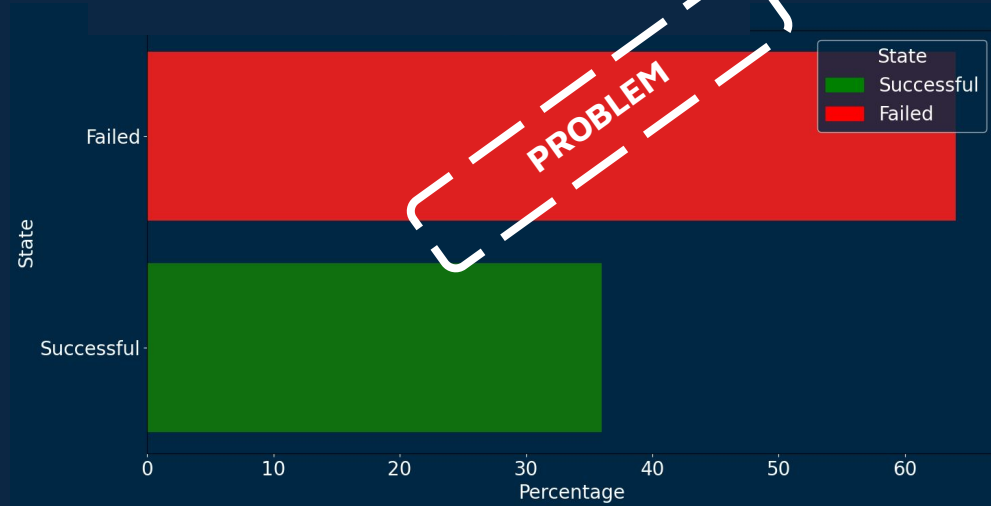
Purpletown: A Boo...
Paul Shambroom
13 days left • 120%...

Manners and Monsters
Tilly Wallace
15 days left • 401%...

Crowdfunding platform where creators can raise funds for their projects by receiving financial pledges from backers.

Problem Statement

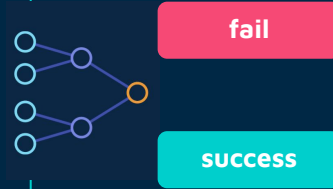
Most campaigns are not successful



Failed 64%
Successful 36%

Goal of the Project

Develop a predictive model to determine the likelihood of a Kickstarter project being successful based on various features



Success is defined as **meeting or exceeding** the funding goal by the project's deadline.



Happy entrepreneur

Happy Platform
Kickstarter

Available Information

~380K 

2009-2018 

Name	Goal	Launch date	State
Category	Pledged	Deadline	
Subcategory	Backers		
Country			

Date
Continuous
Categorical
Target

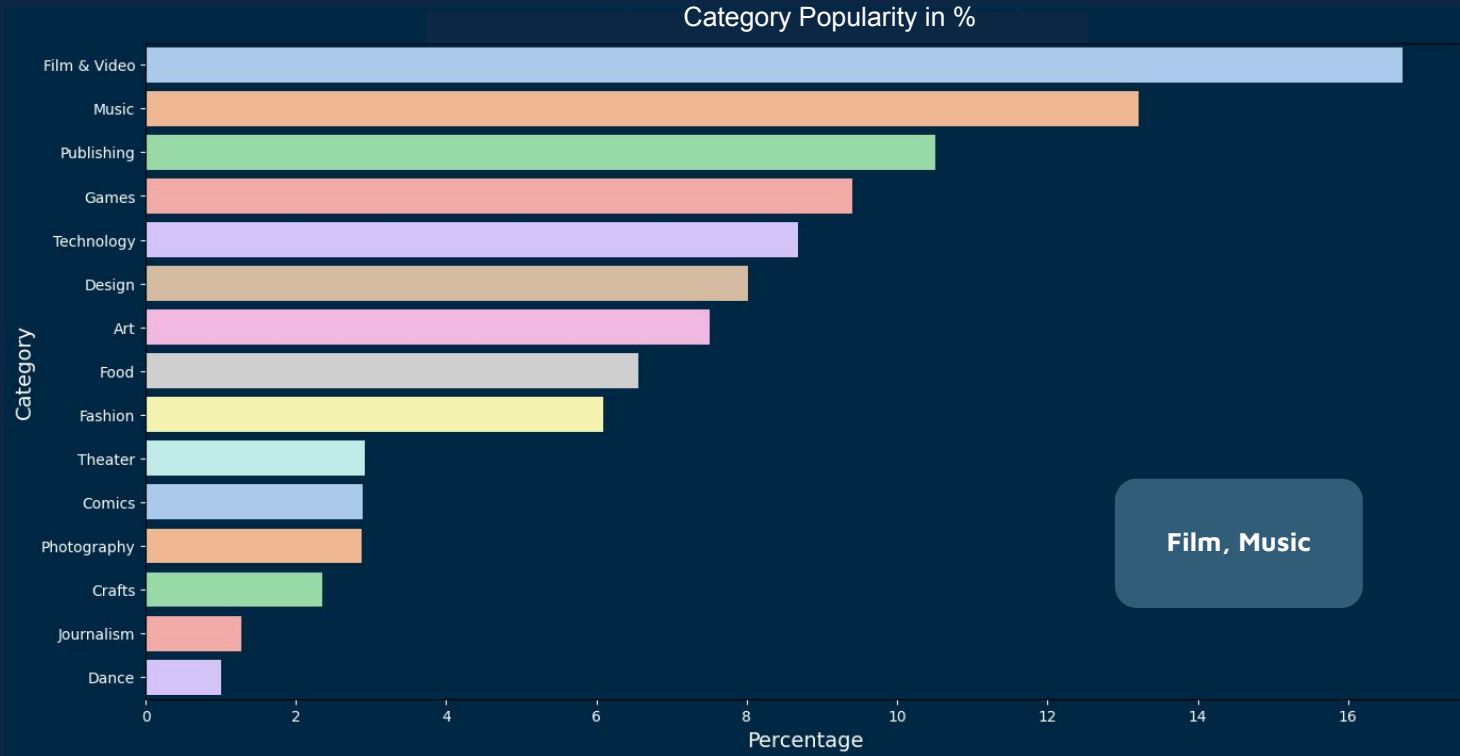
Where to find kickstarter campaigns



80%



Campaign Categories



Our model – Approach

- Different approaches: Regression vs Classification
- Base model for Regression: simple Linear Regression model
- Base model for Classification: KNN model

Final model: Gradient Boosting Classification model

Features used

Goal

Duration

Launch month

Category

Subcategory

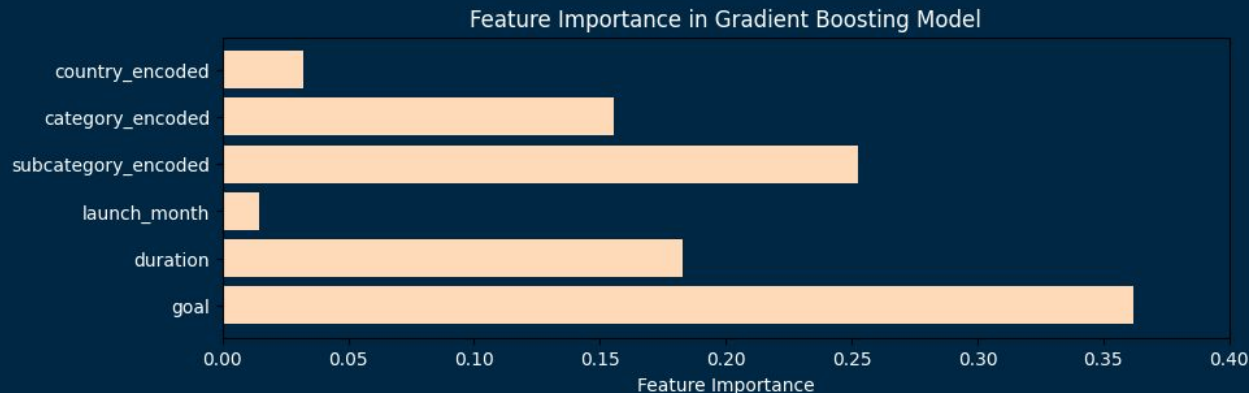
Country

Typically based on
Decision Trees
Sequential technique
where each new model
tries to correct the errors
made by the previous one

Our model – Gradient Boosting – Evaluation

- Model is able to predict failure of campaigns very well, but predicts success rather poorly
- Campaign goal has the highest influence on the prediction, followed by subcategory

**Model
Accuracy:
70%**



Recommendations & Insights



Insights

- **Monetary Goal** influences the model the most
- Placing the campaign in the **right subcategory** is important
- **Limited data** available to truly reliably predict outcome
- Model still reaches **70% accuracy**



Recommendations

- Collect **additional data** like campaign description, experience of founders, quality of description and images, advertisement budget etc.
- Collect more data from different countries to **balance the data set**

POTENTIAL DATA PRODUCT

1. Upload your Business Plan

Success estimation

2. Your success estimation:

55%

Recommendation for Kickstarter Project:

3. Recommendation for
subcategory to sell
under:

Technology:
Software

Recommendation for
duration:

40 days

Recommendation for you
goal:

20 K

Campaign recommendations

4.

Keywords

Child Monitoring,
Childcare App, ...

Targeted Backers profile

Parents (25 - 45),
Income ...

Recommendation for
engagement with
backers

Community building for
parents, ...

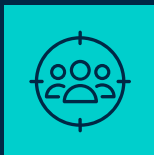
Potential success of
improvement

+10%

FUTURE WORK

More Data

Increase accuracy of prediction



Recommendations

Best chances for a successful campaign

LLM

Writing the perfect description



Images with AI

The best pictures for your campaign

Thank you!
Questions?

