

Kickstart Your Success

Sandy Weng



What is Kickstarter?

- Crowdfunding platform
- Founded 2009
- Funding – All or nothing model

KICKSTARTER PROCESS



**ORGANIZER
COMES UP
WITH A PROJECT**



**YOU PLEDGE BASED
ON YOUR BUDGET
& DESIRED REWARD**



**PROJECT REACHES
FULL FUNDING!
HORRAY! YAY!**



**ORGANIZER GETS TO
WORK MAKING THE
PROJECT HAPPEN**



**YOUR REWARD
IS SHIPPED TO
YOUR DOOR!**

KICKSTARTER STATS

Total Pledged:

\$5.8B

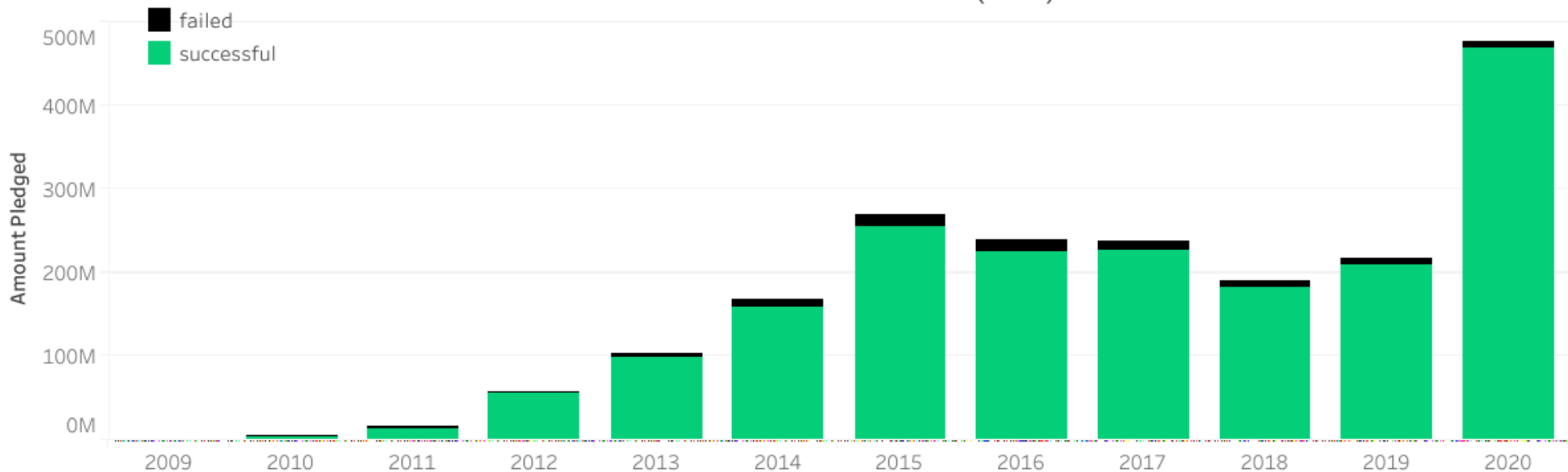
Successful Projects:


201,367

Success Rate:

38.7%

Amount Raised on Kickstarter (10Y)



The logo for Matix Labs features the company name in a bold, black, sans-serif font. The word "MATIX" is on the left, followed by a vertical line separator, and "LABS" is on the right. The text is centered within a large, light blue circle that has a distressed, ink-splattered edge. The background of the slide is white.

M A T I X | L A B S

Objective

- Matix Labs
 - Kickstarter consultancy agency
 - Base fee + commission on projects
- Motivation:
 - Want to increase in revenue using a model to predict whether a project will be successful

Methodology

- Data:
 - Open-source Kickstarter dataset
 - 170,000 projects from 2009 – 2021
- Models:
 - Logistic Regression
 - KNN
 - Decision Tree
 - Random Forest
- Tools:



Features

Ujjo – The First Hot Sauce for Coffee

A vinegar-free hot sauce that uses natural ingredients to add the perfect balance of sweet + heat to your favorite drink.



\$33,809

pledged of \$5,000 goal

728

backers

5

days to go

Back this project

Remind me



All or nothing. This project will only be funded if it reaches its goal by Fri, May 14 2021 11:59 PM EDT.

- Goal
- Staff Pick
- Category
- Project Duration
- Month of Launch
- Day of Launch
- US-based

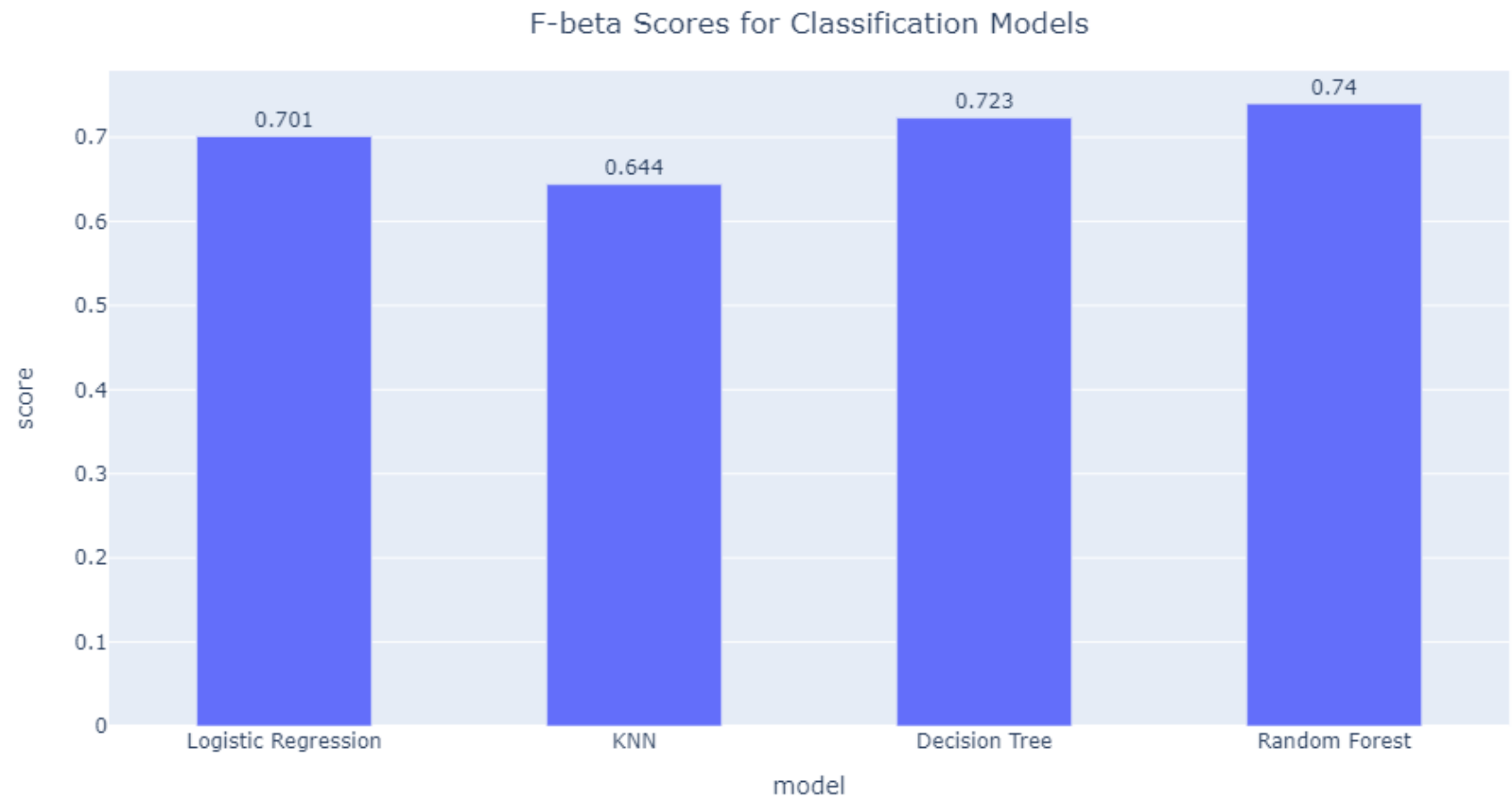
Project We Love

Small Batch

Columbus, OH

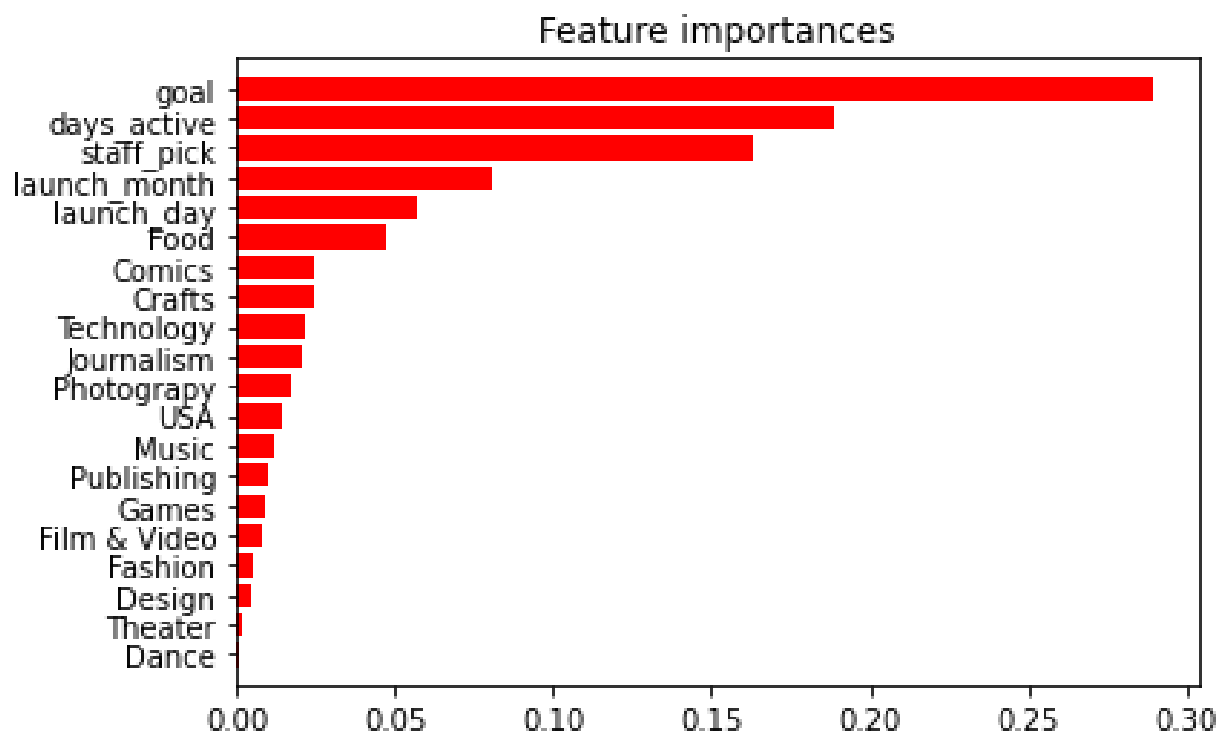
Findings

- Classification metric:
 - F-beta score
- Random Forest has the best F-beta score: 0.74

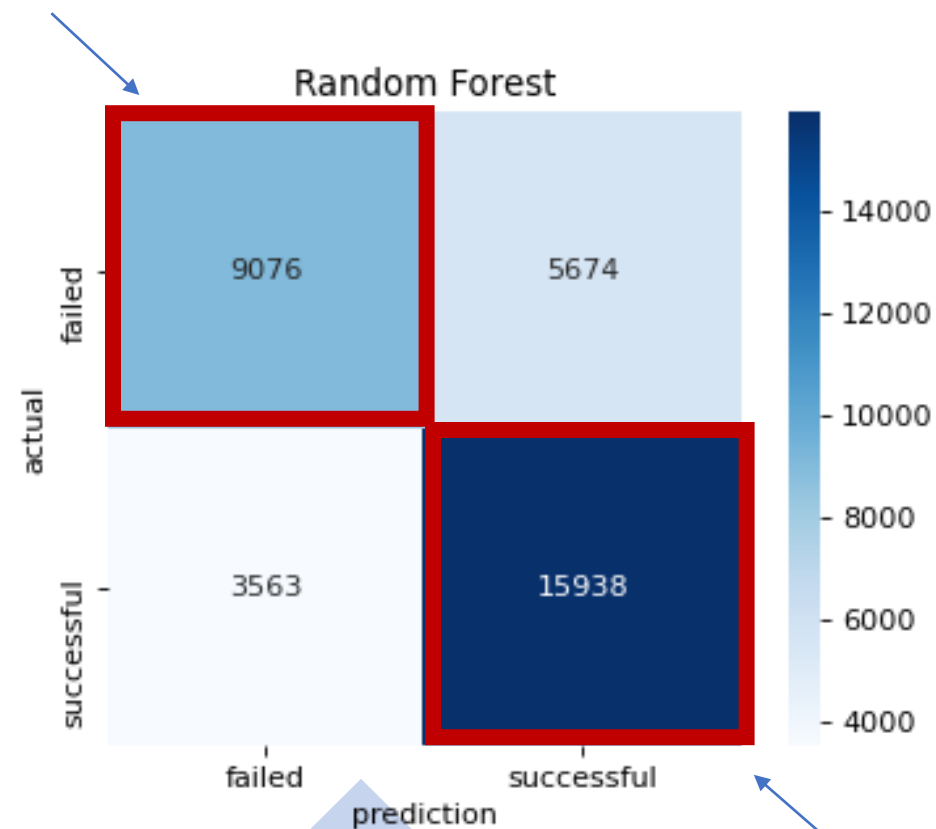


Conclusions

- Final F-beta score - 0.75



True Negatives



True Positives



Future Work

- Run more models like XG Boost
- Create a prediction app where Matix Labs employees can input features for a potential campaign

Thank you!

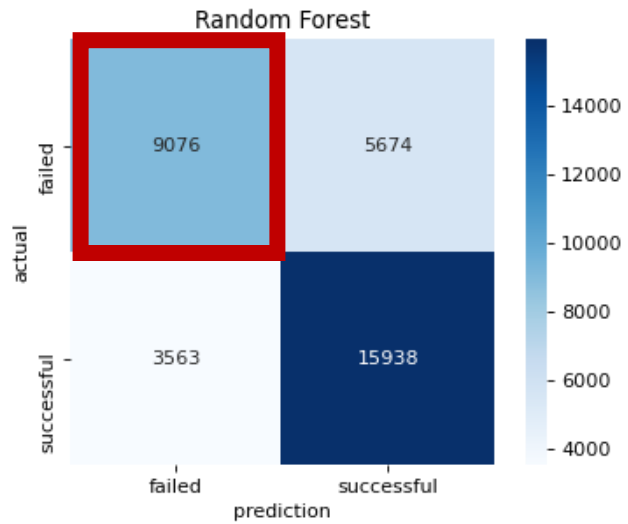


Appendix

- Kickstarter Stats
 - <https://expandedramblings.com/index.php/kickstarter-statistics/>



Sample Predictions



The Bottle Mat®

A Better Way To Transport Your Favorite Wines

THE BOTTLE MAT

\$354
pledged of \$25,000 goal

13
backers

114
minutes to go

[Back this project](#)

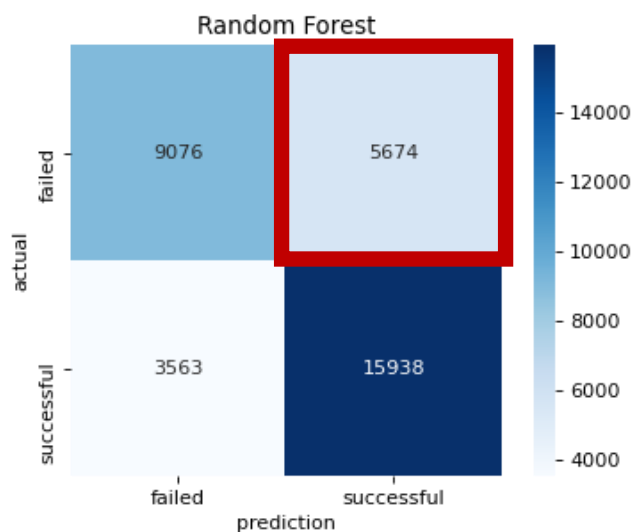
[Save](#) [f](#) [t](#) [✉](#) [</>](#)

All or nothing. This project will only be funded if it reaches its goal by Thu, May 13 2021 5:29 PM EDT.

[Spaces](#) [New Smyrna Beach, FL](#)

Actual: Fail
Predicted: Fail

Sample Predictions



Allo Cupidon
Une chaîne Youtube destinée à répandre de l'amour

\$15
pledged of \$362 goal

2
backers

21
minutes to go

[Back this project](#)

Save

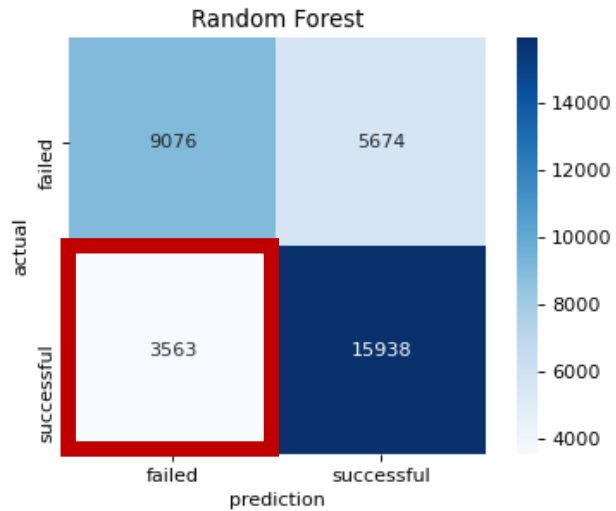
All or nothing. This project will only be funded if it reaches its goal by Thu, May 13 2021 3:53 PM EDT.

Film & Video Le Pradet, France

Actual: Fail

Predicted: Success

Sample Predictions



Yaw2 - Motion Simulator and Smart Chair

The next generation motion simulator and smart chair for gaming, working and relaxation.

A woman wearing a VR headset and sitting in a motion simulator chair. The chair is blue and black, and the woman is wearing a red dress with white polka dots. The background is a dimly lit room with blue and purple lighting.

\$1,403,961
pledged of \$100,000 goal

718
backers

24
days to go

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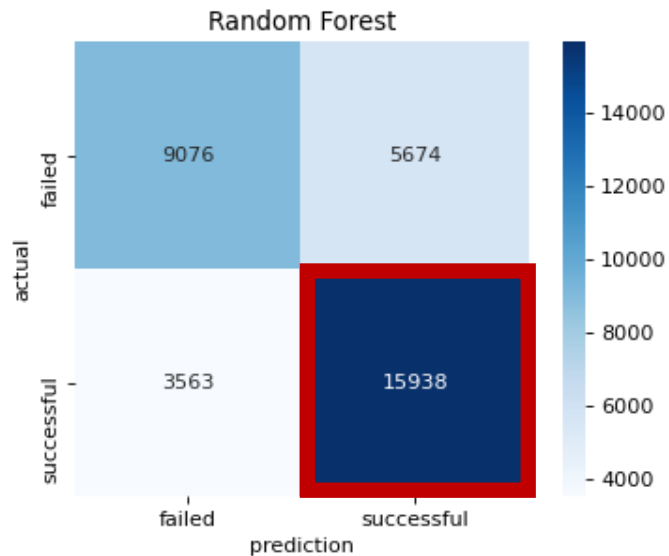
All or nothing. This project will only be funded if it reaches its goal by Mon, June 7 2021 12:30 PM EDT.

Hardware Tampa, FL

Actual: Success

Predicted: Fail

Sample Predictions



HAIR CARE KIDS WANT TO USE. LESS STRESS. EVERYONE HAPPY!

100% plant-based ingredients. Better results, less products. Teaching kids to care for their own hair in 3 simple steps. Tantrum free

A collection of Mini Haircare for Kids products including a detangler brush, hair wash, detangler spray, shower brush, and a silk pillowcase. A green 'Just funded' badge from Kickstarter is in the top left. A video player icon is overlaid on the products.

Just funded
KICKSTARTER

\$9,105
pledged of \$8,494 goal

66
backers

14
hours to go

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Project We Love Product Design Sydney, AU

All or nothing. This project will only be funded if it reaches its goal by Fri, May 14 2021 4:09 AM EDT.

Actual: Success
Predicted: Success

