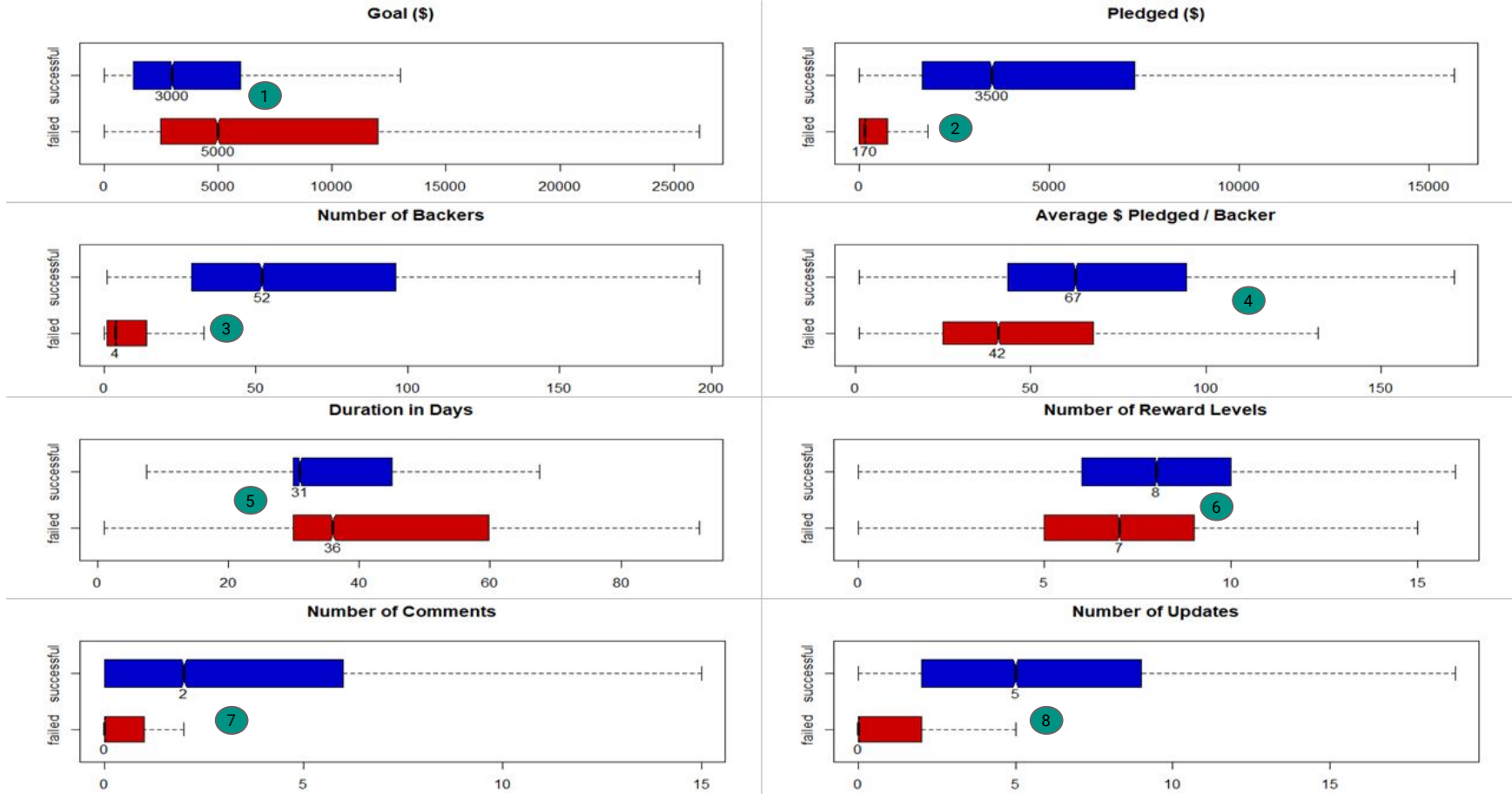


# Keys to a Successful Kickstarter Campaign

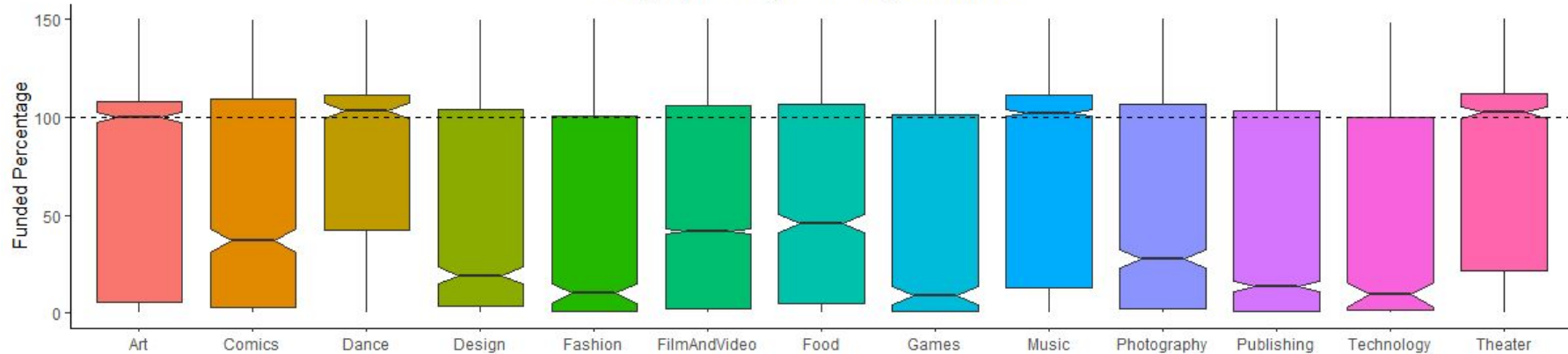
Author: Stephen Knapp

The image shows the Kickstarter logo, which consists of the word "KICKSTARTER" in a bold, sans-serif font. The "KICK" part is black, and the "STARTER" part is a vibrant green. The logo is centered within a white rectangular box that is positioned in the lower right area of the slide. The background of the slide features a dark blue diagonal shape that cuts across the bottom and right sides.

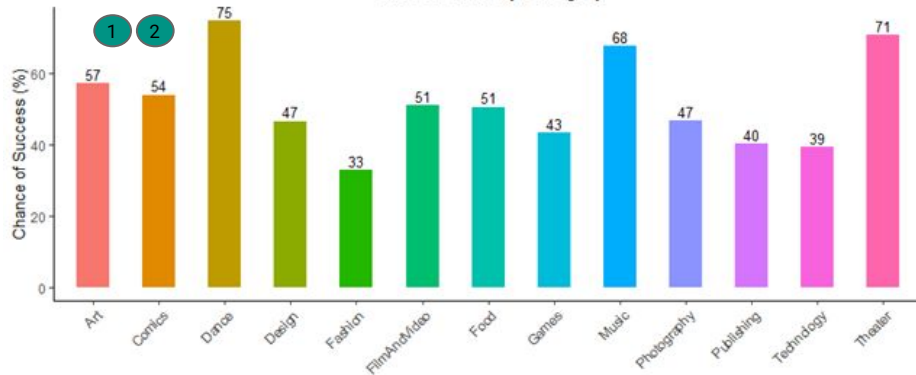


Findings: 1) Set realistic goal of ~ \$3k – \$6k, 2) \$3.5k is median pledge and once pledges >\$2k then the project is likely to succeed, 3) With only 30–50 backers then the project is likely to succeed, 4) \$50 & \$150 are good reward thresholds for backers, 5) Median successful project duration is 1 month long; good range: 31 – 45 days; longer than 70 days is not worth it, 6) 8–10 reward levels is ideal, 7) Acquire at least 2 comments, 8) Make at least 5 updates

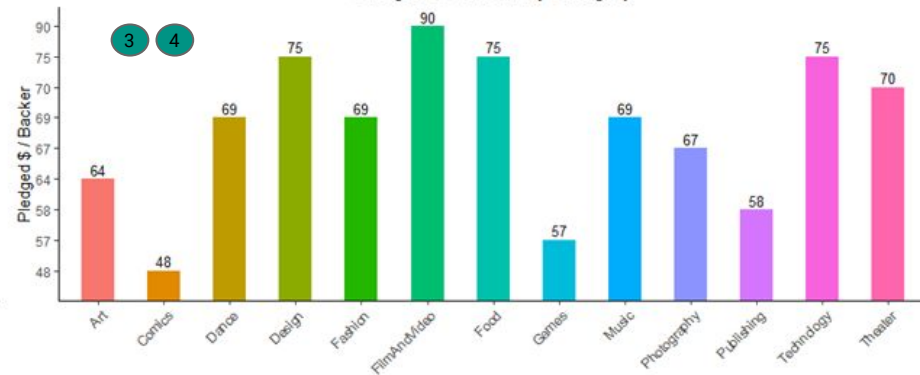
Category Funding Percentage Comparison



Success Rate by Category

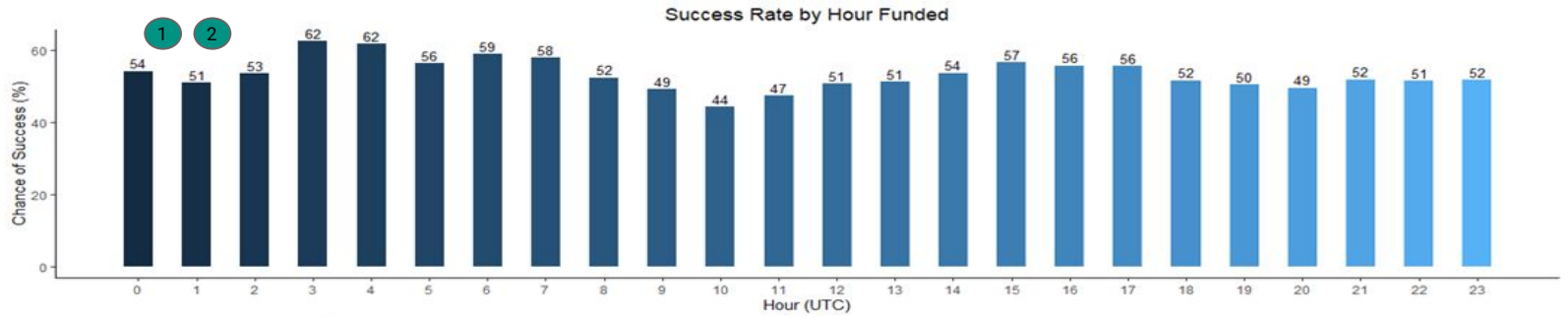


Pledged \$ / Backer by Category

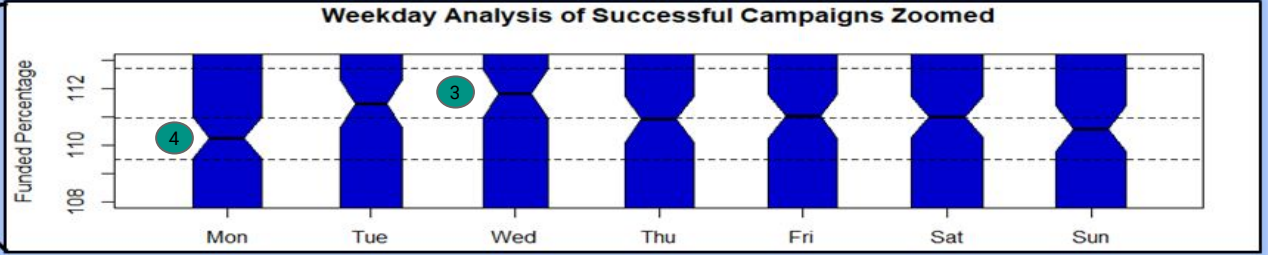
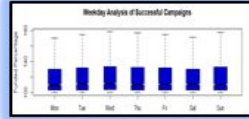


Findings: 1) Dance, Music, Theater and Art likely to succeed, 2) Fashion, Games, and Tech are least likely to succeed, 3) Film and Video, Design, Food and Tech have the most generous backers; focus on increasing qty of backers, 4) Comics, Games and Publishing have the least generous backers; incentivise higher pledge/backer

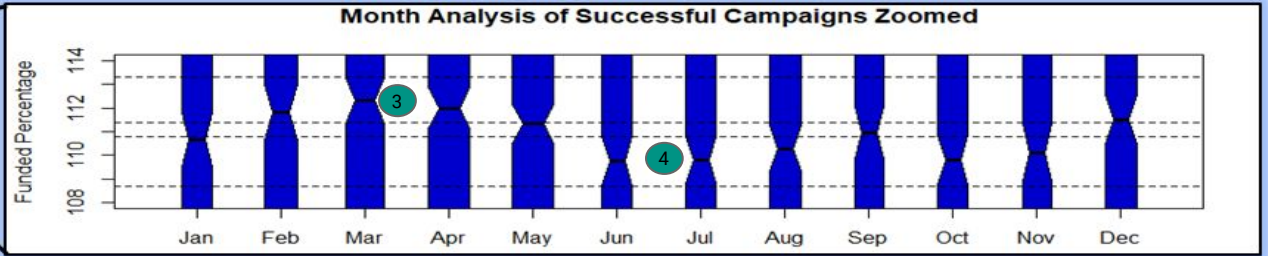
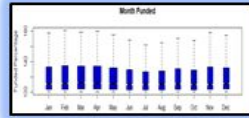
Hour



Day



Month



Findings: 1) Hour funded is more important than day or month, 2) 9am-noon & 8pm-9pm UTC have lower success rates (equates to mornings and afternoon in the US; 95% of projects are US based), 3) Successful projects perform best on Wednesdays and in April and May, 4) Successful projects perform worst on Mondays and in June, July and October, Note: the day a project is funded in a month is trivial


# Key Findings



1. Do set a realistic goal ~ \$3k - \$6k
2. Do set a duration of 31 days
3. Do at least 2 comments & 5 updates
4. Do create a significant reward level at \$50 & \$150
5. Do set 8-10 reward levels\*

\*2 successful and popular schemes:

- 1) \$5,\$10,\$25,\$50,\$100,\$250,\$500,\$1,000
- 2) \$1,\$10,\$25,\$50,\$100,\$250,\$500,\$1,000

- 
1. Don't set a goal over \$13k
  2. Don't go longer than 70 days
  3. Don't post/fund in early morning or late afternoon

1. **Goal Setting:** Realistic goals are ~ \$3k - \$6k; asking more than \$13k is likely to fail
2. **Pledge Amounts:** \$3.5k is median pledge; once pledges >\$2k then the project is likely to succeed
3. **Number of Backers:** With only 30-50 backers the project is likely to succeed
4. **Reward Thresholds:** \$50 & \$150 are good reward thresholds for backers
5. **Campaign Duration:** Median successful project duration is 1 month; a good range is 31-45 days; longer than 70 days is not worth it
6. **Comments & Updates:** Acquire at least 2 comments and post at least 5 updates
7. **Time of Day:** 9am-noon & 8pm-9pm UTC have lower success rates (these equate to mornings and afternoon in the US; 95% of projects are US based)
8. **Categories:**
  - a. Film & Video, Design, Food, Tech have the most generous backers; focus on increasing quantity of backers
  - b. Comics, Games, Publishing have the least generous backers; incentivise higher pledge/backer