

KICKSTARTER CAMPAIGN

Board Game Company

Introduction

The executive team recognizes the importance of a well-strategized Kickstarter campaign with the initial goal of \$15,000 USD for project kickoff, and laying solid foundation for the expansion plans.

In this report, we will delve into a data-driven exploration to determine a pragmatic campaign goal, understand the number of backers required, and leverage category trends to set realistic expectations and provide recommendations that align with both the company's immediate and long-term vision.

Data Analysis

Part 1

Backers data

On Kickstarter, the **Games** category is the top performer with over 411,000 supporters. Within this, **Tabletop Games** subcategory stands out, drawing 247,120 backers. Planning to launch a project in this specific "Tabletop Games" area, is a promising spot. However, being popular also means there's a lot of competition.

Amount Raised data

Given the substantial funding received by the "**Tabletop Games**" subcategory (**\$19.12 million**), which is second only to "Product Design" and considerably higher than "Video Games," it's evident that tabletop games have a significant appeal to backers and a lucrative potential. If considering a new campaign or investment, focusing on tabletop games could be a strategic decision. Not only is it evident that there's a robust market interest in this subcategory.

Moreover, the "**Gloomhaven (Second Printing)**" campaign, a tabletop game, impressively raised nearly \$4 million USD, drawing support from over 40,000 backers. This underscores its substantial market resonance.



Country Data

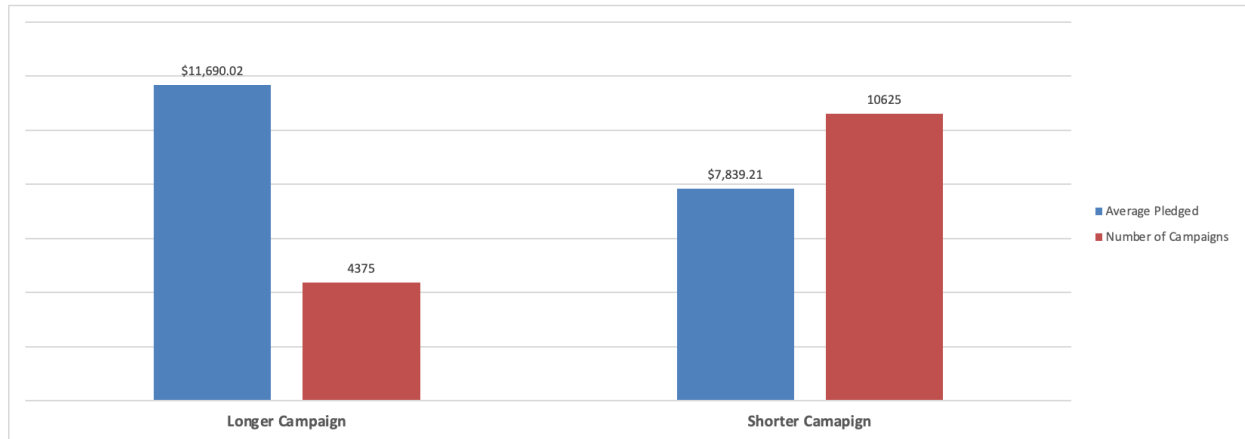
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The U.S. tops crowdfunding with \$100.9 million across 4,365 campaigns. Great Britain, while having fewer campaigns at 487, raised an impressive \$10.6 million. Canada follows with \$1.3 million from 137 campaigns. Given the high average funding in Great Britain, there's potential for growth. Tailored strategies for these key markets could amplify our success.

Campaign Length

Shorter campaigns, averaging around 28 days, have raised a higher total of \$83.3 million across 10,625 initiatives, with 3,987 being successful. Meanwhile, longer campaigns, lasting about 50 days, collected \$51.1 million from 4,375 campaigns, with 1,332 successes. In essence, shorter campaigns appear more successful and profitable than longer ones. Consider focusing more on campaigns of shorter durations for optimal results.

Longer campaigns typically raise around \$11,690 each, which is about \$2,850 more than shorter campaigns. However, overall, the average raised across all campaigns is \$8,962

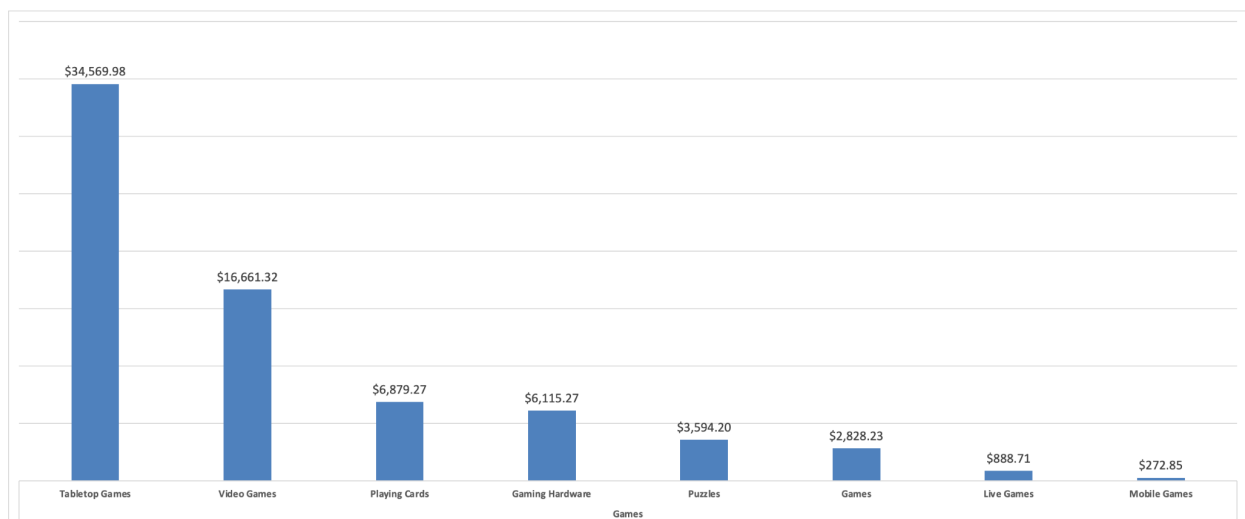


Part 2

Campaign Goal

Tabletop Games subcategory (which can be assumed closest to board games) have an average pledged amount of \$34,569.98. Given that this is more than double the company's minimum required amount of \$15,000 USD, aiming for the average or even a slightly higher goal seems realistic.

A suggested campaign goal could be between \$20,000 to \$30,000, taking into account both the average pledged amount and the company's expansion ambitions.



Backers

Given the trends in the Tabletop category:

Average Pledge per Backer: **\$77.36**

Average Backers per Campaign: Approximately **447 backers**

The company can realistically expect around 447 backers for their Kickstarter campaign, if they follow the typical trends of the Tabletop Games category. This means that if each backer pledges the average amount of \$77.36, the campaign could potentially raise around \$34,569.98 (447 backers multiplied by \$77.36 per backer).

