

Analysis of Kickstarter Projects



Agenda:

- Overview of projects Kickstarter
- Key indicators for successful projects
- Analysis of Tabletop Games
- Plans for our project

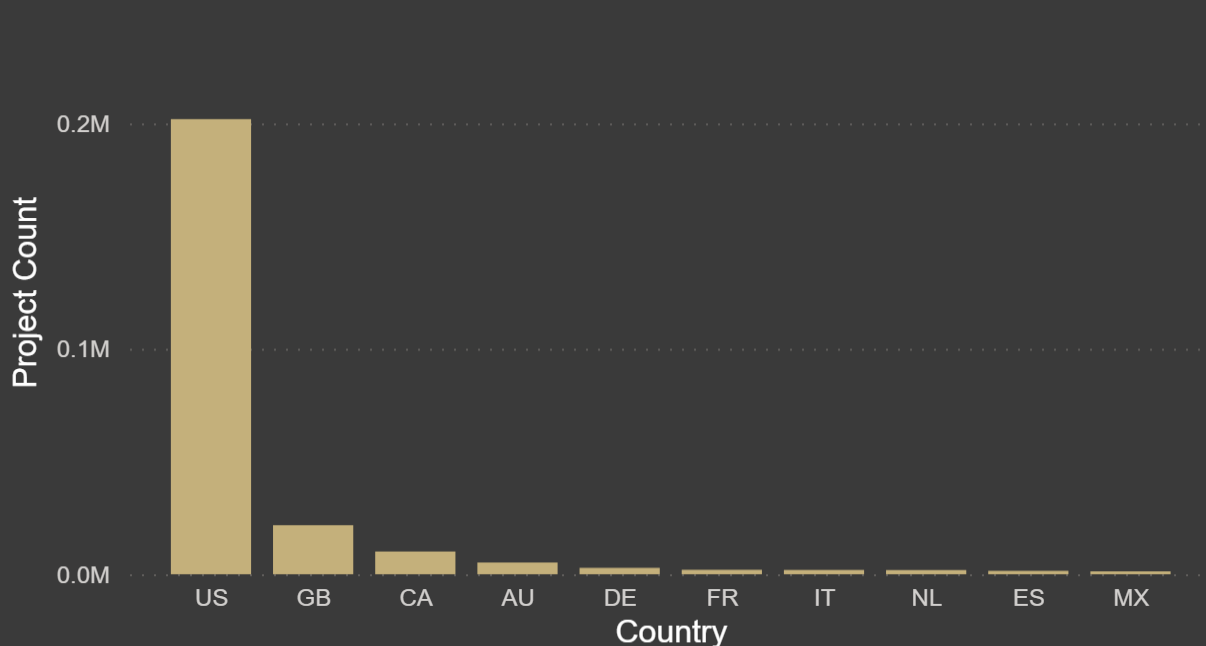
Most projects are from the US & cover a wide range of categories

256K
Total Projects

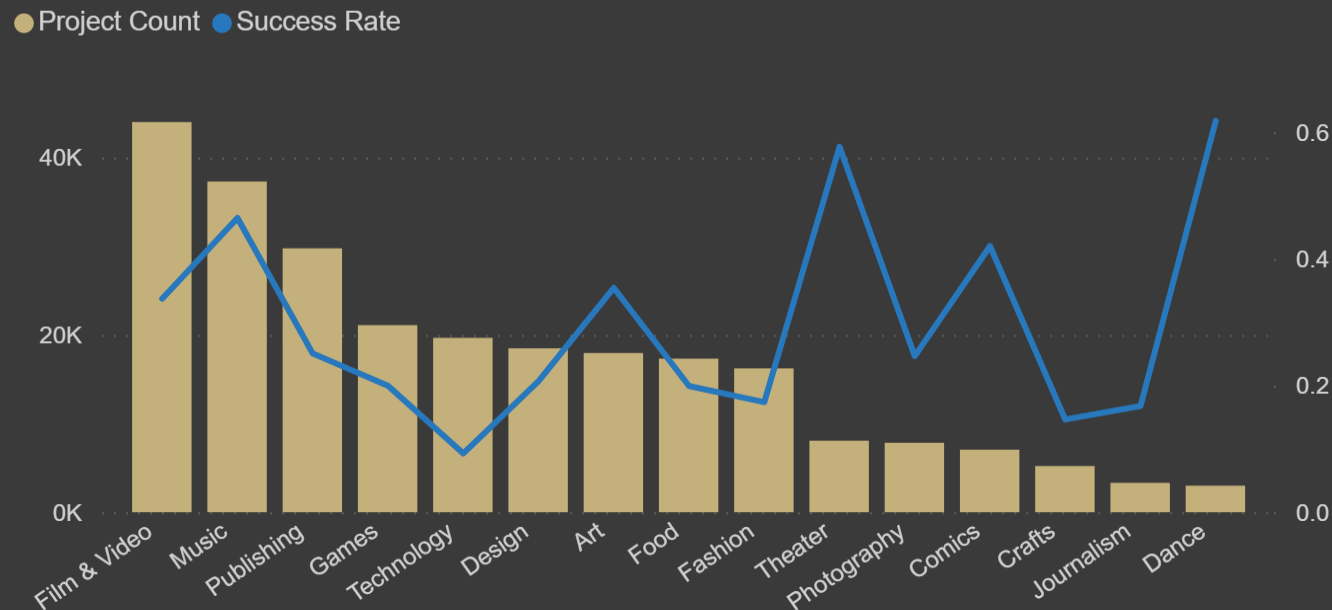
- The top 4 countries are predominantly English speaking
- Dance, Theater, & Comics are **highly successful** niches
- Kickstarter is a good platform for Music
- Technology does **NOT** perform well

29.2%
Overall Success Rate

Count of Projects by Country

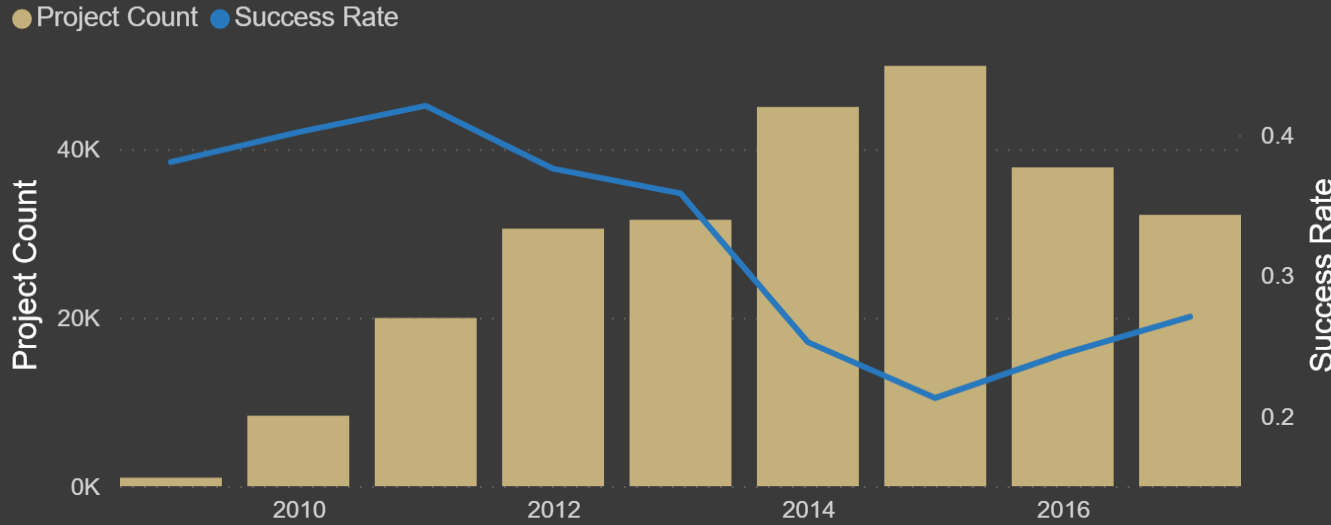


Count of Projects by Categories & Success Rate

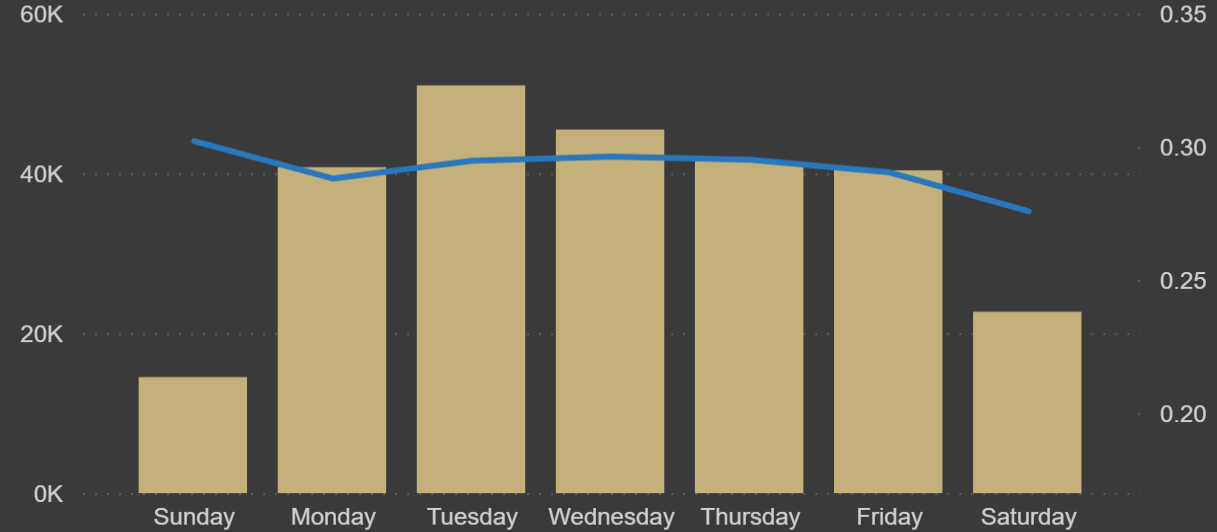


Best time to launch is on Sunday in Spring or Autumn

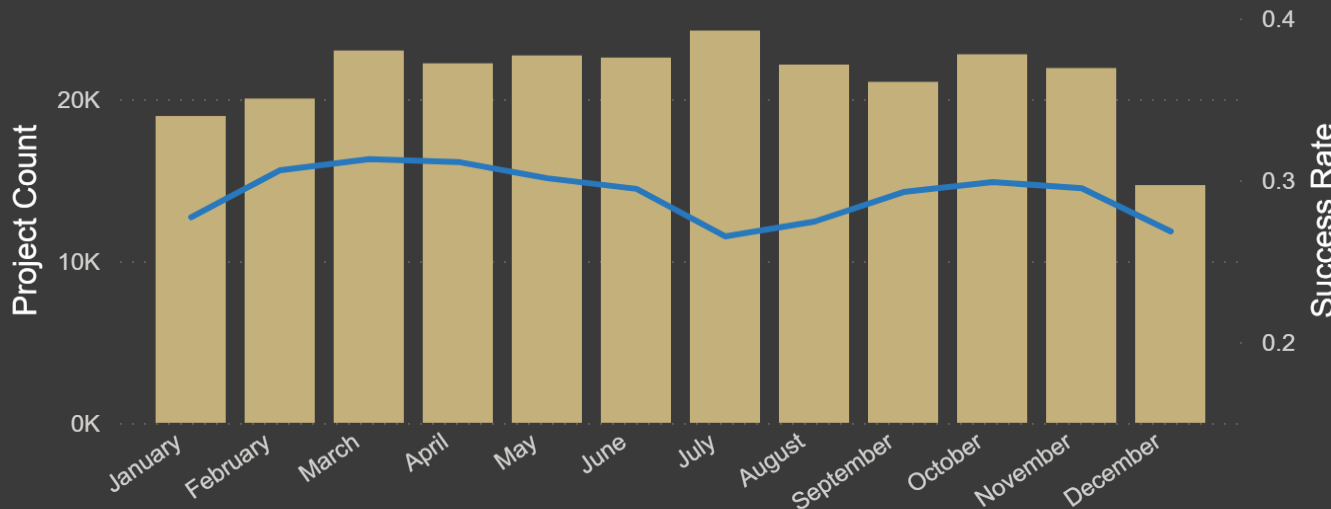
Project Count & Success Rate by Year



Project Count & Success Rate by Day

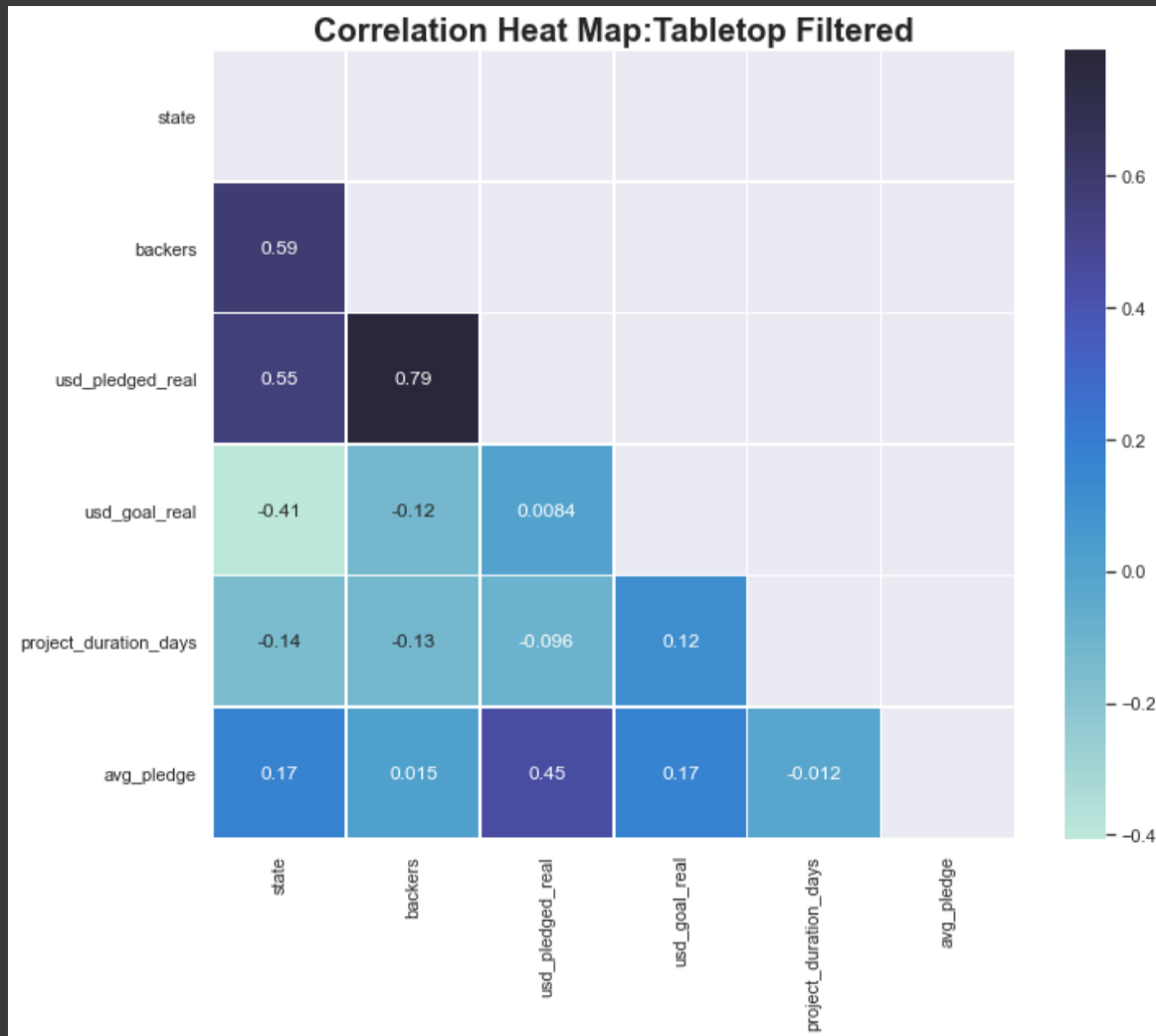


Project Count & Success Rate by Month



- As Kickstarter becomes popular, success rates decline
- Launching on Sunday improves visibility
- Fall & Spring are better times to launch a project

Backers' correlation with success: 0.59 | Funding Goals' correlation with success: -0.41



- After filtering out projects with 0 support in backers & funding, **backers are actually the most important** factor toward success
- Total funding is expected to correlate with success the most, however this is not the case
- Setting an **unattainable goal** is detrimental

Key statistics which led us to choose tabletop games:

Sub Category	Success	Average Pledged ▼	Average Funding Goal	Average of Backers	Project Count	Pledge Per Backer
Tabletop Games	1	7,608.57	4,798.69	134.70	2604	56.48
Tabletop Games	0	2,304.77	14,956.22	44.09	5246	52.27

1 = Successful Projects
0 = Failed Projects

2nd highest average backers of all subcategories: 74.15

1st highest success rate among games: 33%

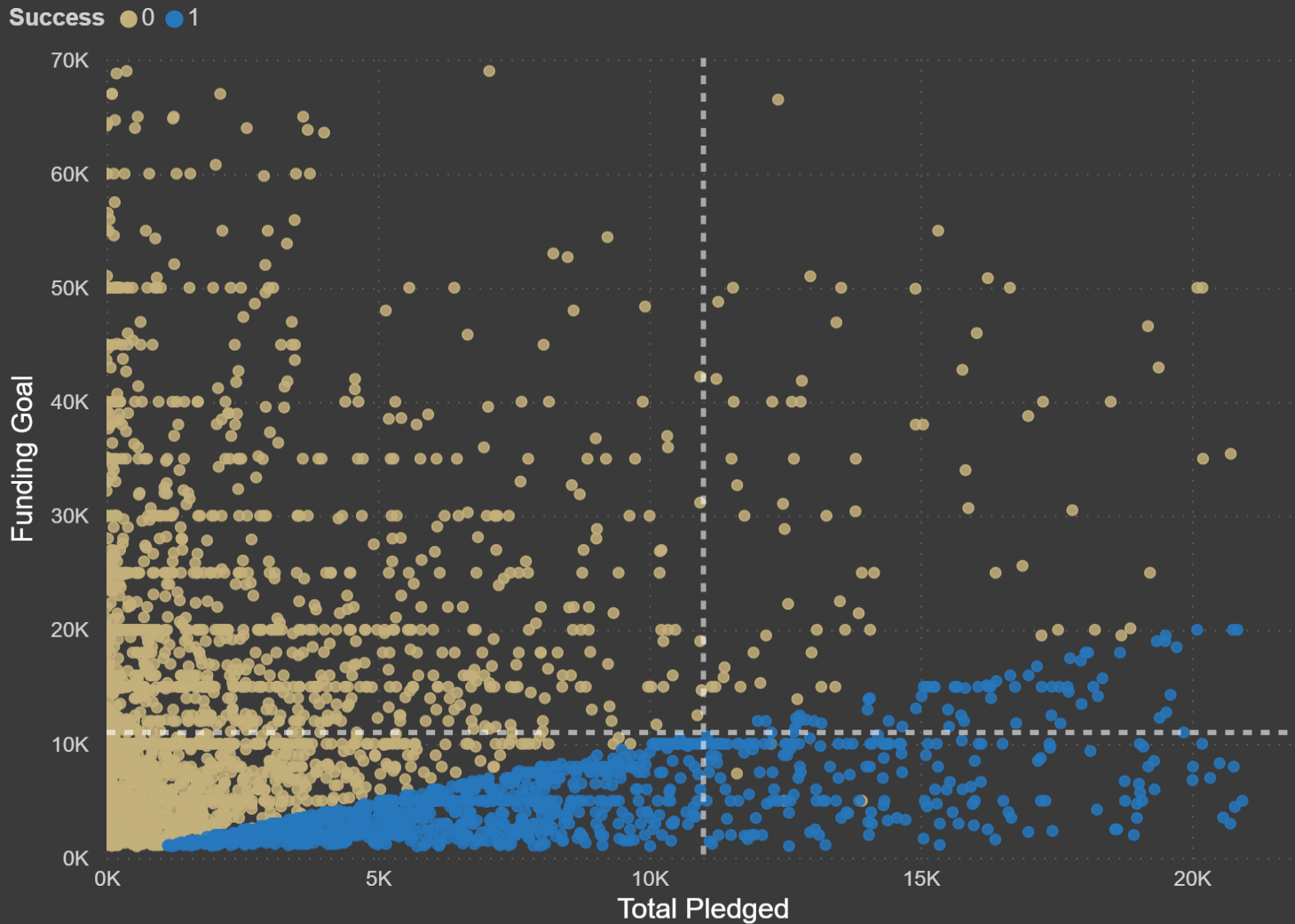
Average funding goal for failed campaigns: \$11k

Average funding goal for successful campaigns: \$4.7k

Average pledge for all tabletop games: \$54.81

Successful projects set reasonable targets

Funding Goals vs Pledged for Tabletop Games

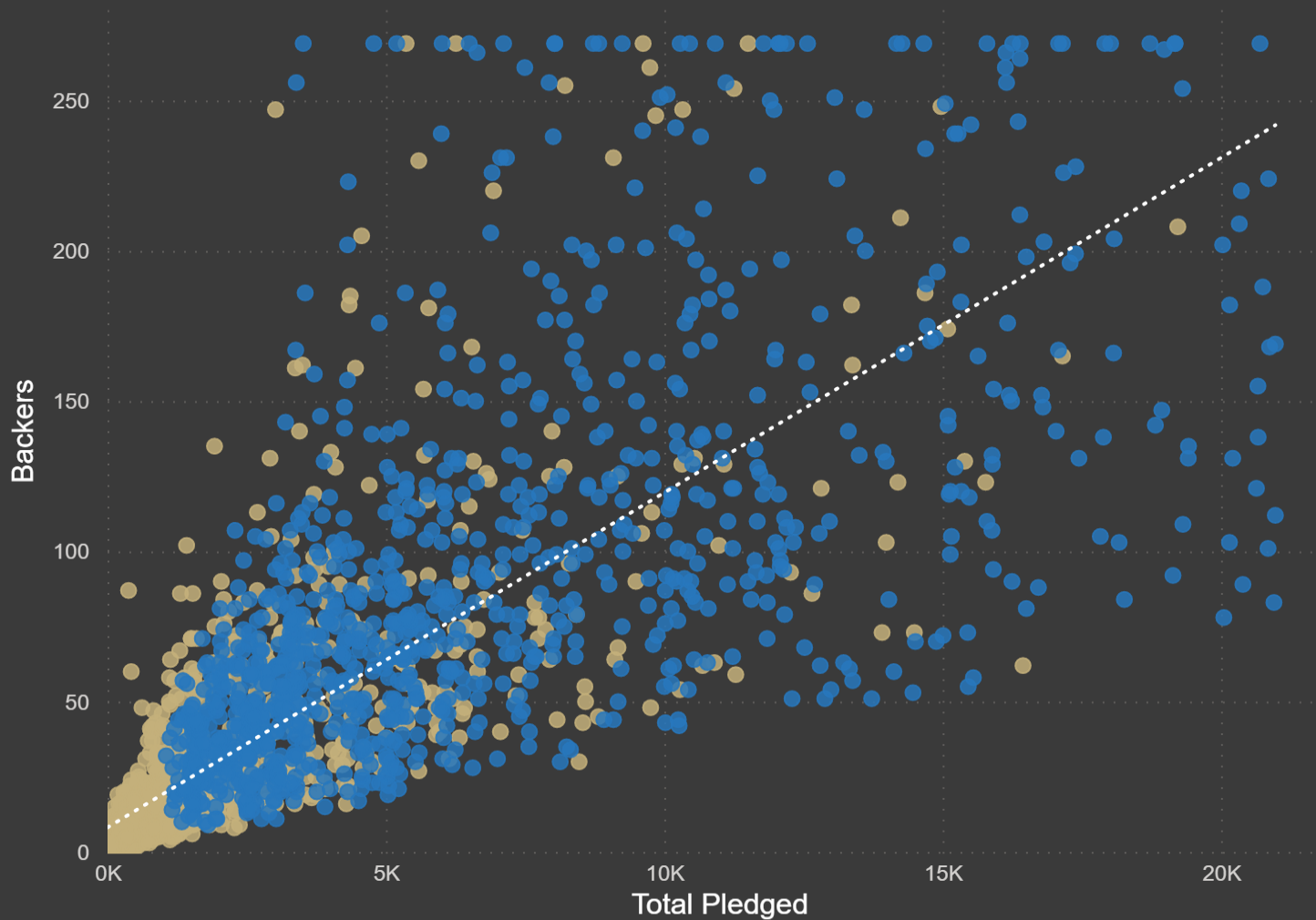


Data is clustered below **\$11k** in funding for successful projects

The trend-line shows how much funding we can expect as we gain more backers

Backers vs Pledged for Tabletop Games

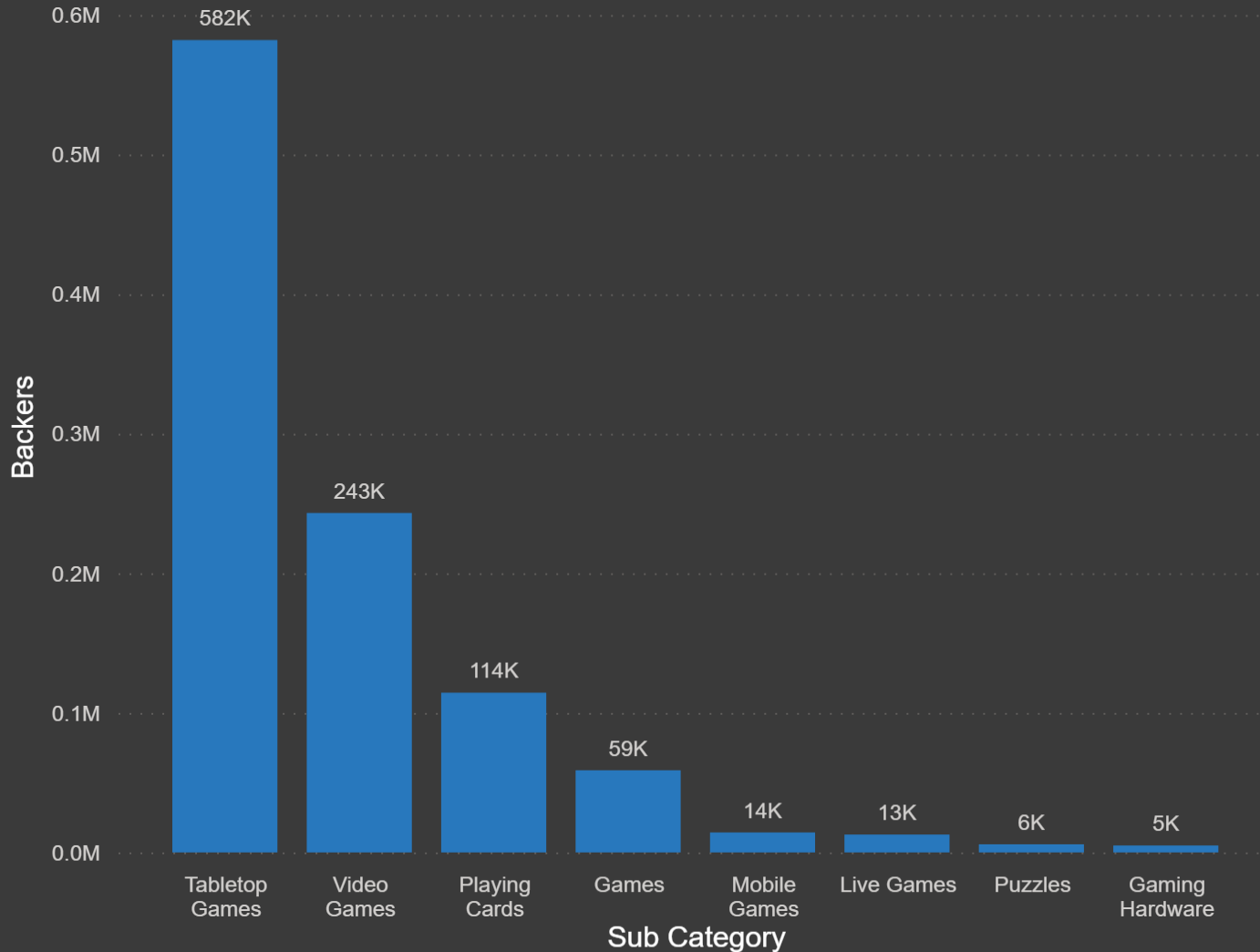
Success ● 0 ● 1



100 backers should result in roughly \$8,000 in funding

There is a **huge** market for tabletop games

Tabletop Games receive a lot of support



56% of all backers in games are supporting tabletop games

What does a successful tabletop game look like?

Project Name	Funding Goal	Total Pledged	Backers	Pledge Per Backer
Kingdom of Solomon - Euro Style Board Game	5,000.00	10,020.00	151	66.36



Kingdom of Solomon represents an attainable level of success:

- Funding Goal: **\$5,000**
- Total Pledged: **\$10,020**
- Backers: **151**
- Pledge tiers: \$50, \$75, \$250
- Professional artist
- Minion Games works with multiple game designers

Insights gained from our analysis nearly **double** our odds for success

57.5%

Our Project's Likelihood to Succeed

29.2%

Overall Success Rate

Our Project Goals

120

Backer Goal

30 Days

Target Project Duration

\$8,000

Funding Goal

\$55

Pledge Per Backer

Sunday, October 17th

Project Launch Date

- Project Goals: 120 backers with \$8,000 funding target

- Creating a quality, compelling, and unique game

- Smart project management

- Learn from the experts

