**Kickstarter Campaigns**

1. Funding campaign trends since 2009

The Amount of Kickstarter campaigns in 2017 totaled just 157 showing a continued decline from the 2015 peak in interest of 1,225 campaigns initiated.

1. Increased Failure Rates

Through 2013, the majority of Kickstarter funding campaigns were successful. Since 2014, nearly as many funding campaigns have failed as those that have succeeded.

3) Decreased interest in funding has lead to decreased attempts at campaigns

In 2015 nearly 100 times as many campaigns were initiated than in 2009. It appears that a dramatic increase in campaigns beginning in 2014 has outstretched the number of backers willing to invest. In 2017 only 157 campaigns were initiated.

4)Theater folks are not shy.

Nearly half of all Kickstarter Campaigns are for Theater projects. It appears that 2014 was the year that the producers jumped on the Kickstarter bandwagon. Technology and Film & Video categories are a distant second and third in terms of total campaigns.

Date limitations:

Funding vs returns to investors. The data provided does not clarify if the projects were successful or profitable on completion. If that data were available, individual projects would be better informed as to how to present the project for funding based on a correlation to prior successes.

Clarification as to the Deadline date calculation would be helpful. Deadlines between 7 and 60 days are common but there is no clear reason why one project may have a deadline of 10 days and another project has 2 months to obtain funding. More time to obtain project funding would clearly make funding the project more likely.

More tables and graphs that would be useful:

* A more detailed breakdown of categories by subcategories
* Correlation between number of backers in prior projects (interest) and funding success
* Timing & release dates: Do people like to contribute at xmas time do to charity or are they out of money? Further analysis may show if it’s helpful or not to request project funding at certain times in a year.

Tim Geraghty

1. A focus on the arts

As the chart below illustrates, the Theater and Music categories show the most activity. Non-arts campaigns, such as Food, have shown little interest and even less success in funding.