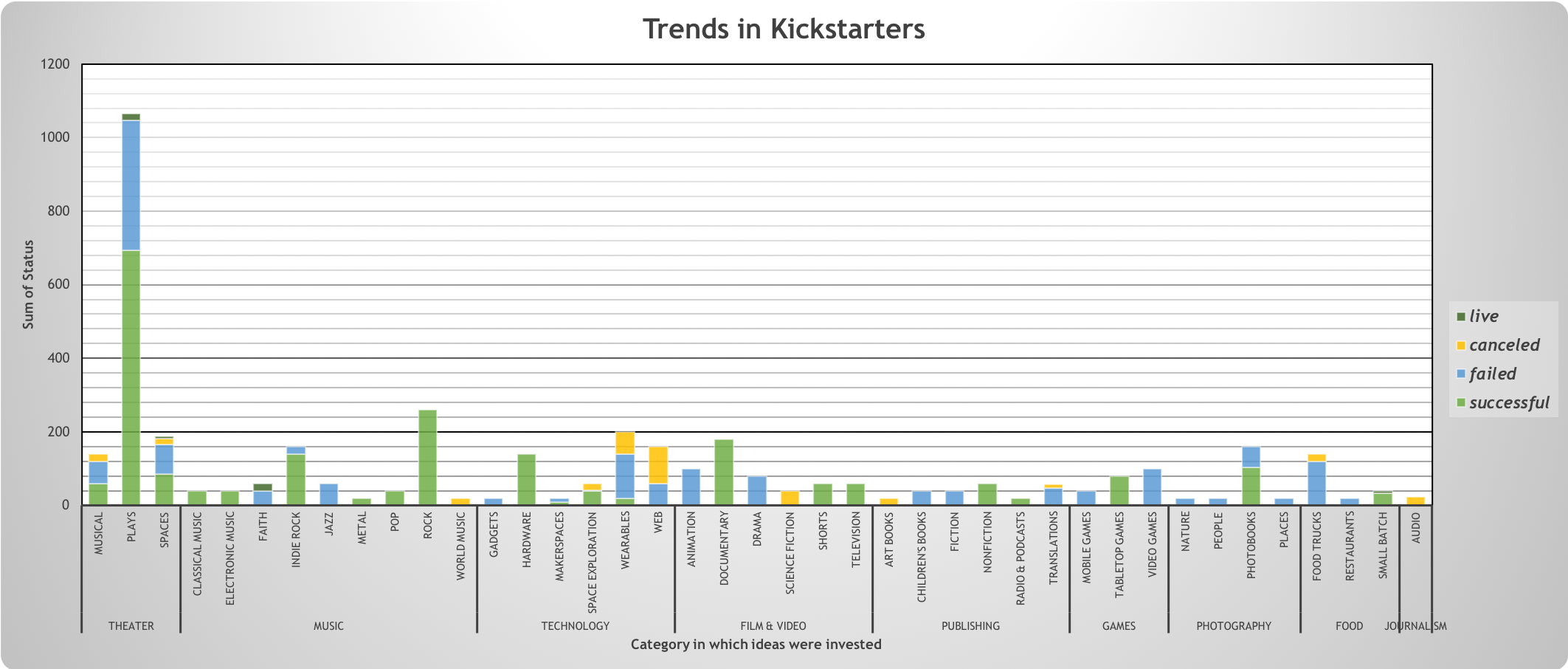
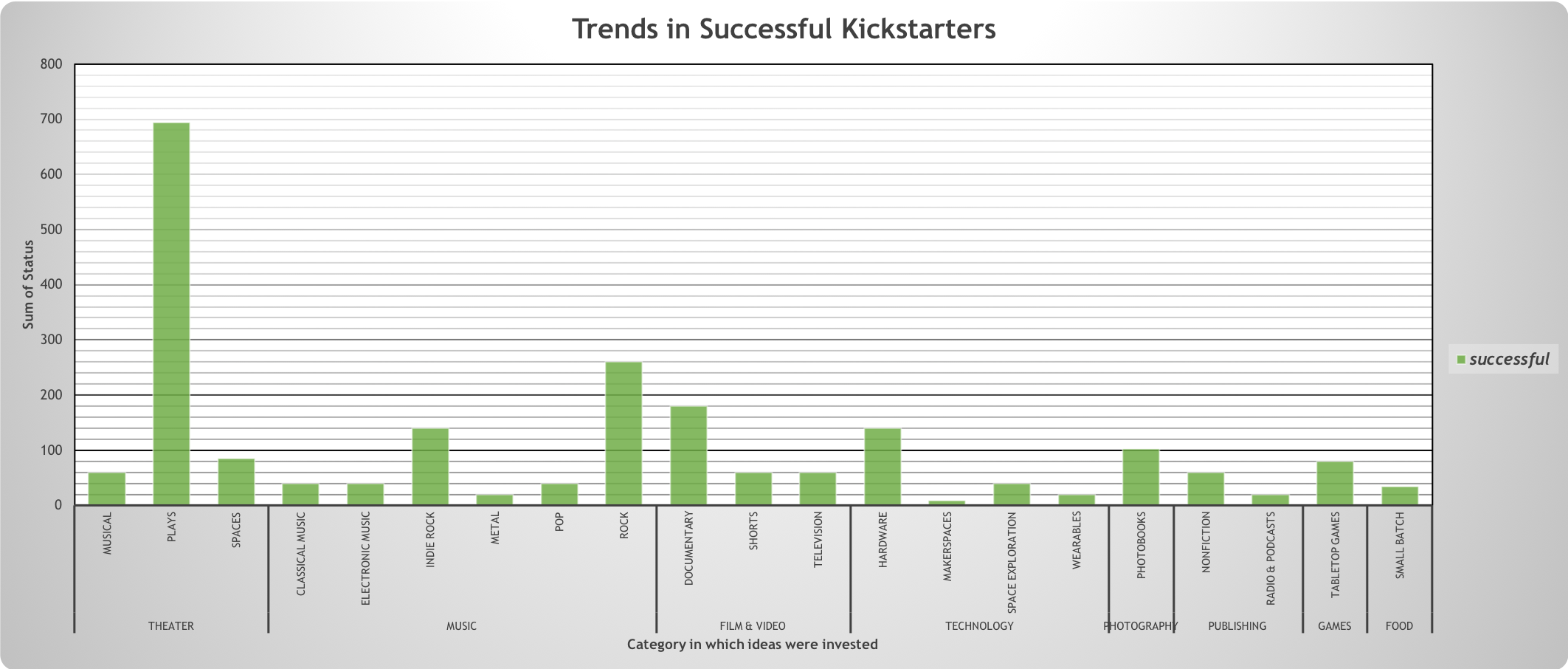
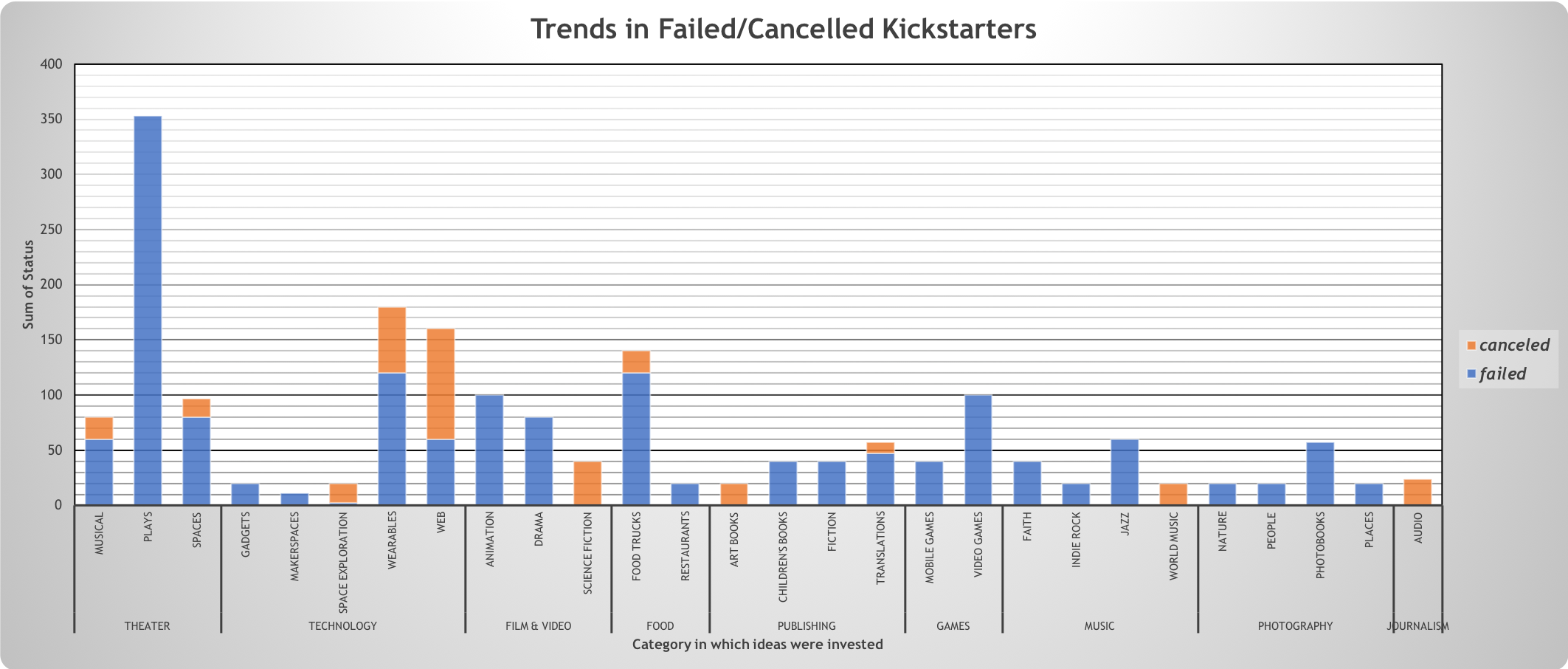
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| Assignment -1  21 July 2018 | Market Trends in KickStarter Projects |
| The biggest risk is not taking any risk... In a world that’s changing really quickly, the only strategy that is guaranteed to fail is not taking risks.  **Mark Zuckerberg** | We see Kickstarter campaign as a nest for creative minds on an elevated platform; where people who trust, respect, look through a candid vision can transform an idea into a reality Market Overview From the data we observe that most of the ideas and investors are polarized towards theater, music, film and video and technology. It is also observed that due to the keen interest in the starters have thrived to success |
| Quote | Market Segmentation There has been a potential market in ***Theater*** business especially in ***Theater-Plays*** Market Timing From the market timing, most successful business seems to uproar from March, peak during may and gradually falls down in the month of September. This may be due to the nature of the market, theater plays starts and peaks in summer and troughs down in fall |

# Other Pedagogical Views







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| Vittal Siddaiah  Vittal.siddaiah@gmail.com |  |