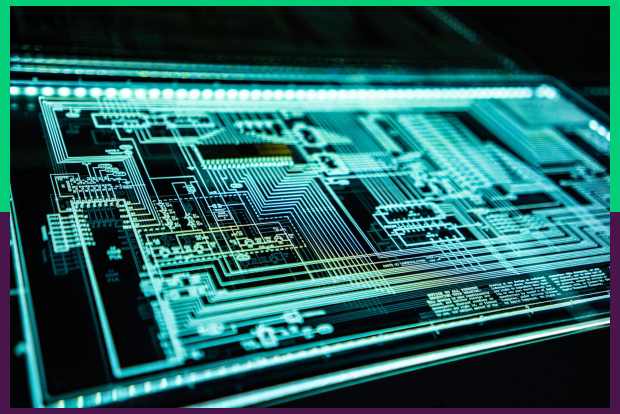
KICKSTARTER



WIGGLES PRESO GROUP 3 –
WIGGLES KICK CLASS

Kickstarter's History

Apr '09 Launch

Feb '13 Launched iOS App – Kickstarter

'12 –'17 Global expansion

Some success stories: Pebble Watch 2012 and on, Kingdom Death game, 2017 (more than 12000% above target

Used by musicians, novelists, designers, toys, games, animators, comedians etc

Dec '19: 470k launched projects with 37.4% success rate, ie meeting set goal

Dec '21 moved to blockchain

Largest Project to date: $41.7 M – Novel: Surprise Mar '22

What's next?

Executive Summary

By applying some data dives and selection criteria we should be able to gain insights to the greatest accuracy and understand the results.

Point #1

- Examine success of all projects and define success across categories

Point #2

- Extract data both pre and post Covid & use Feb 21 - Aug 21 for validation

Point #3

- Can we predict success based on a particular category of project, or starting point for funding?

Point #4

- Classified via SVM, Random Forest, Neural Networks, and Naive Bayes

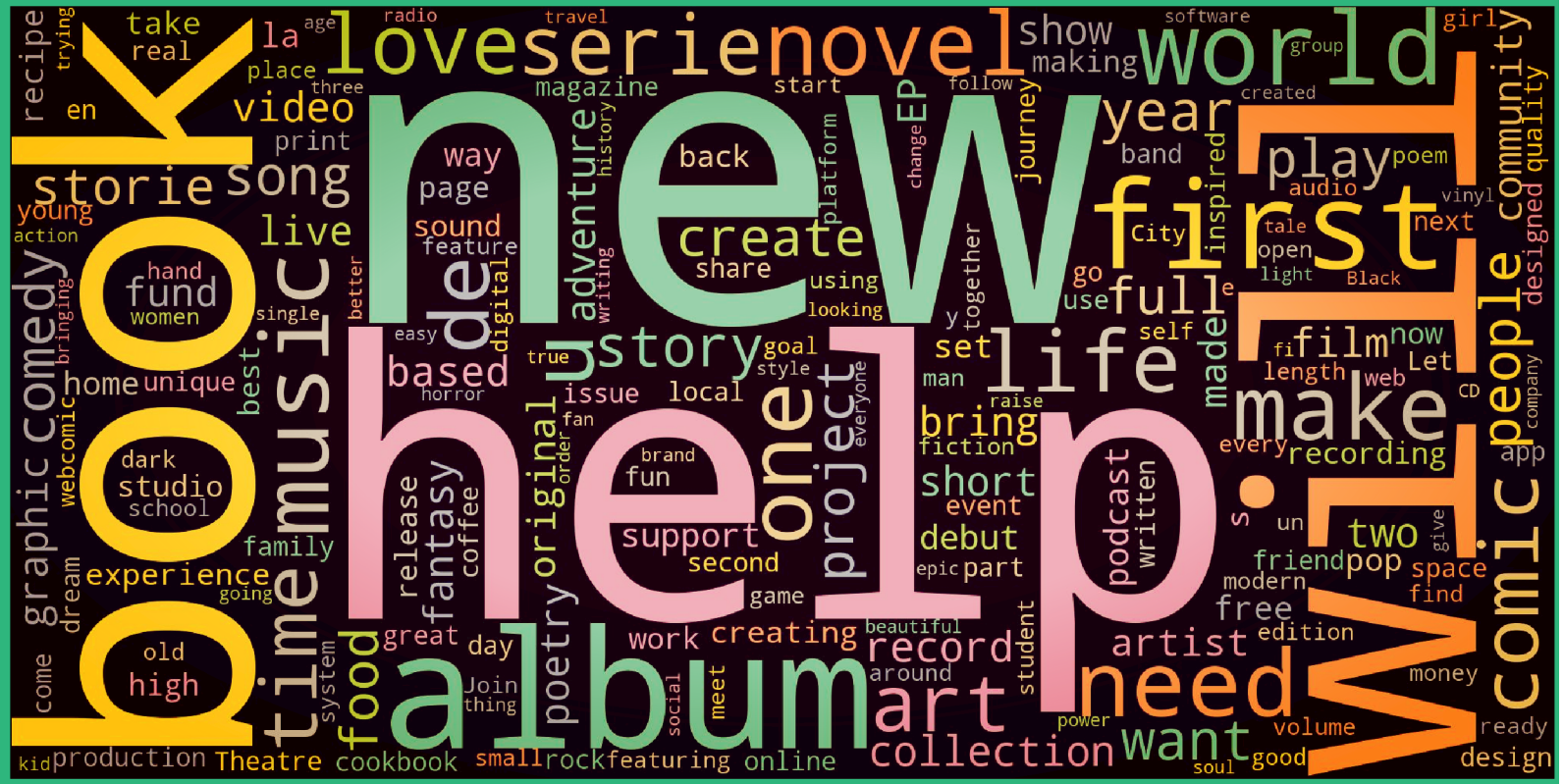
Point #5

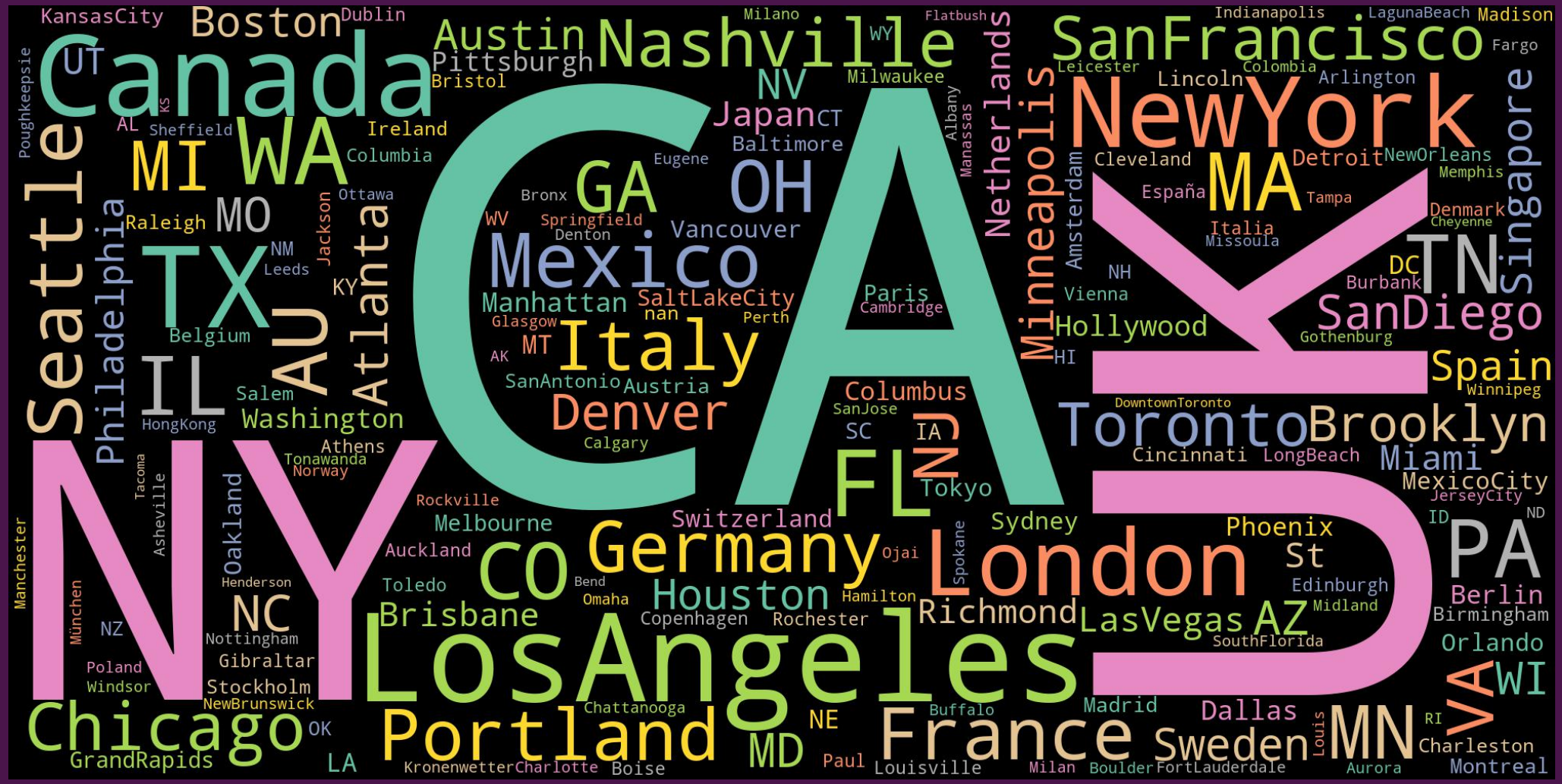
- Ability to predict the success of funding by utilising selected columns form Kickstarter data

Point #6

- Summarise results - both classification, and category, region success

Varied categories,descriptions from all over





LOCATION WORDCLOUD

Chosen Supervised Learning

Wai

SVM

Stuart

Random Forest

Jim

Neural Networks

Jack

Naive Bayes

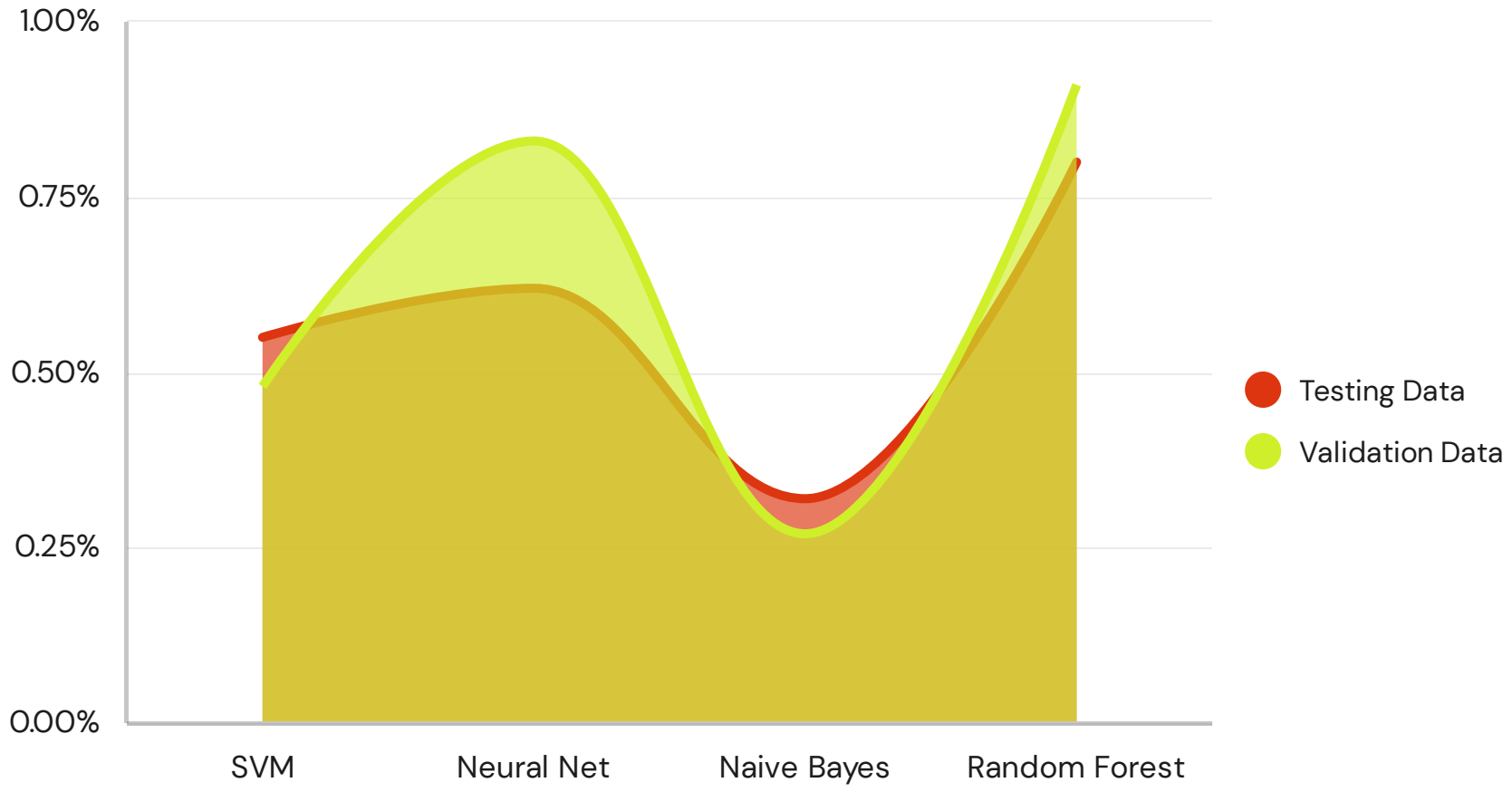
Lachlan – Modeling /Ranking categories and funding targets

What did we find?

- The Random Forest classifier performed the best, with Naive Bayes least effective
- Mainly due to ability to handle large data sets and perform both LR and classification
- Accuracy details to follow

Classifier Accuracy score

Data up to 21/4/2022 as available through Kickstarter API, and validation dates of Feb '21 - Aug '21



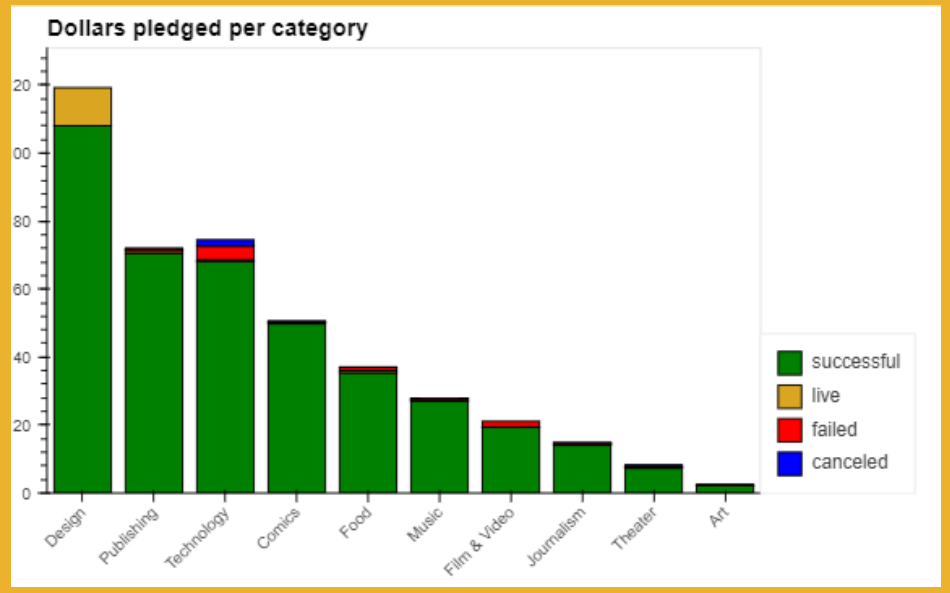
91%

RANDOM FOREST - HIGHEST ACCURACY

27%

NAIVE BAYES - LOWEST ACCURACY

Top Categories & Funding Locations



Categories by successful outcome – Ranked: 1. Design; 2. Publishing; 3. Technology, yet Tech does have high fail rate

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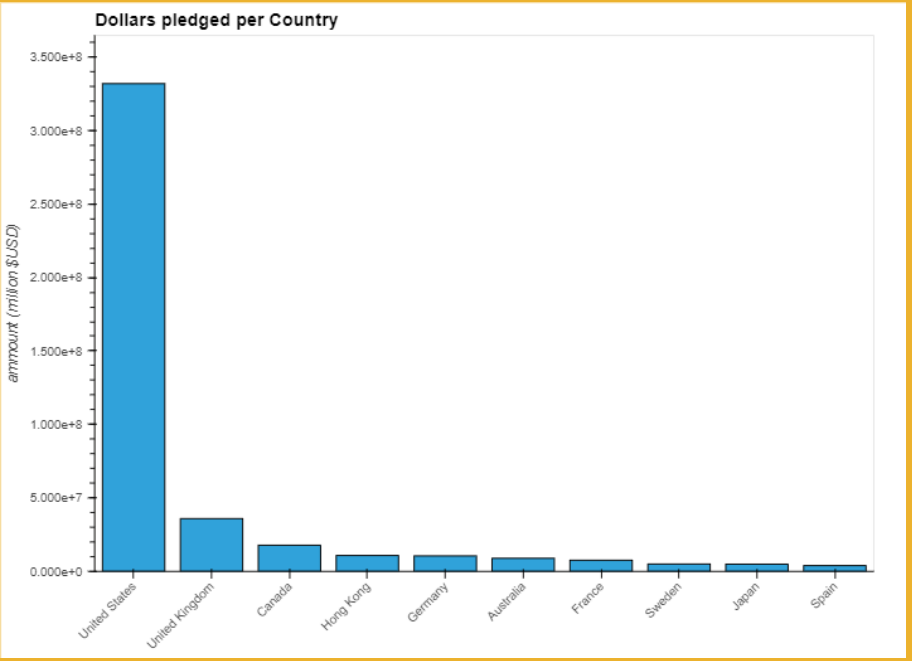
Top Categories & Funding Locations



Funds pledged by region – Ranked: 1. U.S; 2. UK; 3 Canada– Aus in top 6, US clearly Kickstarter central!

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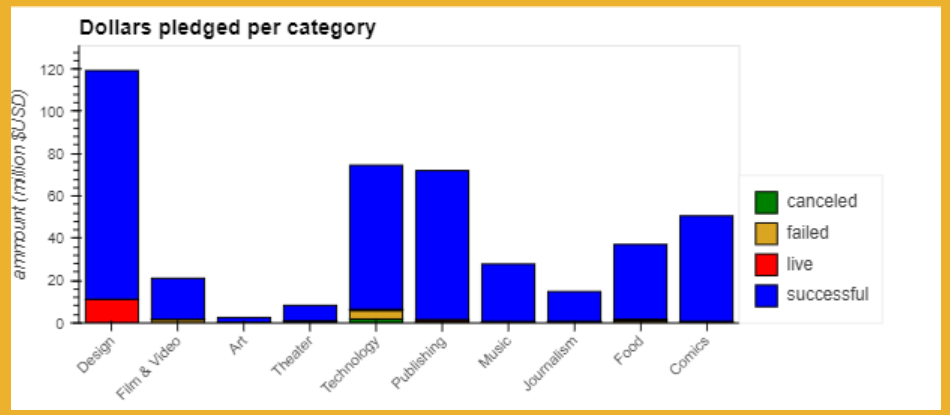
Top Categories & Funding Locations



Top 3 categories by $ pledged: ***Design: approx $120M USD, Tech: approx $75M USD, & Publishing: approx $72M - Art, Theatre, Journo bottom 3***

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The Future of Kickstarter

1 Blockchain for greater scale

2 Pledged volumes dipped, from Covid....Continued growth, $6B and counting

3 Which categories will dominate the next decade?

Competition

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wefunder
crowdfunding for startups and small businesses

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gofundme™

chuffed

Thanks from the Wiggles, now a shameless plug for beautiful.ai, better than powerpoint

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