Launching A Successful Kickstarter Project: Lessons Learned
Introduction to Henrik de Gyor

Vendor Neutral Consultant

15 years of Digital Asset Management (DAM) experience

7 years of blogging

6 years of podcasting

6 eBooks written

1 Kickstarter project successfully funded

Source: Another DAM Consultancy
What is Crowdfunding?

The practice of funding a project or venture by raising monetary contributions from a large number of people, today often performed via internet-mediated registries, but the concept can also be executed through mail-order subscriptions, benefit events, and other methods.

An alternative form of finance

Types of Crowdfunding

1. Debt-based
2. Donation-based
3. Equity
4. Litigation
5. Rewards-based* 
6. Software value token

*Kickstarter is this type of crowdfunding

Crowdfunding: Financial Technology

Contact info@venturescanner.com to access the full landscape report with all 1714 companies

Source: Venture Scanner
Highest Funded Crowdfunding Projects

Ace Marks

BauBax

Coolest Cooler

Oculus Rift

Pebble

Pebble Time

Kickstarter Statistics
Qualify Your Idea(s)
Hard Work

Genius is one percent inspiration, ninety-nine percent [implementation]

Source: Thomas Edison (paraphrased)
Kickstarter Project Categories

Art
Comics
Crafts
Dance
Design
Fashion
Film & Video
Food
Games
Journalism
Music
Photography
Publishing
Technology
Theater

Source: Kickstarter
Few Rules from Kickstarter

Projects must create something to share with others.

Projects must be honest and clearly presented.

Projects can’t fundraise for charity, offer financial incentives, or involve prohibited items.

(These rules don’t cover every possible use of Kickstarter, but they explain their purpose and perspective.)

Source: Kickstarter
Running Your Project On Kickstarter

1. Build your project [plan, budget, schedule, specs]
2. Get feedback
3. Launch it to the world!
4. Track funding progress
5. Funded!
6. Keep backers in the loop
7. Send rewards
8. You did it

Source: Kickstarter
Marketing
How to turn your vision into your marketing

Identify your target audience.

Tell a brief **story** to help the audience relate to your project.

Answer who, what, where, when, why and how you will do your project.

Use headlines and subtitles. You have 7.5 seconds to draw your audience in.

Keep it super simple, clear and concise. Make it visual. Don’t be too wordy.

Keep in mind expectations are only increasing and patience are only decreasing.

Must have a video to convince your audience.

Don’t overpromise. Be prepared to overdeliver.

Source: Another DAM Consultancy
Look Inside:

A Successful Kickstarter Project
Timeline

January 2009

May 2010

March 2013
Kickstarter Project Planning Started

April-May 2013
Funding Period

August 2013

Source: Another DAM Consultancy
Track Funding Progress

Funding progress

Source: Kickstarter
# Track Where Your Traffic Comes From

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Type</th>
<th># of Pledges</th>
<th>% of Dollars</th>
<th>Dollars pledged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct traffic (no referrer information)</td>
<td>External</td>
<td>30</td>
<td>61.57%</td>
<td>$1,547</td>
</tr>
<tr>
<td>anotherdampodcast.com</td>
<td>External</td>
<td>2</td>
<td>10.67%</td>
<td>$320</td>
</tr>
<tr>
<td>Twitter</td>
<td>External</td>
<td>7</td>
<td>10.40%</td>
<td>$312</td>
</tr>
<tr>
<td>linkedin.com</td>
<td>External</td>
<td>6</td>
<td>10.33%</td>
<td>$310</td>
</tr>
<tr>
<td>Search</td>
<td>Kickstarter</td>
<td>5</td>
<td>6.67%</td>
<td>$200</td>
</tr>
<tr>
<td>anotherdamblog.com</td>
<td>External</td>
<td>5</td>
<td>3.50%</td>
<td>$105</td>
</tr>
<tr>
<td>google.co.uk</td>
<td>External</td>
<td>1</td>
<td>3.33%</td>
<td>$100</td>
</tr>
<tr>
<td>on picturepark.com</td>
<td>External</td>
<td>1</td>
<td>3.33%</td>
<td>$100</td>
</tr>
<tr>
<td>Ending Soon (Discover)</td>
<td>Kickstarter</td>
<td>1</td>
<td>0.17%</td>
<td>$5</td>
</tr>
<tr>
<td>Home location</td>
<td>Kickstarter</td>
<td>1</td>
<td>0.03%</td>
<td>$1</td>
</tr>
</tbody>
</table>

Source: Kickstarter
## Rewards Selected

<table>
<thead>
<tr>
<th>Top Rewards</th>
<th>Pledged</th>
<th>Backers</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20 reward</td>
<td>$1,192</td>
<td>43</td>
<td>37%</td>
</tr>
<tr>
<td>$100 reward</td>
<td>$700</td>
<td>7</td>
<td>22%</td>
</tr>
<tr>
<td>$300 reward</td>
<td>$600</td>
<td>2</td>
<td>19%</td>
</tr>
<tr>
<td>No reward</td>
<td>$388</td>
<td>10</td>
<td>12%</td>
</tr>
<tr>
<td>$150 reward</td>
<td>$300</td>
<td>2</td>
<td>9%</td>
</tr>
<tr>
<td>$200 reward</td>
<td>$0</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: Kickstarter
Internal vs. External Pledging

Referrers

Dollars pledged via Kickstarter: $206
Dollars pledged via external referrers: $2,974
Average pledge amount: $49.69

Source: Kickstarter
Lessons Learned

Talk to people who would be your audience before launching the project.

Find people available to help your project become a reality.

You are not alone. Do not do your project alone.

Overestimate all your costs and timeframes. And then multiply.

Consider everything including design, labor, manufacturing, services, supplies, storing, shipping, etc. Be scalable.

Start the buzz about your project early. Marketing starts before you start funding your project and continues until you complete all the deliveries.
Questions?

connect@anotherdamconsultancy.com
@hgg101
Like this Presentation?

@hgg101
Available October 20

SUCCESS WITH KICKSTARTER
LESSONS LEARNED
INTERVIEWS WITH PROJECT CREATORS

HENRIK DE GYOR
Appendix

Comparison of crowdfunding services (Wikipedia)
List of highest funded crowdfunding projects (Wikipedia)
Trends Show Crowdfunding To Surpass VC In 2016 (Forbes)
Crowdsourcing and Crowdfunding Explained
How crowdfunding is going to change the world

Source: TED