

A Strategic Approach to Crowdfunding



Julie Coniglio

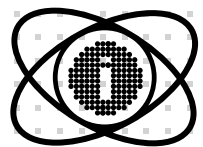
Awkward Hug

@awkward_hug

Cindy Au

Kickstarter

@shinyee_au



INDEPENDENT GAMES
SUMMIT

GAME DEVELOPERS CONFERENCE®

SAN FRANCISCO, CA
MARCH 5-9, 2012
EXPO DATES: MARCH 7-9

2012

CROWDFUNDING



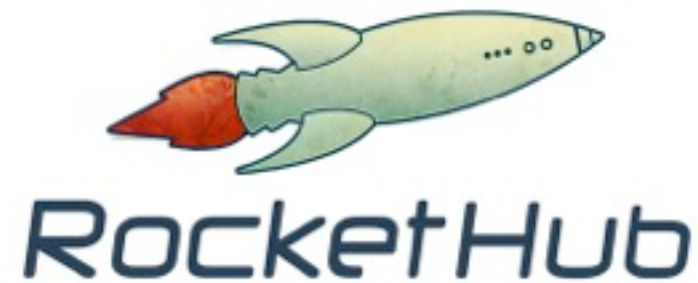
Use your community to fund your project.

PLATFORMS

● = live game campaigns
(one week before GDC 2012)

● = most \$ raised by game campaign

50 \$100k



Keep what you raise.

extensive network of partners

50+ \$13k *



Keep what you raise or Opt in to all or nothing.

anyone, globally, can raise money

175 \$2m \$170k



All or nothing.

exclusively creative and well-curated

* Indiegogo does not release numbers; these were based on exploration of their site

PROS

- 100% Creative Control
- Eliminates (Some) Risk
- Accessible Audience
- Public Facing Creator
- Allows Flexible Process

CONS

- Idea Thievery
- Self-Promotions (no shyness)
- Many Hats
- Successful Campaign -
Now What!


CASE STUDY

Socks, Inc. was among the first game projects to be funded on Kickstarter.

Socks, Inc. (an Alternate Reality Game)

A Games project by Jim Babb • [send message](#)

PROJECT HOME | **UPDATES** 13 | **BACKERS** 123 | **COMMENTS** 19



123
BACKERS
\$7,357
PLEDGED OF \$6,000 GOAL
0
SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its goal on August 6, 2010.

PLEDGE \$5 OR MORE
23 BACKERS

You will feel fabulous about sir/madame, are supporting wonderful (and if we ever meet an enthusiastic high five). Please

[Like](#) Christine Parker and 239 others like this. [Tweet](#) [EMBED](#) <http://kck.st/duUXcV>

ABOUT THIS PROJECT

WHAT ARE YOU DOING...

3 MAJOR QUESTIONS TO TACKLE




- 1. How much do we need to make our game?**
- 2. Who is going to fund it?**
- 3. How do we reach these people?**



CAMPAIGN GOAL

Most successful Kickstarter campaigns ask for less than \$5G.
What if you need more than that?

- Be Bold
- Re-evaluate
- Re-structure



Will your goal seem
***reasonable to your
audience?***

CAMPAIGN GOAL

Most successful Kickstarter campaigns ask for less than \$5G.
What if you need more than that?

● Be Bold → Ask for it.

○ Re-evaluate

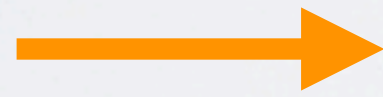
○ Re-structure

CAMPAIGN GOAL

Most successful Kickstarter campaigns ask for less than \$5G.
What if you need more than that?

☐ Be Bold

☒ Re-evaluate



Determine MVP, Minimum
Viable Product.


☐ Re-structure

CAMPAIGN GOAL

Most successful Kickstarter campaigns ask for less than \$5G.
What if you need more than that?

☐ Be Bold

☐ Re-evaluate

☒ Re-structure  Break it down.

We did a little bit of all three...

● Be Bold + ● Re-evaluate + ● Re-structure

and asked for \$6G

CAMPAIGN GOAL

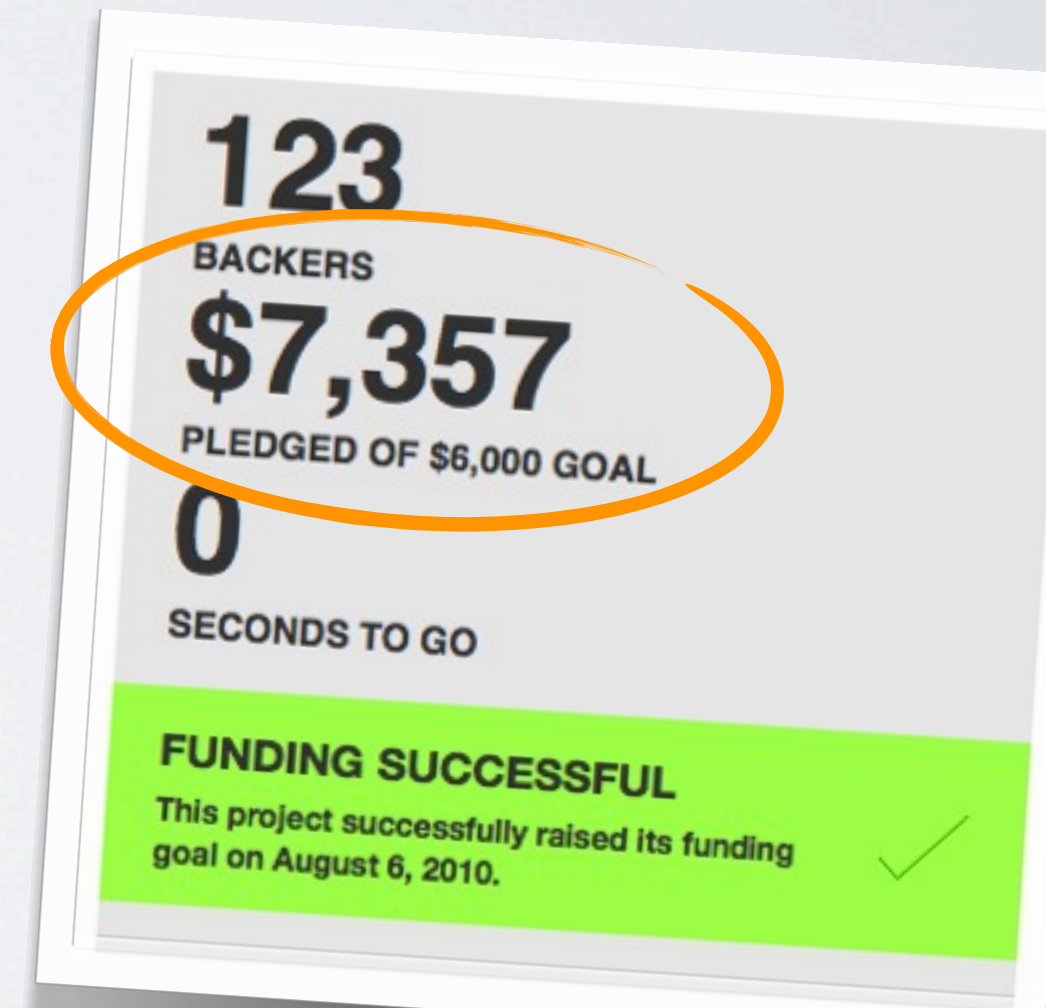
Base Cost

+ 5% for Rewards

+ 5% for Kickstarter

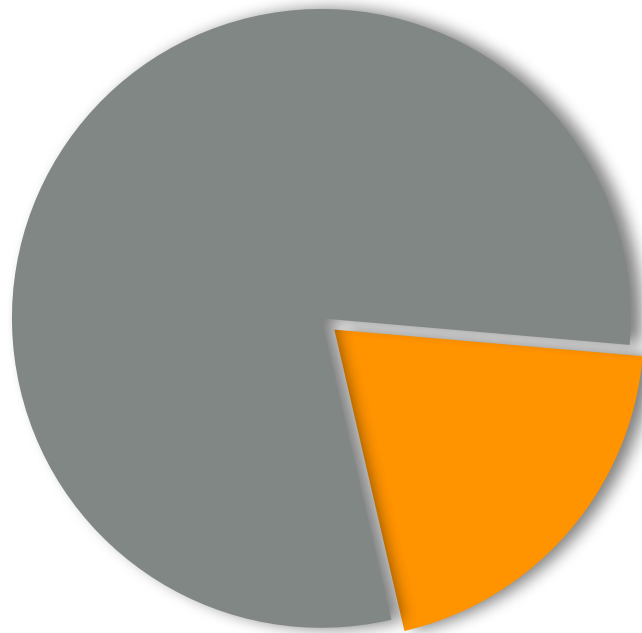
+ 5% for Amazon

- Get estimates & quotes
- Secure your team
- Rack your brains for hidden costs



CONTRIBUTORS

Contributors to Socks, Inc.



- Family, friends + co-workers
- Your community
- Industry contacts
- Peeps who want your game to exist

▶ Their communities

CONTRIBUTORS

The best thing people can do for
your campaign (after contributing)
is ***evangelize.***



Give 'em something to work with!

REACH OUT

- Digital outreach
- Be personal
- Real-world outreach
- Make swag



Find creative ways to
***break through the
digital noise.***

REACH OUT

- Digital outreach
- Be personal
- Real-world outreach
- Make swag



REACH OUT

- Digital outreach
- Be personal
- Real-world outreach
- Make swag



We DMed thought leaders in overlapping industries and personally asked them to share our campaign.

REACH OUT

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- Real-world outreach
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REACH OUT

- Digital outreach
- Real-world outreach
- Be personal
- Make swag



Postcards and patches were mailed to people who had played our previous games.

GIVE REWARDS



GIVE REWARDS

This guy cost 4.75% of the \$500 pledge to make. With packaging and delivery costs, the reward went slightly over our 5% rule.

PLEDGE \$500 OR MORE

3 BACKERS

This is arguably the coolest deal around. Pledge 500 hollar dollars and not only will you get Executive Producer credit on the game's site, but you will receive one of the world's first taxidermically preserved sock puppets. Hang it in your game room, office, locker, or over your mantel; a stuffed and mounted sock puppet is sure to make your awesomeness apparent and your popularity heights. When you aren't busy



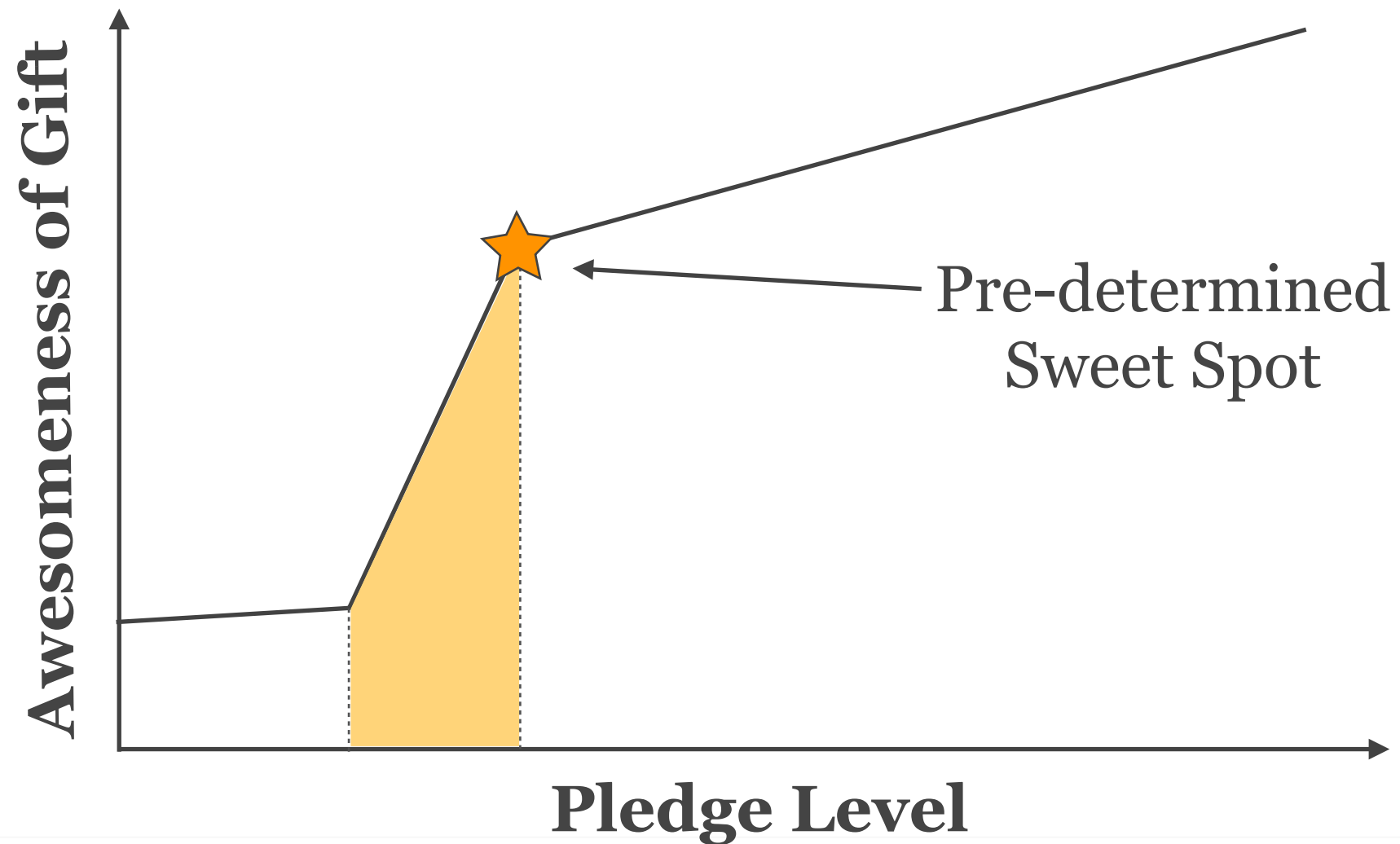
TOTAL COSTS

\$23.75

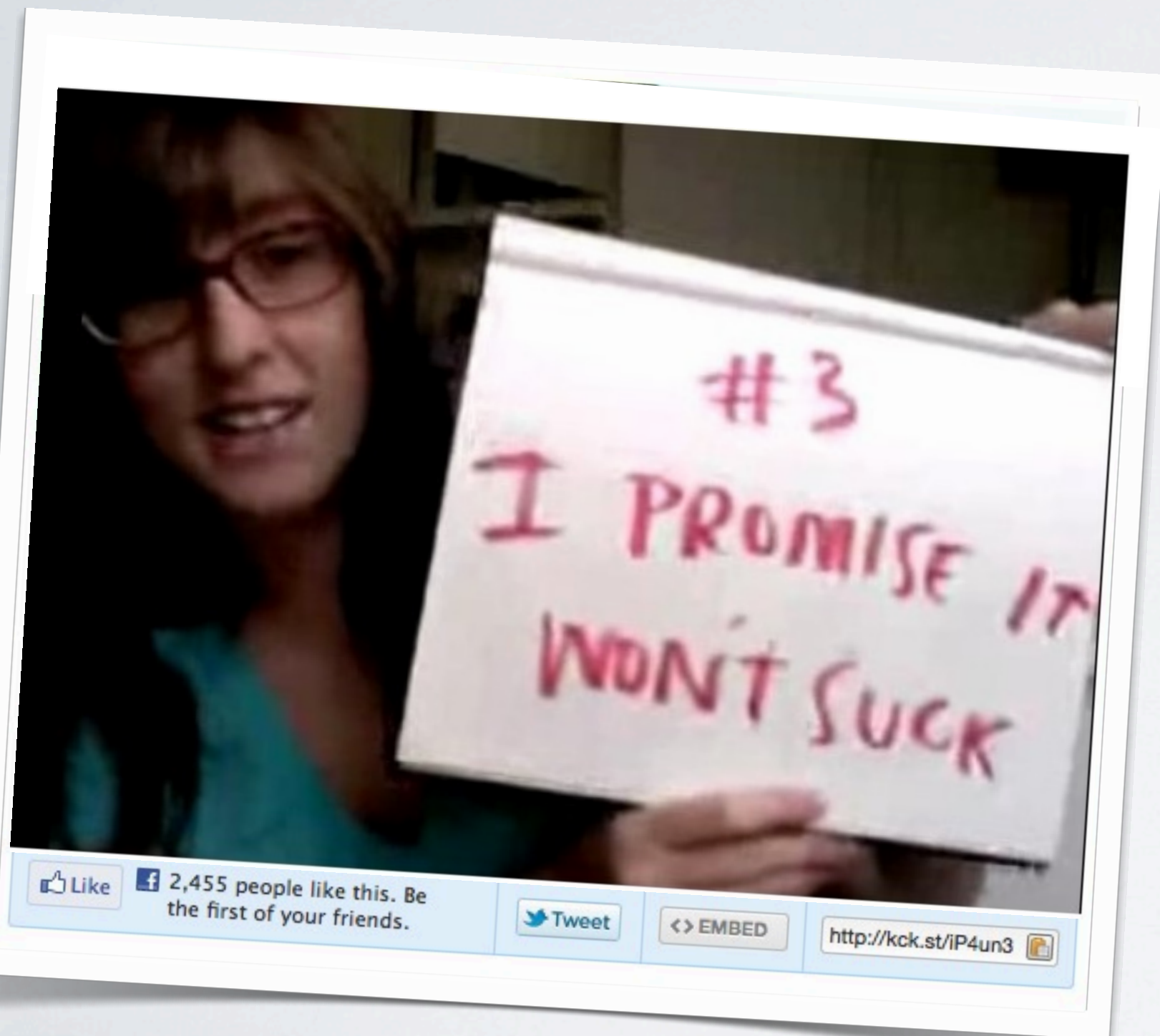
GIVE REWARDS

The sweet spot = level that earns the most \$\$\$

The Socks, Inc. Reward Strategy



People aren't just giving money to your project,
they are giving money to you...



- Be honest, sincere, + charming
- Get straight to the point
- Establish your credibility
- Keep it < 5 mins.

Kickstart your pitch process with a healthy dose of preparation!

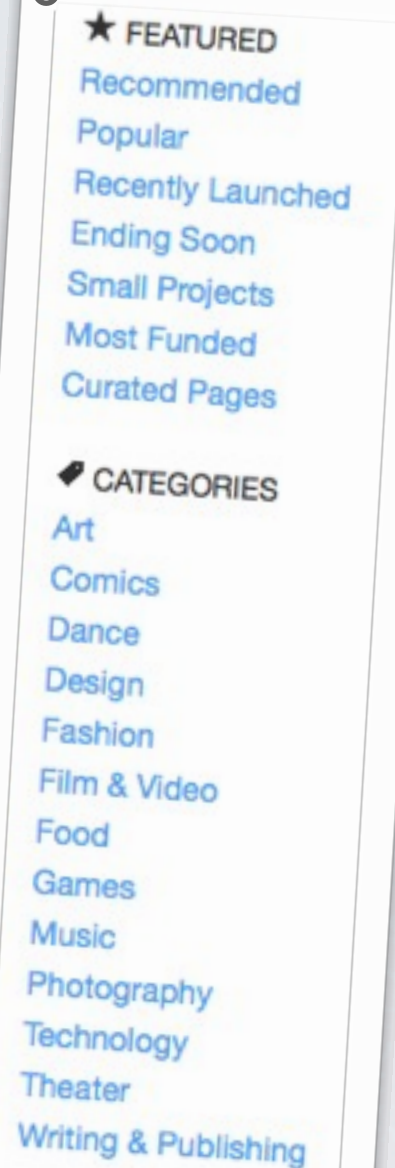


KICKSTARTER BLOG
EST. 2009

Follow blogs that analyze the data

*Learn from
other campaigns*

Ask for help!



★ **FEATURED**
Recommended
Popular
Recently Launched
Ending Soon
Small Projects
Most Funded
Curated Pages

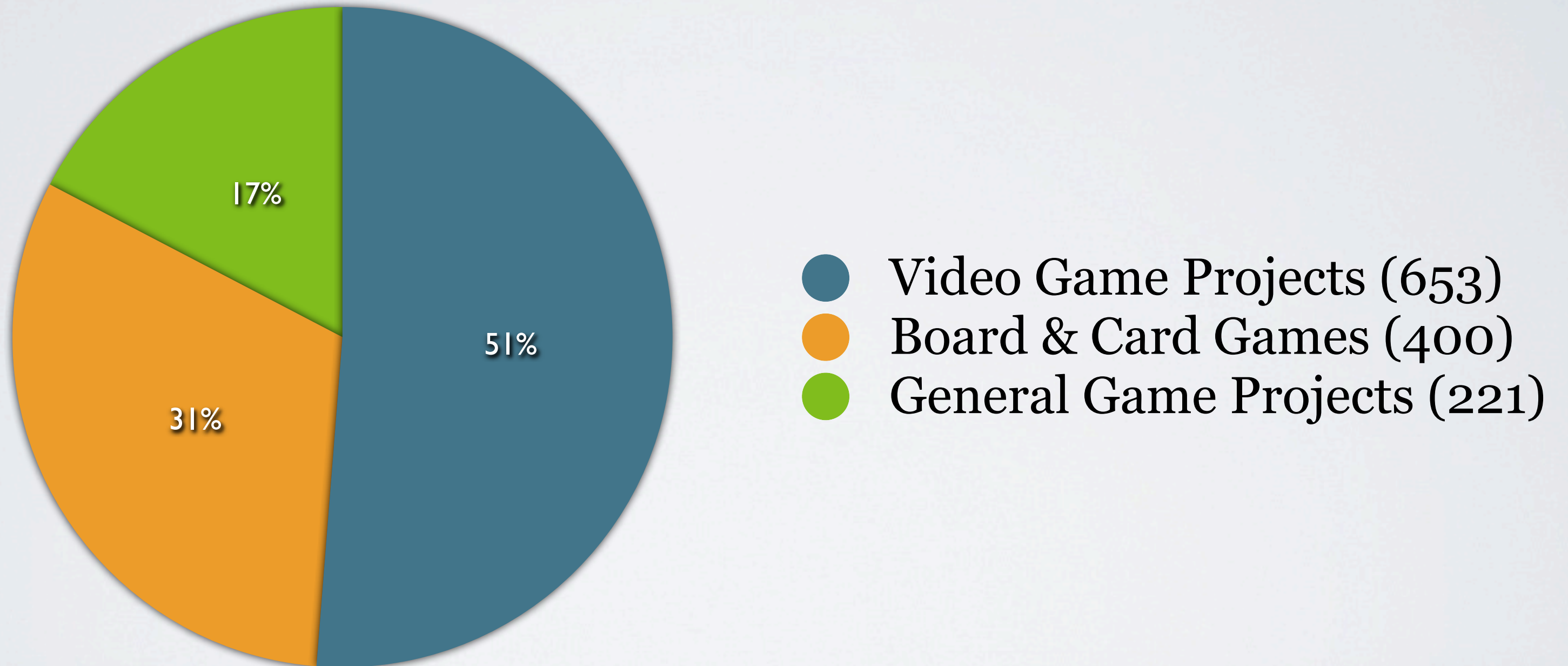
🔑 **CATEGORIES**
Art
Comics
Dance
Design
Fashion
Film & Video
Food
Games
Music
Photography
Technology
Theater
Writing & Publishing

Kickstarter

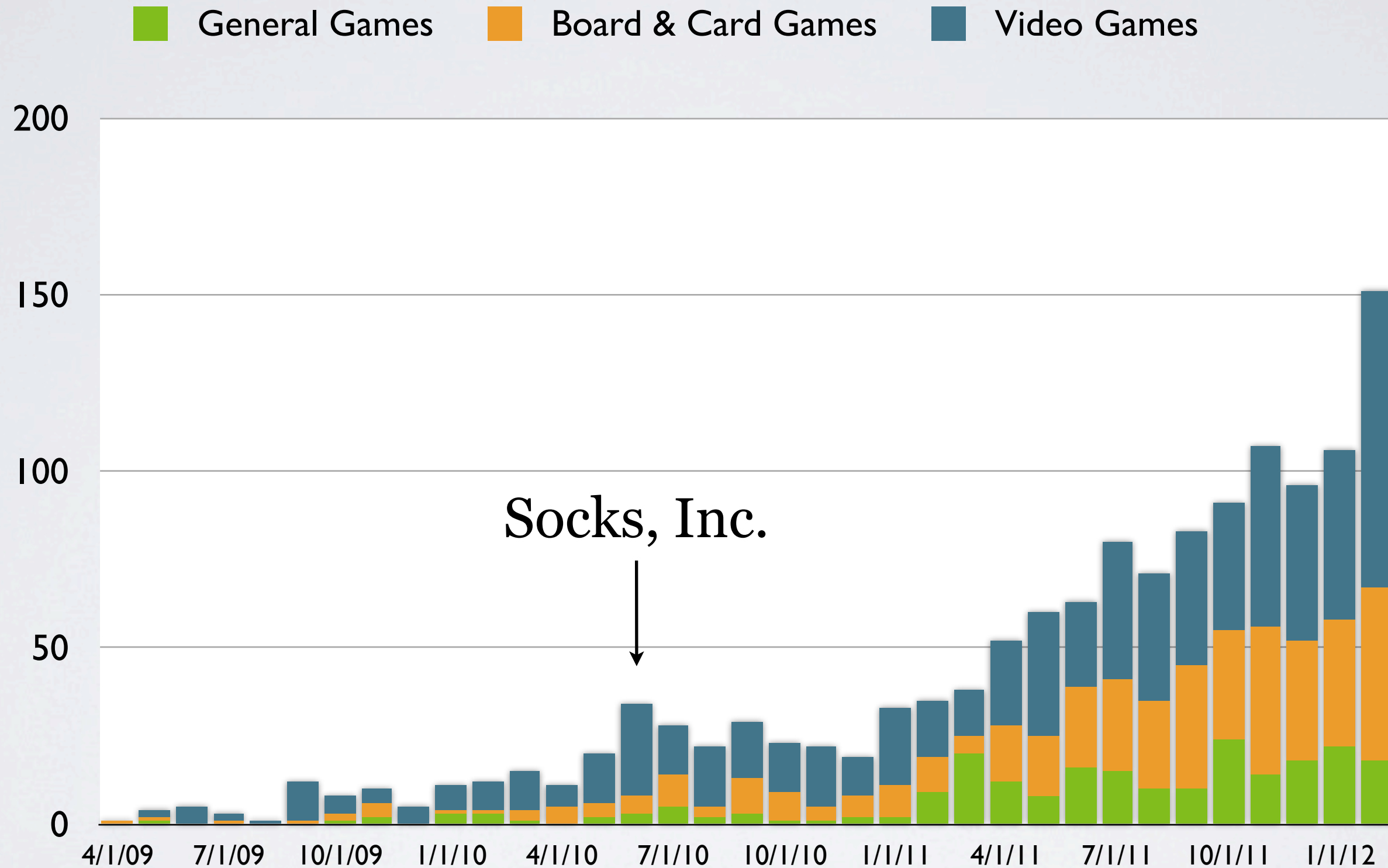
OVERALL NUMBERS

- +1239 Game projects launched
- +135,000 backers
- +\$8 million pledged

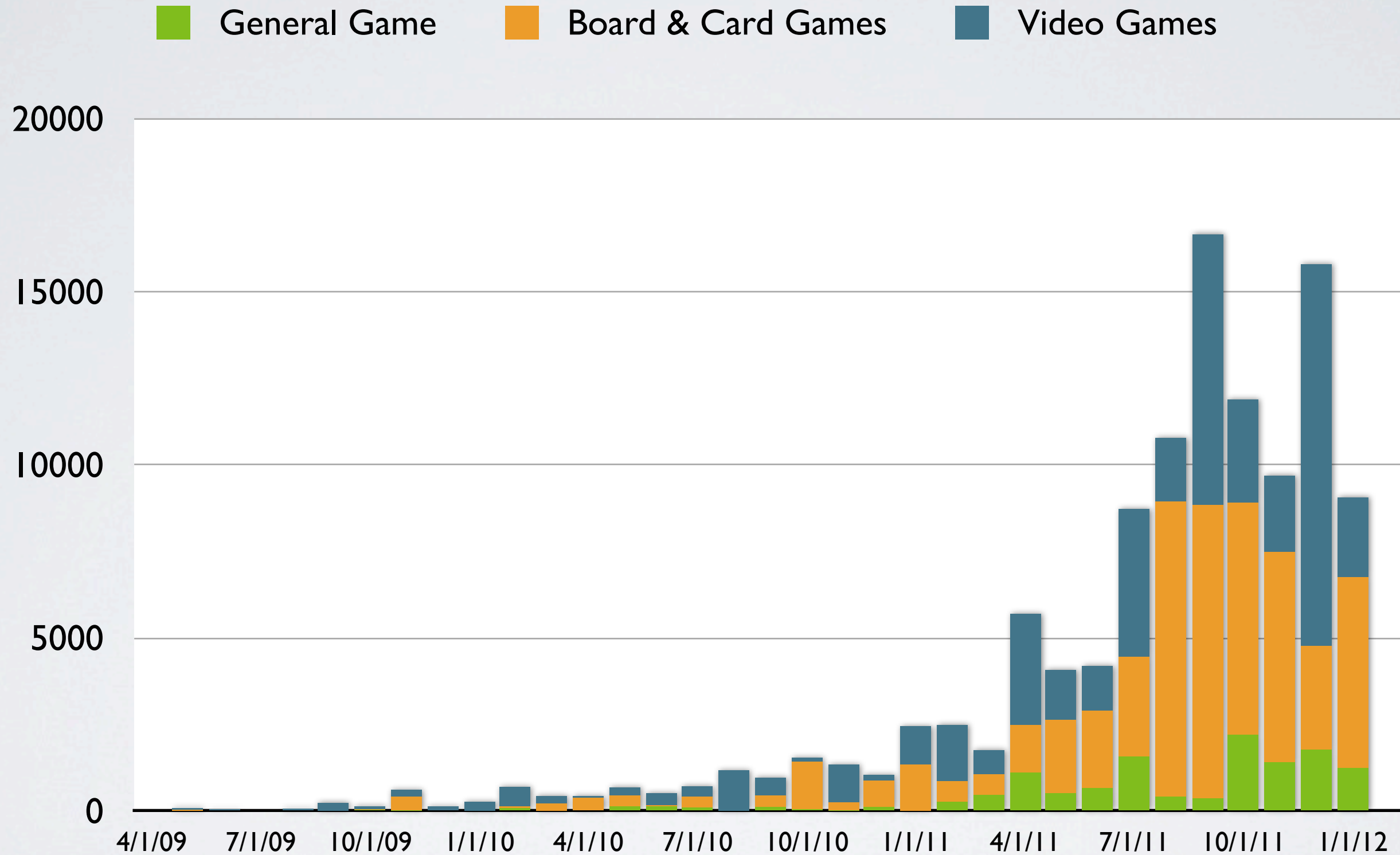
Game Project Breakdown



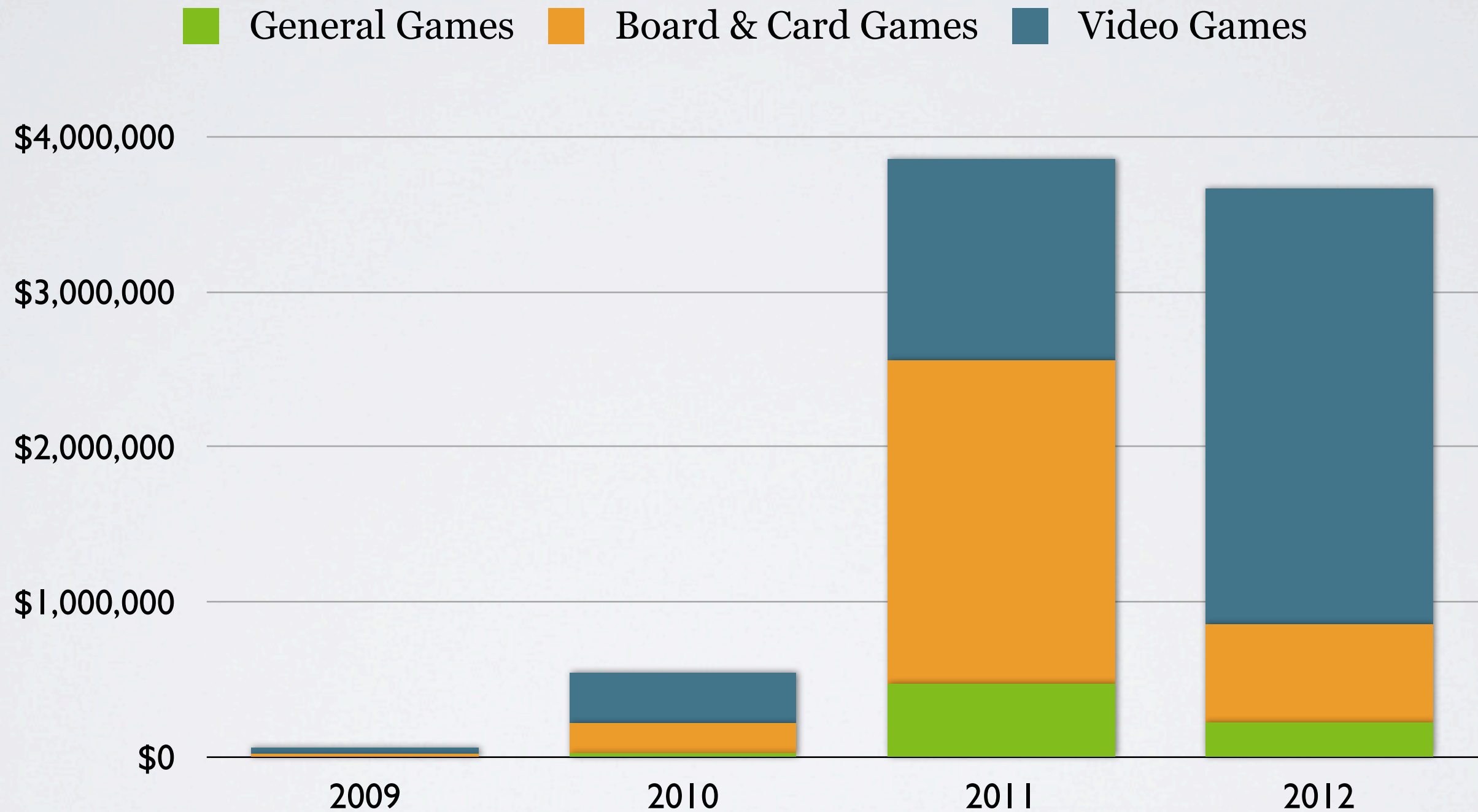
Game Launches



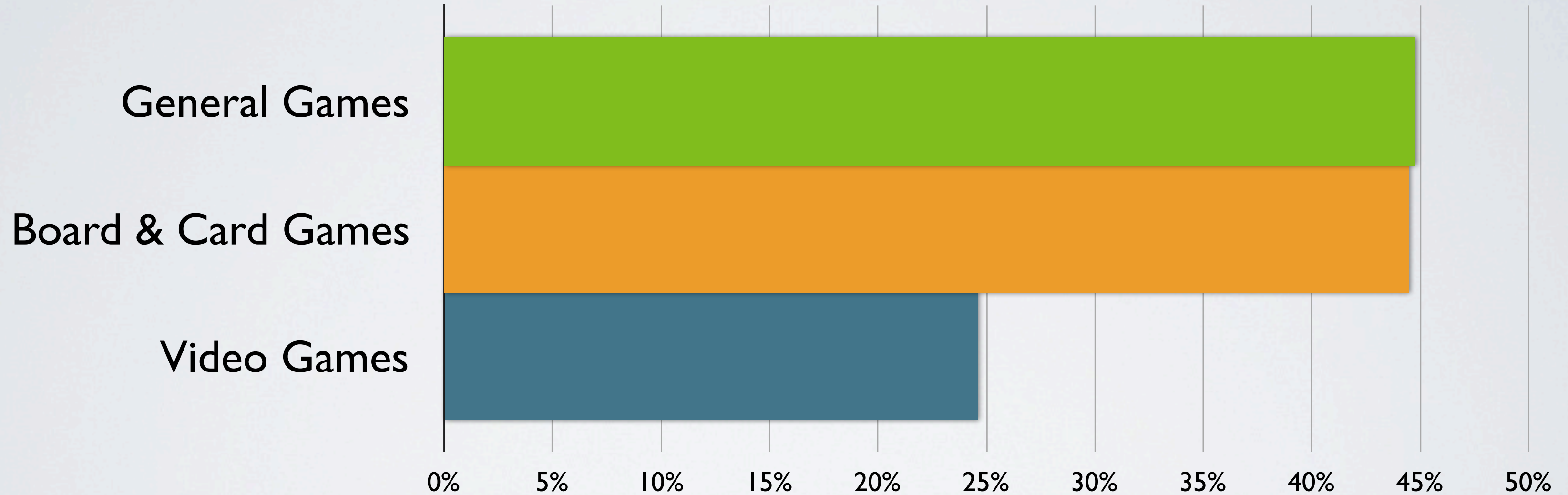
Game Pledges



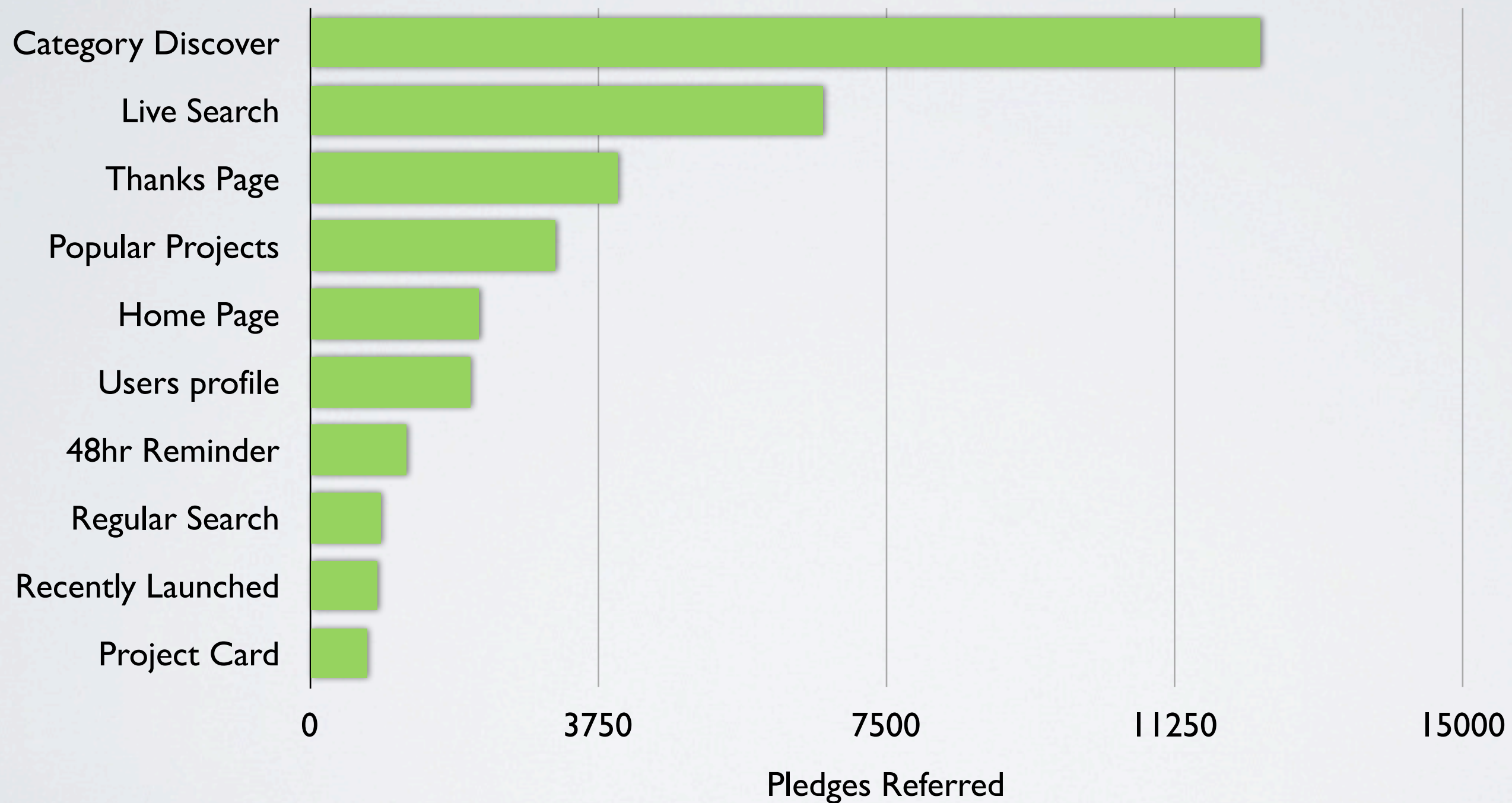
Dollars Pledged Per Year



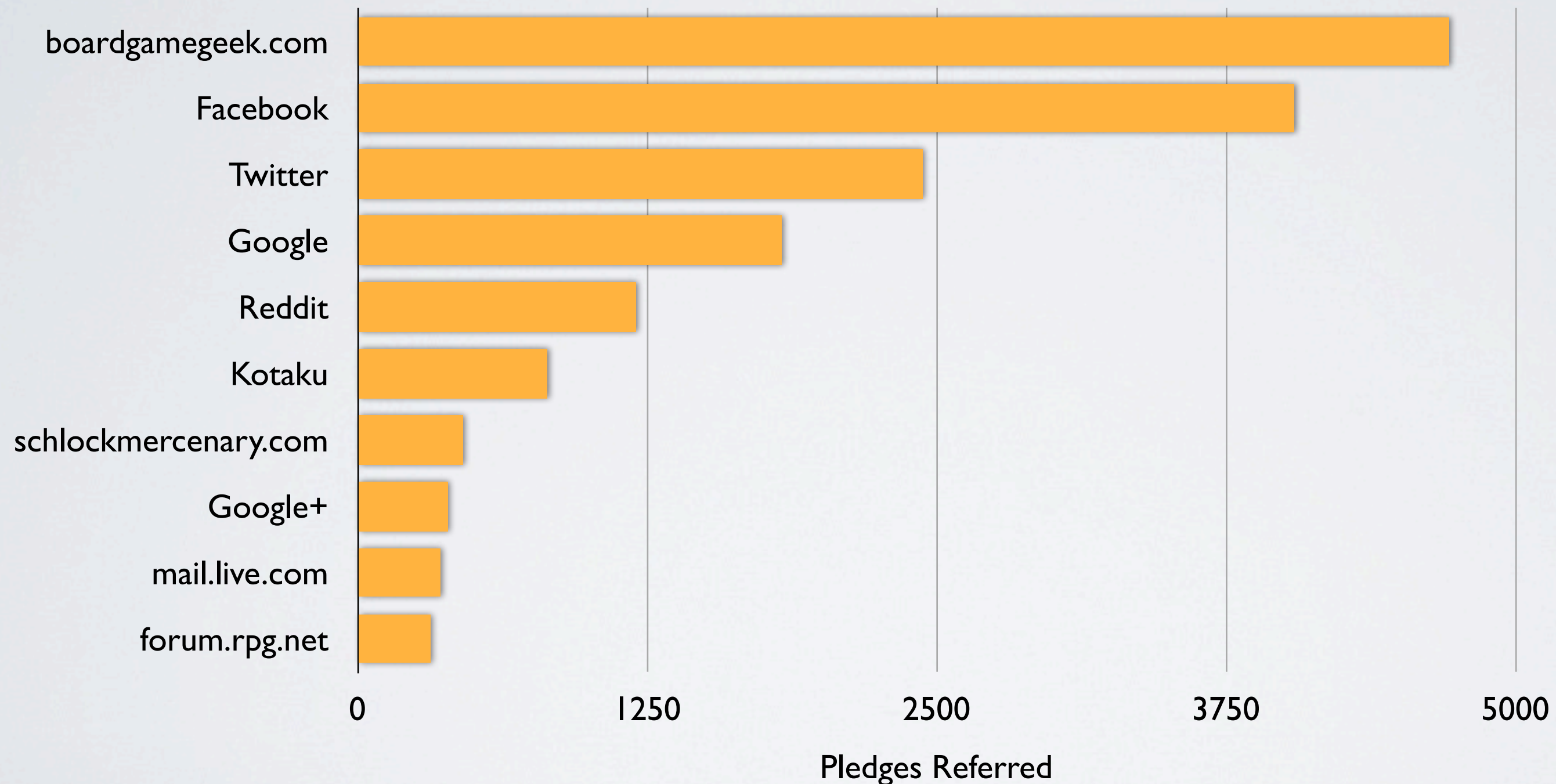
Success Rates



Internal Pledge Referrers



External Pledge Referrers



What the Average Game Project Looks Like

A Games project in New York, NY by YOU! · [send message](#)

PROJECT HOME

UPDATES

10

BACKERS

136

COMMENTS

181



230 people like this. Be the first of your friends.



<http://kck.st/wtXAz5>



ABOUT THIS PROJECT

Game Projects + Kickstarter

136

BACKERS

\$11,200

PLEDGED OF \$5,400 GOAL

0

SECONDS TO GO



FUNDING SUCCESSFUL

This project successfully raised its funding goal on March 6.



PLEDGE \$10 OR MORE



97 BACKERS

A copy of the VIDEO GAME!

Estimated Delivery: Dec 2012

PLEDGE \$25 OR MORE



39 BACKERS

Average goal, total
raised, and # of backers



136

BACKERS

\$11,200

PLEDGED OF \$5,400 GOAL

0

SECONDS TO GO



FUNDING SUCCESSFUL

This project successfully raised its funding
goal on March 6.



ALRIGHTY!

You're a few short steps from being a beloved backer.

Enter your pledge amount

\$ 42

*It's up to you.
Any amount of \$1 or more.*



Average
amount
pledged

Most popular reward tiers



PLEDGE \$10 OR MORE

 97 BACKERS

A copy of the VIDEO GAME!

Estimated Delivery: Dec 2012

PLEDGE \$25 OR MORE

 39 BACKERS

A copy of the VIDEO GAME + exclusive
DLC and digital concept art.

Estimated Delivery: Dec 2012

Thanks peeps!



Julie:

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@awkward_hug***

Cindy:

***cindy@kickstarter.com
@shinyee_au***