



# CROWDFUNDING 301

State of Play, Best Practices & Advanced Tactics



**Thomas BIDAUX**  
CEO, ICO Partners

GAME DEVELOPERS CONFERENCE EUROPE COLOGNE, GERMANY · 15-16 AUGUST 2016



## CROWDFUNDING 301:

### STATE OF PLAY, BEST PRACTICES & ADVANCED TACTICS

1

**STATE OF PLAY**

2

**BASICS - REMINDER**

3

**REWARDS**

4

**STRETCH GOALS**

5

**NOT-KICKSTARTER**

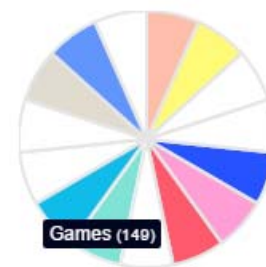
6

**LIST OF THINGS**

## INTRODUCTION

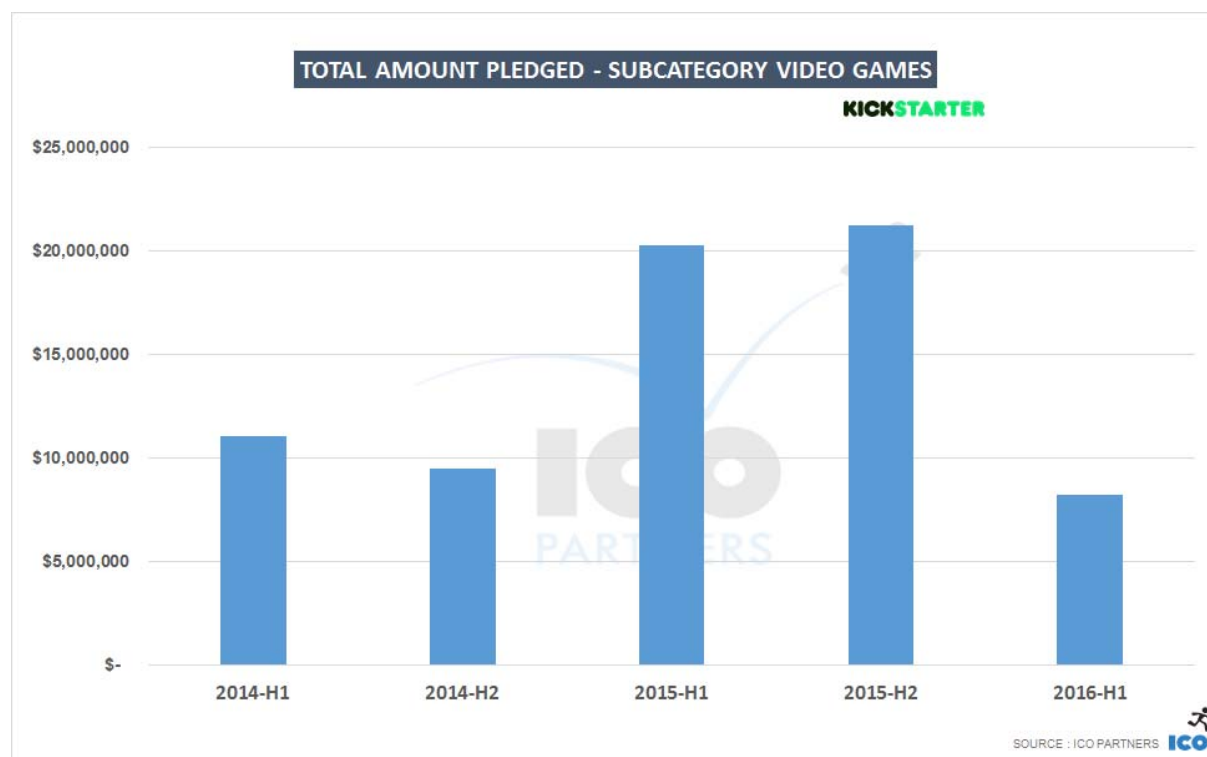
## Thomas BIDAUX

- 183 backed projects on Kickstarter
- 3 campaigns managed (2 Kickstarter, 1 Ulule)
- Advised on more than 20 campaigns

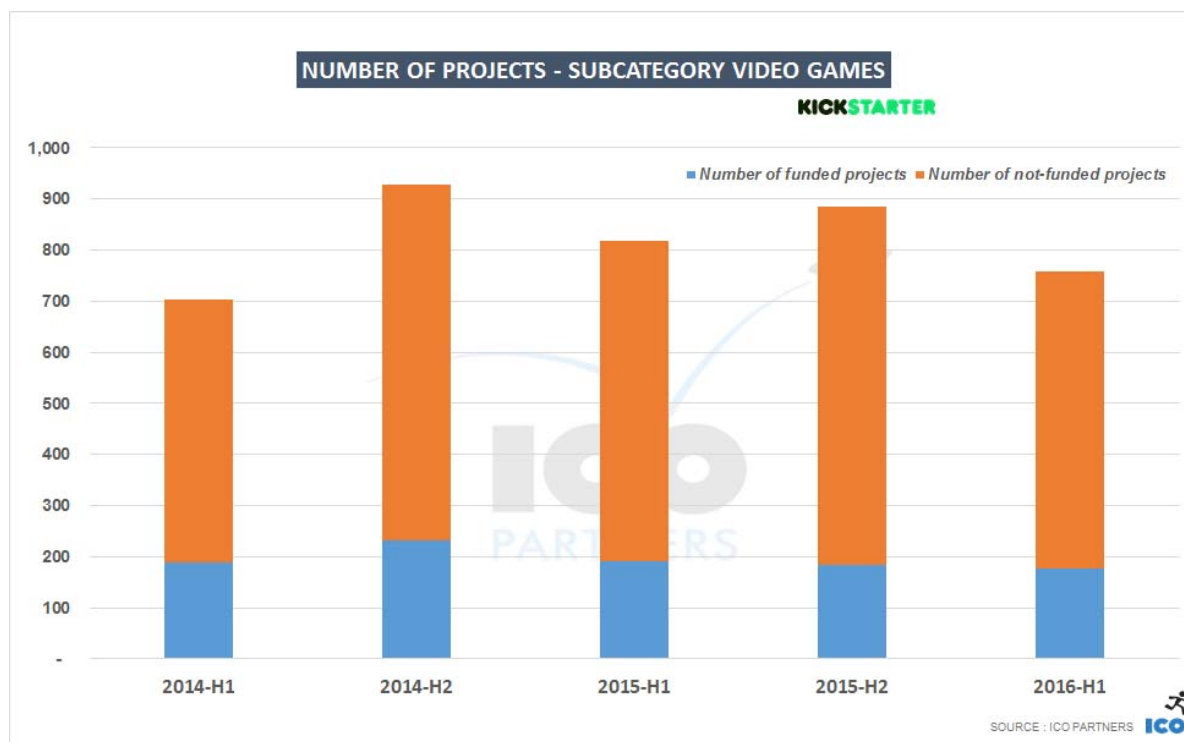


# 1. STATE OF PLAY

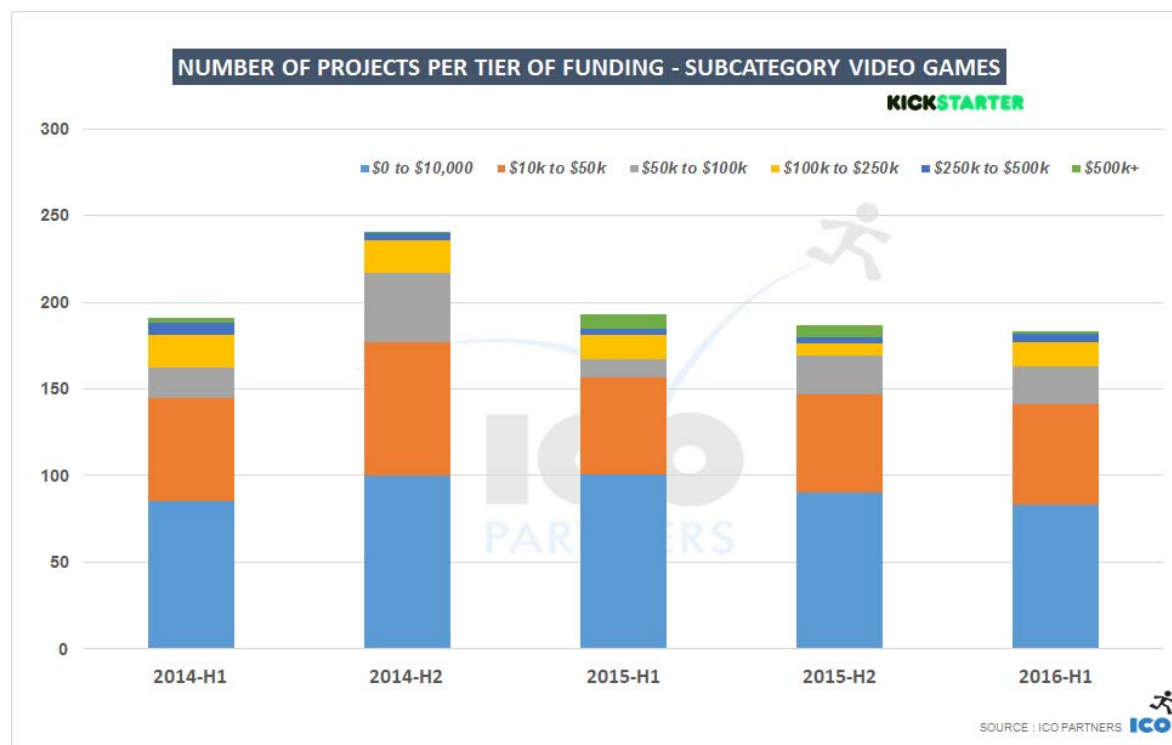
## STATE OF PLAY



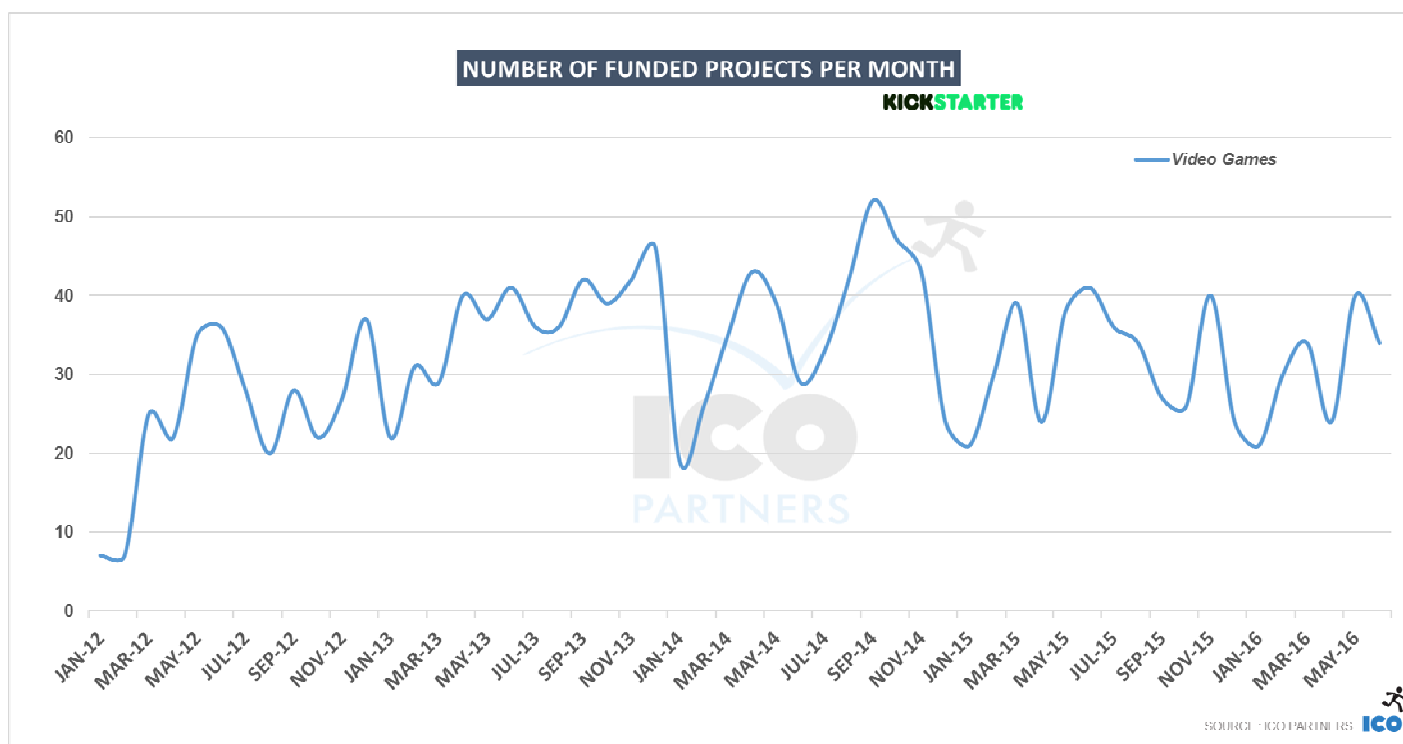
## STATE OF PLAY



## STATE OF PLAY



## STATE OF PLAY





## STATE OF PLAY

**Funded Video Game projects in 2016:**

- Average amount raised \$46,000
- Median amount raised \$15,000

## 2. BASICS

## CROWDFUNDING BASICS

- 1 It is not about likes 👍 it is about love ❤️
- 2 Momentum principle ➔ 20% in 48h 🕒
- 3 Games needs gameplay and/or demos
- 4 The 3 things that don't work
  - Free-to-Play
  - Mobile
  - Kids

# 3. Rewards

## REWARDS

## Make Projections.

### Lots of different projections.

- Average pledge / Median pledge
- Number of backers to reach the minimal goal
- Distribute backers to reach the Average Pledge

*Assess the distribution and project yourself (minimal orders; projected workload; distribution of the rewards)*

## REWARDS

**Rewards are excuses.  
Make good excuses.**

## REWARDS

**Don't let rewards take over  
your campaign**

## REWARDS

## Digital rewards

- Most likely your best ROI
- Be creative



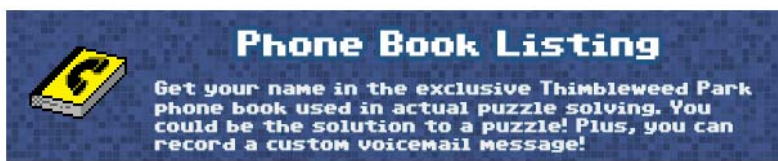
- Under your costs, and distribution
- Project yourself (again)



## REWARDS

## Digital rewards - The “Perk Bucket” Challenge

How to add Digital Rewards/Perks to a story driven, holistic game experience?



3,563 backers

## REWARDS

## Physical rewards

- Under \$100,000 don't bother
- Project yourself through the required steps:
  - Design
  - Production
  - Storing, Packing & Posting
- Find a production and fulfilment partner *before* you launch your campaign

# 4. STRETCH GOALS

## STRETCH GOALS

# What are stretch goals?

## STRETCH GOALS CLUB RULES

**Rule #1**

You don't Announce your Stretch Goals

**Rule #2**

**You don't Announce your Stretch Goals!**

## STRETCH GOALS STRATEGY

- You need to plan 3 scenarios
- You need to understand the drive for new backers and old backers
- You need to measure the goals appropriately
- *Do you need Stretch Goals?*

## STRETCH GOALS TYPES

### Straight additional Stretch Goal

➔ Adds to the project for all backers, present and future.

### Segmented additional Stretch Goal

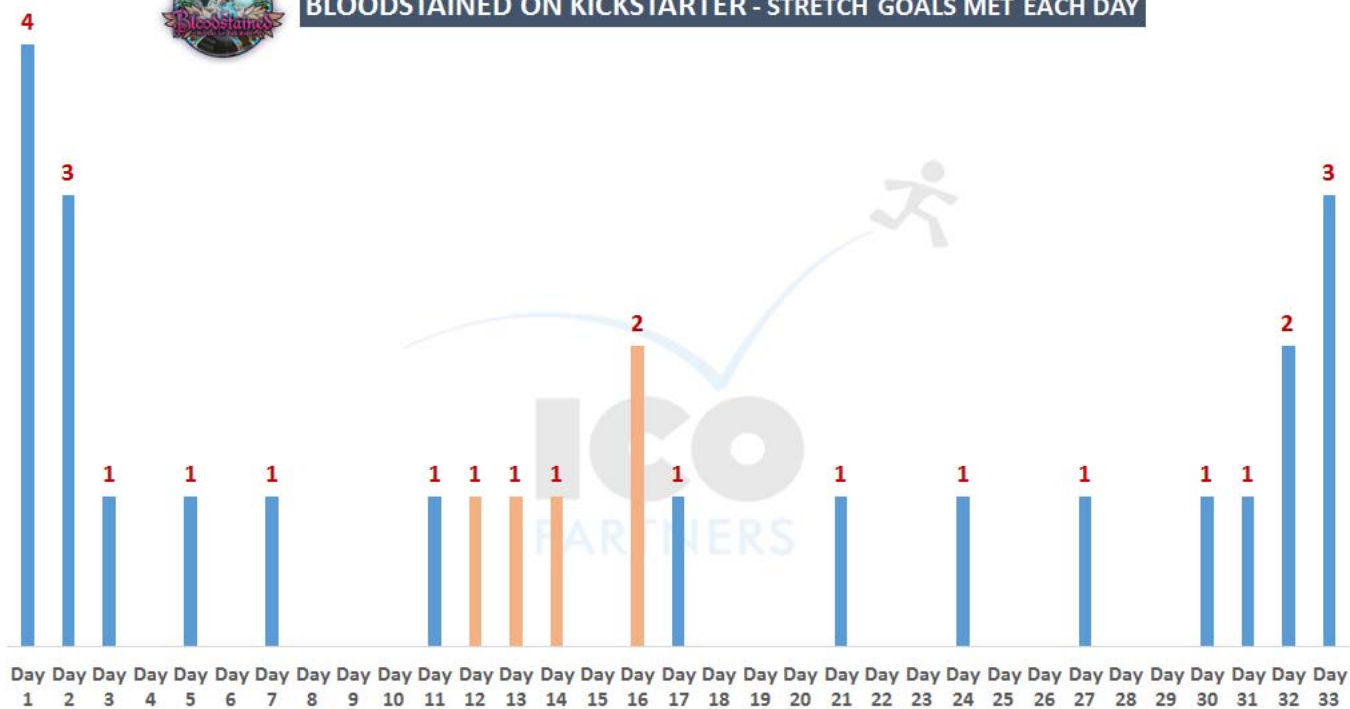
➔ Adds to the project for some backers. Will mostly motivate future backers.

### Incremental Rewards Stretch Goal

➔ Adds to the project for some backers. Drive higher pledges.



## BLOODSTAINED ON KICKSTARTER - STRETCH GOALS MET EACH DAY



SOURCE: ICO PARTNERS



## SOCIAL STRETCH GOALS



100% FUNDED



1000% FUNDED



10,000% FUNDED



100,000% FUNDED



CREATE AN EXPLODING  
KITTENS WIKIPEDIA PAGE



1,000  
BACKERS



10,000  
BACKERS



100,000  
BACKERS



150,000  
BACKERS



MOST-BACKED  
CARD GAME EVER



MOST-BACKED  
GAME EVER



MOST-BACKED  
CAMPAIGN EVER



POST 25 PICS OF  
A REAL TACOCAT



POST 25 PICS OF  
MAGICAL ENCHILADAS



100 TWITTER  
FOLLOWERS



1000 TWITTER  
FOLLOWERS



10,000 TWITTER  
FOLLOWERS



50,000 TWITTER  
FOLLOWERS



100,000 TWITTER  
FOLLOWERS



POST 5 PHOTOS  
OF WEAPONIZED  
BACK HAIR



100 FACEBOOK  
LIKES



1000 FACEBOOK  
LIKES



10,000 FACEBOOK  
LIKES



100,000 FACEBOOK  
LIKES



POST 25 SELFIES  
WITH GOATS



POST 25 PICS OF  
A BEARDCAT



POST 25 PICS OF  
A POTATOCAT



POST A PHOTO OF  
10 PEOPLE WEARING  
CAT EARS



POST A PHOTO OF  
50 PEOPLE WEARING  
CAT EARS



POST A PHOTO OF  
100 PEOPLE WEARING  
CAT EARS



POST FIVE YOUTUBE VIDEOS  
OF SONGS ABOUT  
EXPLODING KITTENS



POST A PICTURE OF TEN  
BATMANS IN ONE HOT TUB



POST A PICTURE OF FIVE  
SPIDERMANS IN ONE KAYAK

EXPLODING  
KITTENS

## SOCIAL STRETCH GOALS



POST A PICTURE OF TEN  
BATMANS IN ONE HOT TUB



**Exploding Kittens**

February 9 · 🌐

"Here is some Bat Soup for #update9 #explodingkittens  
10 Batmans in One Hot Tub"  
<https://twitter.com/thetinomen/status/564297527948611587>

Like · Comment · Share

👍 1,072 people like this.

Top Comments ▾

💬 66 shares



**Alicia Lane York** If The Oatmeal doesn't cartoonify this pic there is something seriously wrong with this world. The Oatmeal - make it so!!  
Like · Reply · 🔄 153 · February 9 at 4:00pm



**Janet Crenshaw** you are all made of awesome!  
Like · Reply · 🔄 80 · February 9 at 1:33pm



**Jeff Tapia** Would the real Batman please stand up!

....wait, actually please don't 😊

Like · Reply · 🔄 47 · February 9 at 2:33pm

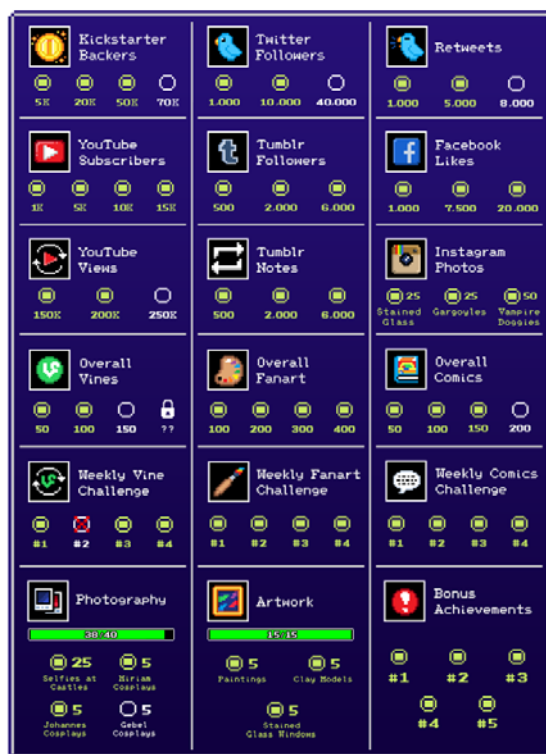


**D Anthony Jones** This is what AI Gore intended

Write a comment...



## SOCIAL STRETCH GOALS



## SOCIAL STRETCH GOALS

BACKER MISSIONS							■ = 1 POINT
BACKERS	15k	20k	25k	30k	35k	40k	
FUNDING (MILLIONS)	\$1	\$1.25	\$1.5	\$2	\$2.5	\$3	
NIGHTDIVE FACEBOOK FOLLOWERS	10k	15k	20k	25k	30k	35k	
TWITCH FOLLOWERS	1k	2k	3k	4k	5k	6k	
DEMO DOWNLOADS	80k	90k	100k	110k	120k	130k	
NIGHTDIVE TWITTER FOLLOWERS	6k	8k	10k	12k	14k	16k	
NIGHTDIVE YOUTUBE SUBSCRIBERS	4k	6k	8k	10k	12k	14k	
RETWEETS @NIGHTDIVE	1k	1.5k	2k	2.5k	3k	3.5k	
LIKES ON NIGHTDIVE FACEBOOK POSTS	10k	11k	12k	13k	14k	15k	
SHARES ON NIGHTDIVE FACEBOOK POSTS	1k	1.5k	2k	2.5k	3k	3.5k	
TOTAL POINTS ACCRUED	24						



## SOCIAL STRETCH GOALS

- Use the Goals to drive virtuous behaviours
- Make sure some Goals are not pure channel recruitment
- Use the Goals as a way to celebrate the campaign
- Don't reveal all the milestones from the get go
- Don't do them if you are not a certain scale



## STRETCH GOALS

- Treat stretch goals like mini-campaigns in themselves
- Focus on what the community wants
- Think through how would-be backers interested in them will hear about their existence

# 5. Not-Kickstarter

## NOT-KICKSTARTER

### Functions like Kickstarter:

- Ulule
- Indiegogo

### Rewards + Equity crowdfunding:

- Fig.co

### Recurring crowdfunding:

- Patreon



# 6. List of things

## 7 USEFUL TOOLS

- 1 **Kicktraq** - Check similar campaigns
- 2 **BackerKit** - Better backer management post campaign
- 3 **ThunderClap.it** - Crowd source your message (start or end of a campaign)
- 4 **Stonemaier Games** - Lots of great advice (board game blog)
- 5 **Cliqist** - Website following crowdfunded games, interesting lessons are often shared there
- 6 **merchandise.game** - Full solution for merchandise (there are many others)
- 7 **@bloomwatcher** - Tweets when projects pass milestones

## 8 KICKSTARTER TRICKS

- 1 Rewards can't be edited
- 2 ... but quantities can be edited
- 3 ... and new rewards can be created
- 4 Last 48h of a campaign, no-one can "troll" the result
- 5 You send only a survey once
- 6 Each reward tier can have its own survey
- 7 Campaign page can't be changed once it's over
- 8 After the campaign, customize your "landing page"

Discover

Start a project

For you

KICKSTARTER



## Bloodstained: Ritual of the Night



IGAVANIA (n): A gothic, exploration-focused action platformer, designed by one of the godfathers of the genre!

[Pledge Now](#)

Created by

Koji Igarashi

64,867 backers pledged \$5,545,991 to help bring this project to life.

[You're a backer](#)[View pledge](#)[Campaign](#)[Updates <sup>42</sup>](#)[Comments <sup>47,288</sup>](#)[Community](#)

August 8

## Elite: Dangerous



Take a ship and 100 credits to make money legally or illegally - trade, bounty-hunt, pirate, assassinate your way across the galaxy.

Created by

Frontier Developments

25,681 backers pledged £1,578,316 to help bring this project to life.

Campaign

Updates <sup>51</sup>

Comments <sup>128,197</sup>

Community

May 21, 2014

Dev Diary #12 Released

## 10 THINGS TO REMEMBER

- 1 It is not about likes 👍 it is about love ❤️
- 2 Momentum principle ➔ 20% in 48h 🕒
- 3 Games needs gameplay and/or demos
- 4 No Free-to-Play games / No Mobile games / No kids Games 🚫
- 5 Project yourself past your campaign
- 6 Consider your rewards outside the campaign
- 7 No physical rewards for campaign under \$100,000 🚫
- 8 NEVER, EVER announce your stretch goals at the beginning 🚫
- 9 Plan stretch goals like mini-campaigns
- 10 Drive positive actions from your backers





GAME DEVELOPERS CONFERENCE EUROPE

COLOGNE, GERMANY · 15-16 AUGUST 2016

Thank you!

European Online & Indie Games Experts

**WWW.ICOPARTNERS.COM**

BRIGHTON  
UNITED KINGDOM



thomas@icopartners.com



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