Some History ...
Some Theory ...
What You Actually Think of …
Campaign-Based Funding
The Binding of Isaac: Four Souls

The official Binding of Isaac multiplayer card game, about sacrifice, betrayal and hoarding.

€1,235,872
pledged of €42,911 goal

20,593
backers

8
days to go

All or nothing: This project will only be funded if it reaches its goal by Thu., July 26 2018 11:59 PM PDT.
Continuous Funding
Kurzgesagt – In a Nutshell is creating Science Animation Videos

11,448 patrons
$40,177 per month

Help us make more videos for Kurzgesagt

PAT ON

Hi Everybody!
Four years ago we started doing videos on youtube. We did not think

Pledge $5 or more per month
2136 patrons

Your Name in the Video Description!
We'll put a list of everyone who funds us in the description of the "main" video at least one time!

+ all of the above

JOIN $5 TIER

We record your Voicemail
$75 or more per month - 11 of 30 patrons

Steve will record a message for your voicemail in the distinct Kurzgesagt tone! (no corporate stuff)

Please note that you don't have to pay for this monthly, you can do it one time and get your voicemail recorded!

+ Certificate & Wallpapers & Music & Bird

JOIN $75 TIER
Go big ...

Star Citizen

Reclaim the stars in the exciting new Space Epic from legendary game designer Chris Roberts.

Created by
Cloud Imperium Games
Corporation

34,397 backers pledged $2,134,374 to help bring this project to life.

FUNDING STATS

STAR CITIZEN LIVE STATS

- FUNDS RAISED
  190,094,201

- STAR CITIZENS
  2,058,527
Go big ...
Go big ...
Go big...

Exploding Kittens

This is a card game for people who are into kittens and explosions and laser beams and sometimes goats.

Buy it now!

Created by
Elan Lee

219,382 backers pledged $8,782,571 to help bring this project to life.
Go big ...

Gloomhaven (Second Printing)

Get the improved version of Gloomhaven, a cooperative card-driven game of combat in an expansive campaign. 1-4 players, 30 min/player.

Follow along!

Created by
Isaac Childres

40,642 backers pledged $3,999,795 to help bring this project to life.
Go big ...

Pebble Time - Awesome Smartwatch, No Compromises

Color e-paper smartwatch with up to 7 days of battery and a new timeline interface that highlights what's important in your day.

Learn More

Created by
Pebble Technology

78,471 backers pledged $20,338,986 to help bring this project to life.
OUYA: A New Kind of Video Game Console

Cracking open the last closed platform: the TV. A beautiful, affordable console -- built on Android, by the creator of Jambox.

Created by
OUYA

63,416 backers pledged $8,596,474 to help bring this project to life.
Go big ...

The World's Best TRAVEL JACKET with 15 Features || BAUBAX

TRAVEL JACKET with built-in Neck Pillow, Eye Mask, Gloves, Earphone Holders, Drink Pocket, Tech Pockets of all sizes! Comes in 4 Styles

Created by
BAUBAX LLC

44,949 backers pledged $9,192,055 to help bring this project to life.
Go big ...

The Veronica Mars Movie Project

UPDATED: This is it. We're making a Veronica Mars movie! Now the only question is: how big can we make it? We need your help!

Created by
Rob Thomas

91,585 backers pledged $5,702,153 to help bring this project to life.
... or go weird?

OSTRICH PILLOW offers a micro environment in which to take a comfortable power nap in the office, travelling or wherever you want.

GET ONE!

Created by
STUDIO BANANA

1,846 backers pledged $195,094 to help bring this project to life.
... or go weird?

Call me Ishmael.
Some years ago--never mind how long precisely--having little or no money in my purse and nothing particular to interest me on shore I thought I would sail about a little and see the watery part of the world.

It is a way I have of driving off the spleen and regulating the circulation.
Whenever I find myself growing grim about the mouth; whenever it is a damp drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me that it requires a strong moral principle to prevent me from deliberately stepping into the street and methodically knocking peoples hats off--then I account it high time to get to sea as soon as I can.

This is my substitute for pistol and ball.
... or go weird?

Meat Soap - Get That Bacon-Fresh Scent!

We love meat and we love soap. We want to change your mind about what "clean" means by producing our collection of meat-scented soaps!

Created by
Alli Dryer

42 backers pledged $1,905 to help bring this project to life.
Potato Salad

I'm making potato salad.

Created by
Zack Danger Brown

6,911 backers
pledged $55,492 to help bring this project to life.

About

Potato Salad

$55,492 pledged of $10 goal

6,911 backers

Basically I'm just making potato salad. I haven't decided what kind yet.

UPDATE: BEHIND THE SCENES

Pledge US$ 1 or more

With your help, we'll be on our way to a successful potato salad. You will get a 'thank you' posted to our website and I will say your name out loud while making the potato salad.

Pledge US$ 2 or more

Receive a photo of me making the potato salad, a 'thank you' posted to our website...
... or go weird?

Graphing the deliciousness of a chicken burrito!

Just how delicious is a chicken burrito from my local Chipotle? I will find & display the answer in a creative presentation!

Created by
Noboru Bitoy

258 backers pledged $1,050 to help bring this project to life.
... or go weird?

INDURATUS

Fabrication of a technologically advanced UNDERGROUND SHELTER SYSTEM designed to mitigate CBRN, EMP, Seismic & Security threats.

€1 pledged of €3,200,414 goal
1 backer
0 seconds to go

Funding Unsuccessful
The project's funding goal was not reached on Sat, July 18 2015 5:23 AM PDT
... or go weird?
... or go weird?
... or go weird?
Everybody wins
Everybody wins?
Issue: Scammers

The Skarp Laser Razor: 21st Century Shaving

The first ever razor, powered by a laser. For an irritation free, incredibly close shave.

PROJECT OWNER

Skarp Technologies
Irvine, United States

$507,810 USD total funds raised
255% funded on October 25, 2015
Issue: Scammers
Issue: Overambitious Projects

Why OUYA failed - A list of the top reasons why OUYA failed. (self.ouya)
submitted 3 years ago * (last edited 3 years ago) by 1chesich

Hey OUYA redditors. As you all know OUYA is selling out. That being said, what happened? Why did the OUYA fail? Why did one of the most successful Kickstarter campaigns up and die. Here are my opinions and I hope the community adds their opinions. This way, other companies can learn from this experience.

NOTE: These are my opinions and so please do not waste anyone's time trying to nit-pick my listing. Post your own.

1. OUYA Kickstarter sales-pitch video had Minecraft and a really cool looking UI. Both of which never made it to the final product.

2. Shipping DISASTER. No one received their OUYA by the time OUYA promised they would get it. This is not too bad, but the fact that OUYA NEVER apologized for the fiasco rubbed all of the Kickstarter the wrong way.

3. Terrible WiFi. The WiFi chip sucked so much that there are several REDDIT articles solely devoted to power-line adapters for the OUYA. I admit, I would never have bought a power-line adapter had it not been for the OUYA.

4. Terrible controller connectivity. The first batch of controllers had deadzones and sometimes would just not work. Then, OUYA recommended we send them back for replacement, which TOOK FOREVER.

5. Julie Uhrman left the building. When was the last time you EVER heard anything from her. She has totally given up on the OUYA as evidenced by her not responding to any REDDIT or any forums for AGES.

6. Julie never took responsibility and apologized to the Kickstarter backers for the crappy DHL shipping, crappy controllers, and if you're lucky enough the crazy fans that fell off the CPU during shipping.

7. User Interface (UI). The UI still is so freaking LAGGY that it takes my OUYA two minutes just to load the stupid thumbnails for the games in the Explore (or whatever it is called) menu.

8. No ability to unbrick the OUYA. The OUYA should have come with DEV tools to be able to resurrect the OUYA in the event a flashed MOD went haywire.

9. Should have come unrooted right out of the box.

10. OUYA did not support the modding community. They should have supported and made easier the ability to flash
Issue: Overambitious Projects
Issue: Crowdfunding vs. Marketplace

The World's Best TRAVEL JACKET with 15 Features || BAUBAX

TRAVEL JACKET with built-in Neck Pillow, Eye Mask, Gloves, Earphone Holders, Drink Pocket, Tech Pockets of all sizes! Comes in 4 Styles

Check out Version 2

Created by
BAUBAX LLC

44,949 backers pledged $9,192,055 to help bring this project to life.
Issue: Crowdfunding vs. Marketplace
Issue: Unreliable Platform Rules
Issue: Unreliable Platform Rules

Patreon Is Suspending Adult Content Creators Because of Its Payment Partners

The subscription crowdfunding platform Patreon confirmed that they are increasing efforts to review content, due to payment processor pressure.
Issue: Unreliable Pledges

Kickstarter Backer Allegedly Scams Over One Hundred Projects

November 9, 2013 @ 12:38 pm By Charles Luzar

Pledge a huge amount of money. Secure the promise of an awesome reward. Wait for the rewards to ship. File a dispute with Amazon Payments. Get your money back.

It is a simple scam, and it may have worked for one “Encik Farhan” to the tune of over 100 campaigns. A project creator named Alex Heberling led the charge of publicizing the scam after her campaign fell victim to Farhan. She received $1000 from Farhan, representing a significant portion of her $4,300 raise. Her goal was $3,000. Heberling is the comic book creator behind The Hues, the third chapter of which she funded on Kickstarter.
Crowdfunding can enable new ideas, but it is risky for both sides and doesn’t work for all projects.