



Crowdfunding

Nico Ritschel, July 20th August 3rd 2018



MODEL
Of the Statue of
"LIBERTY ENLIGHTENING THE WORLD,"
Issued by the American Committee
IN AID OF THE PEDESTAL FUND.



THE American Committee in charge of the construction of the Base and Pedestal of this great work of art, in order to raise funds for completing their work, have prepared a miniature statuette six inches in height.—The statue bronzed; pedestal nickel-silvered,—which they are now delivering free of expense to subscribers throughout the United States, at

ONE DOLLAR EACH.

This attractive souvenir and Mantel or Desk ornament is a perfect fac-simile of the model furnished by the artist.

The Statuette in same metal, twelve inches high, at

FIVE DOLLARS EACH,

delivered.

The designs of Statue and Pedestal are protected by U. S. Patents, granted to A. ESTIMON in 1878-79, and the models can only be furnished by this Committee.

The people of France donated the money to build the Statue and presented it to the United States of America.

Every American citizen should feel proud to donate to the Pedestal Fund and own a Model in token of their subscription and proof of title to ownership in this great work.

Address with remittance.

RICHARD BUTLER, Sect'y,
American Committee of the Statue of Liberty,
33 Mercer St., New York.

Orders Received Here.

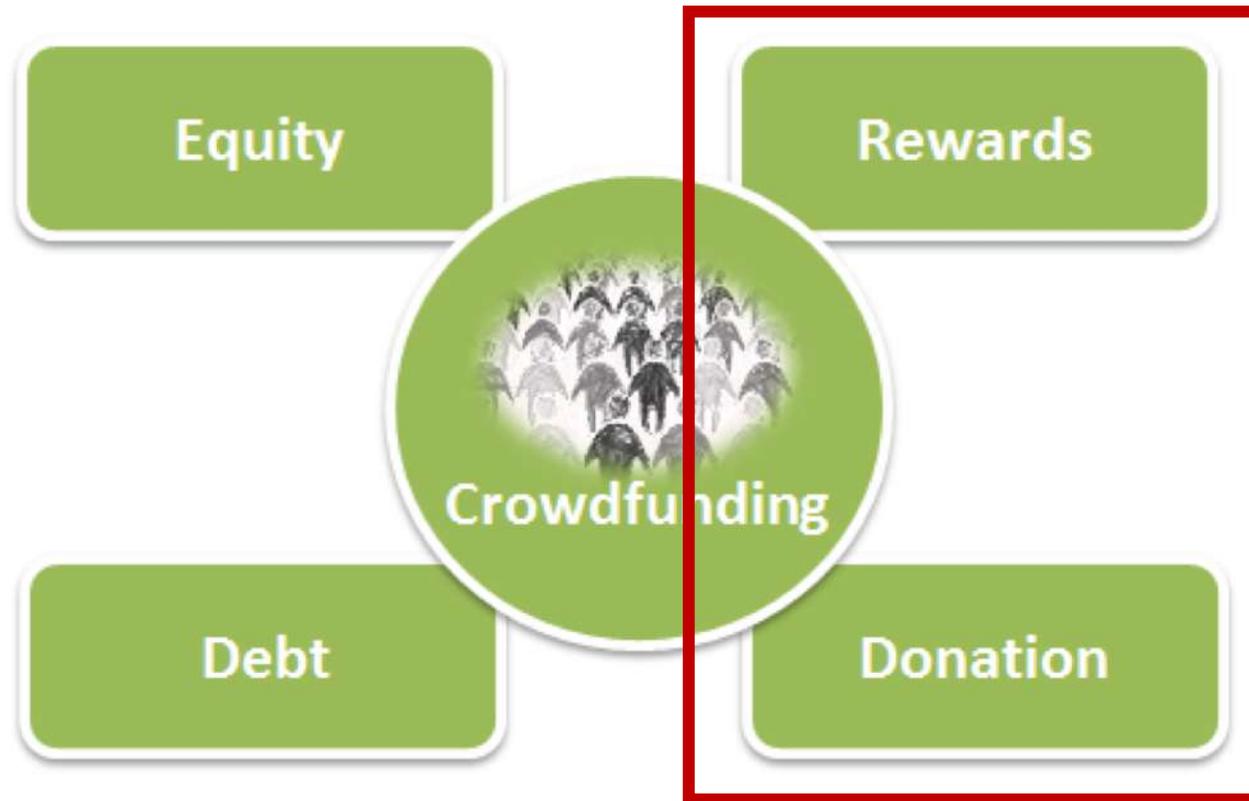


Marillion

Freddy Billqvist

Progressive-Rock Band Marillion Pioneered Crowdfunding

Some History ...



Some Theory ...

KICKSTARTER

 **patreon**

 **INDIEGOGO.**

What You Actually Think of ...

KICKSTARTER

 patreon

 **INDIEGOGO.**

Campaign-Based Funding



By Edmund McMillen
First created

Follow Creator

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

Back this project

Follow Project

All or nothing. This project will only be funded if it reaches its goal by Thu, July 26 2018 11:59 PM PDT.

Project We Love Tabletop Games San Jose, CA

Pledge US\$ 5 or more

ABOUT €4

Single Tear

'Spoil'er alert! Get ready to receive some digital poop as a token of our gratitude.

ESTIMATED DELIVERY

Nov 2018

56 backers

Pledge US\$ 25 or more

ABOUT €21

The Binding of Isaac: 4 souls

A copy of The Binding of Isaac: 4 Souls, which includes:

- * 4 character cards for Isaac, Maggy, Cain and Judas
- * 4 starting items for character cards
- * 100 monster cards
- * 100 loot cards
- * 100 treasure cards
- * 2 bonus soul cards

KICKSTARTER



Continuous Funding



Kurzgesagt – In a Nutshell is creating Science Animation Videos

Overview Posts Community

11,448 patrons

\$40,177 per month

+ FOLLOW SHARE

GOALS View all < >

\$40,177 of \$45,000 per month



Hi Everybody!

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

BECOME A PATRON

SHARE

TIERS

Pledge \$2 or more
7319 patrons



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

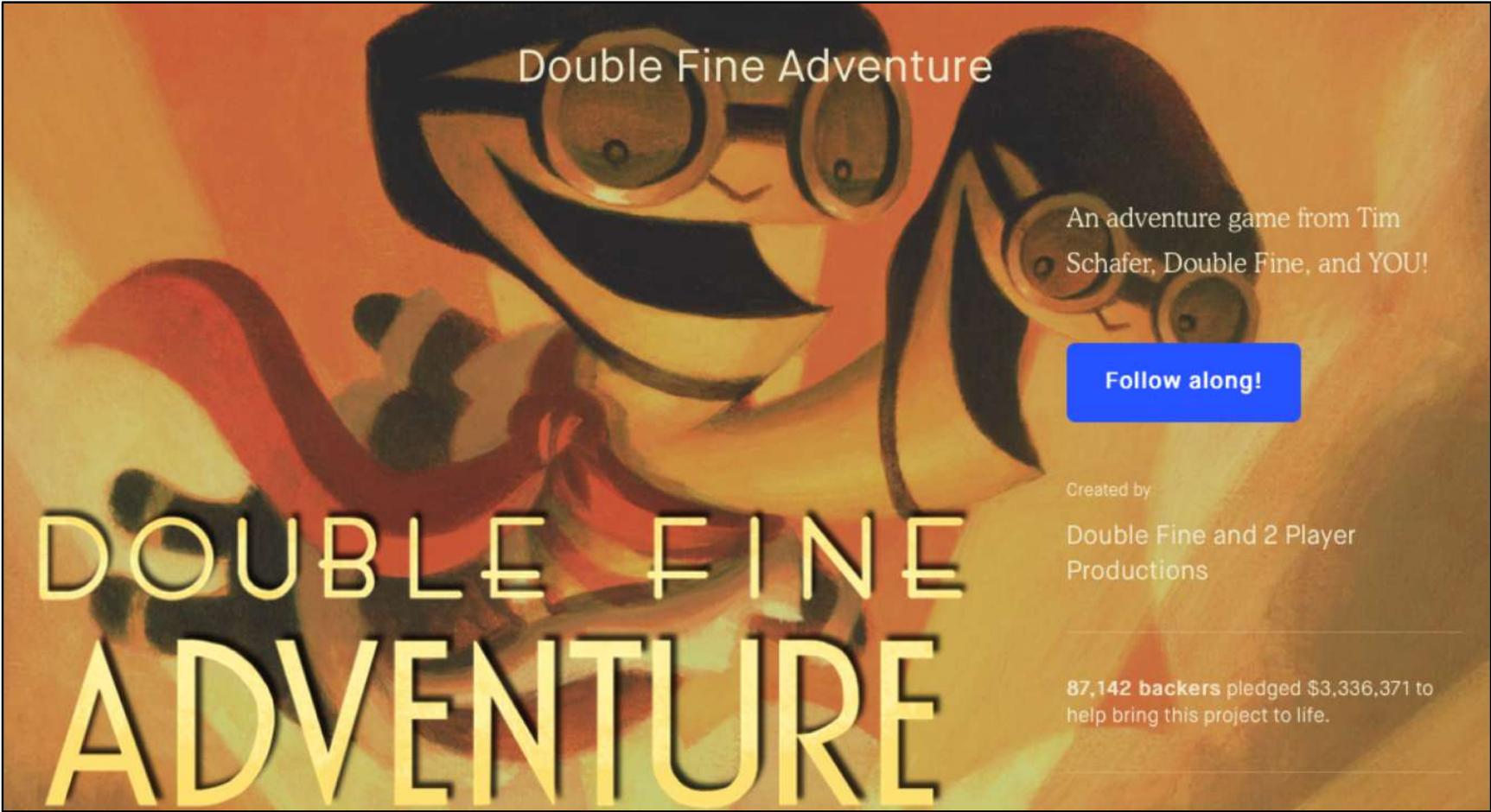


FUNDS RAISED
190,094,201



STAR CITIZENS
2,058,527

Go big ...



Double Fine Adventure

An adventure game from Tim Schafer, Double Fine, and YOU!

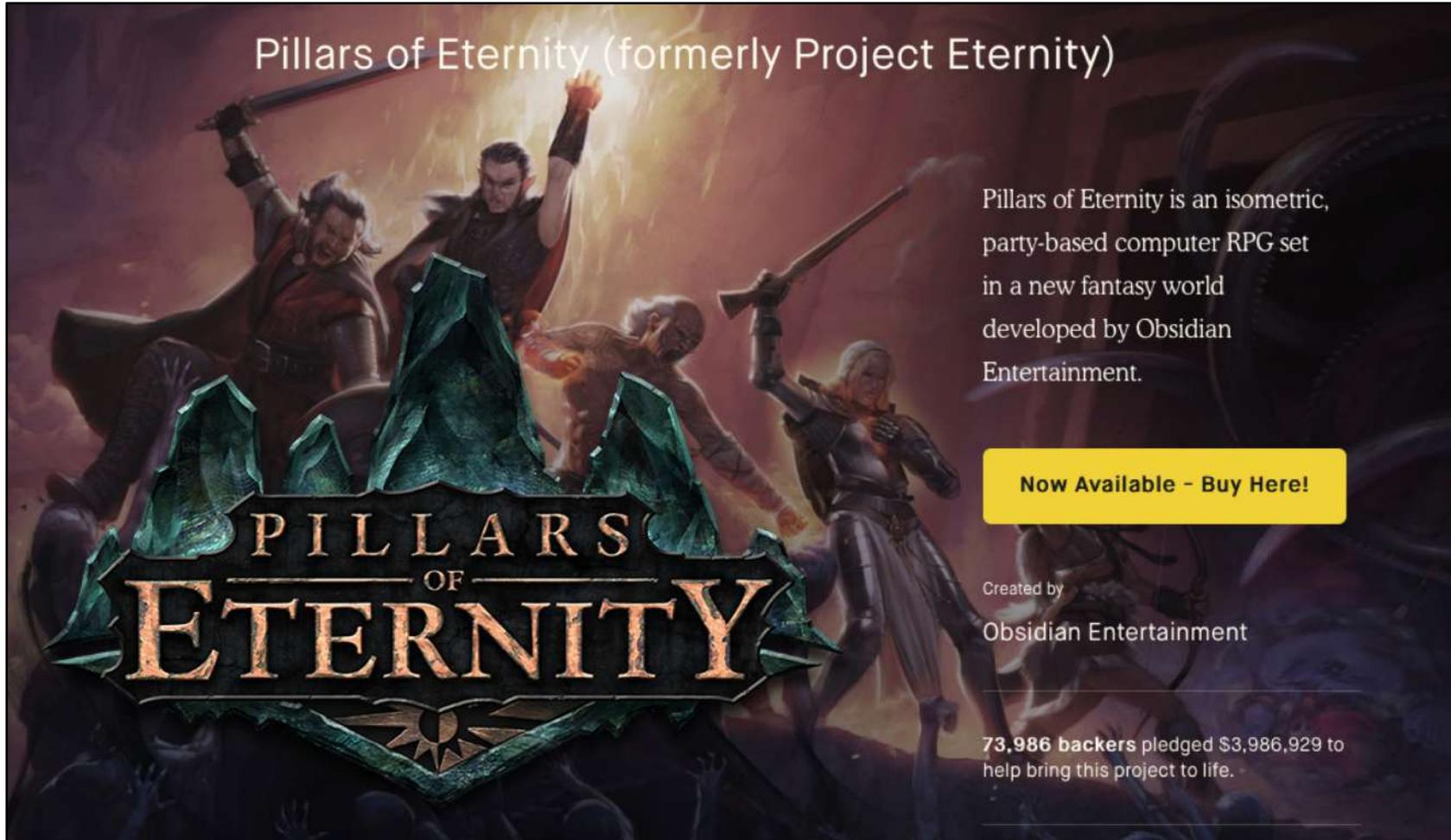
[Follow along!](#)

Created by
Double Fine and 2 Player Productions

87,142 backers pledged \$3,336,371 to help bring this project to life.

DOUBLE FINE
ADVENTURE

Go big ...

A promotional banner for the video game Pillars of Eternity. The background features a group of fantasy characters in a dramatic, fiery setting. The title 'PILLARS OF ETERNITY' is prominently displayed in a stylized, golden font with a green, crystalline border. Text on the right side provides details about the game and its crowdfunding success.

Pillars of Eternity (formerly Project Eternity)

Pillars of Eternity is an isometric, party-based computer RPG set in a new fantasy world developed by Obsidian Entertainment.

Now Available - Buy Here!

Created by
Obsidian Entertainment

73,986 backers pledged \$3,986,929 to help bring this project to life.

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.

Go big ...

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

[Check out Version-2](#)

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?

A person is shown from the side, curled up and sleeping at a desk. They are using a large, grey, quilted, U-shaped pillow that fits around their neck and head. The person is wearing a dark blue long-sleeved shirt. The desk has a white keyboard, a mouse, and some papers. A computer monitor is visible in the background.

OSTRICH PILLOW

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.



83 backers pledged \$3,676 to help bring
this project to life.

... 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.

... or go weird?

Potato Salad

I'm making potato salad.



[Follow ...](#)

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

Columbus, OH **Food**

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.

ESTIMATED DELIVERY
Dec 2014

2,084 backers

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

By Stephen Lauzon
First created

Follow Creator

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?



CLOSED

Destroy Minas Tirith

Word has reached us that Minas Tirith will soon be a real thing. Help us destroy it.

PROJECT OWNER



Stom Tacey
London, United Kingdom
1 Campaign | [More](#)

£32 GBP raised by 0 backers

0% of £1,000,000 [fixed goal](#)



... or go weird?



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By Stephen Lauzon
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Follow Creator

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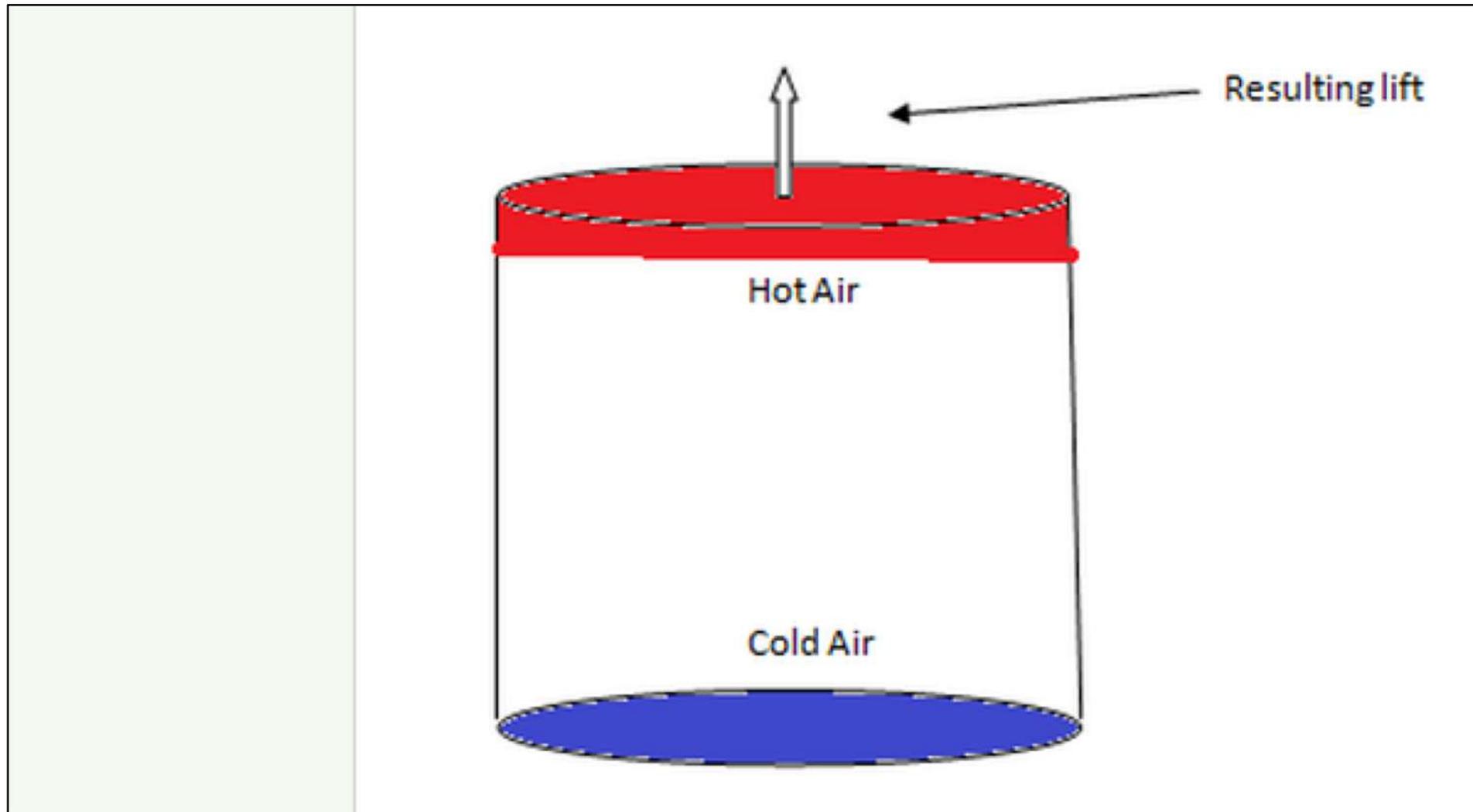
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pledged of €3,200,414 goal

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?



Everybody wins



Everybody wins?



Issue: Scammers



CLOSED

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 Skarp Technologies
Irvine, United States
1 Campaign | [More](#)

\$507,810 USD total funds raised
255% funded on October 25, 2015



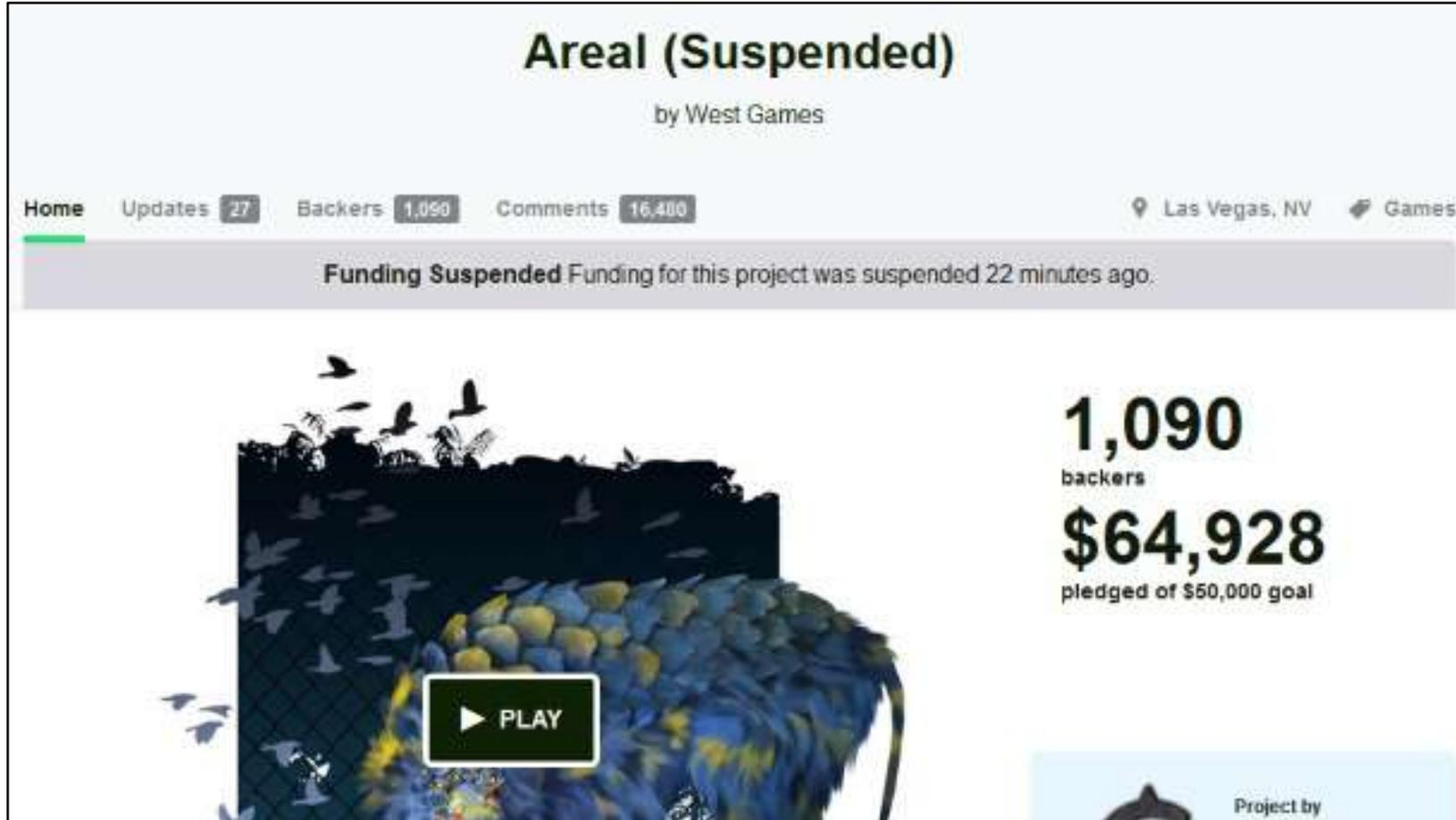
Issue: Scammers

Areal (Suspended)

by West Games

Home Updates **27** Backers **1,090** Comments **16,400** Las Vegas, NV Games

Funding Suspended Funding for this project was suspended 22 minutes ago.



1,090
backers

\$64,928
pledged of \$50,000 goal

Project by



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 1cheslch

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 Kickstarters 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 crapy 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

Space Game Development Timeframes

EXAMINING THE DEVELOPMENT BUDGETS AND CYCLES OF SOME OF THE MOST ANTICIPATED TITLES IN THE GENRE



STAGES OF GAME DEVELOPMENT

- Pre-alpha** - game exists as playable prototype but does not yet include all major gameplay features
- Alpha** - key gameplay features are implemented and assets are partially finished
- Beta** - feature / asset complete version of the game which still requires playtesting / debugging / balancing
- Gold** - final game build locked for commercial release
- Pre-alpha remaining** - estimate only, based on prior rate of progress

CHART VERSION 1.1, JULY 7, 2016

ESTIMATED DELIVERY
Nov 2014

FUNDING STATS

STAR CITIZEN LIVE STATS

FUNDS RAISED
190,094,201

STAR CITIZENS
2,058,527

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

Suggested Post

 **Best Crowdfunding Videos**
Sponsored · 

No fancy gimmicks. Just style, design and quality.



THIS BACKPACK IS 100% QUALITY

AND ZERO % GIMMICKS

KICKSTARTER.COM

Suggested Post

 **Amazing Design Crowdfunding Projects You Need To See**
Sponsored · 

 Like Page 

Carry your valuables in style – while keeping them totally secure

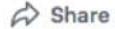


KICK STARTER PROJECTS WE LOVE

KICKSTARTER.COM/PROJECTS-WE-LOVE

Flexible Functional Anti-Theft Duffel & Backpack
Stylish, highly functional bags with triple anti-theft protection, smart...

 1

 Like  Comment  Share

Suggested Post

 **Top Kickstarter Projects**
Sponsored · 

 Like Page 

FINAL DAYS ON KICKSTARTER

Attach DUO to the back of any laptop, and you're ready to work wherever you are!

[... See More](#)



FINAL DAYS ON KICKSTARTER

KICKSTARTER.COM/PROJECTSWELOVE

MULTI-TASK EFFICIENTLY
Boost your productivity by 20-50%. Attach it to the back of any laptop,...

 1

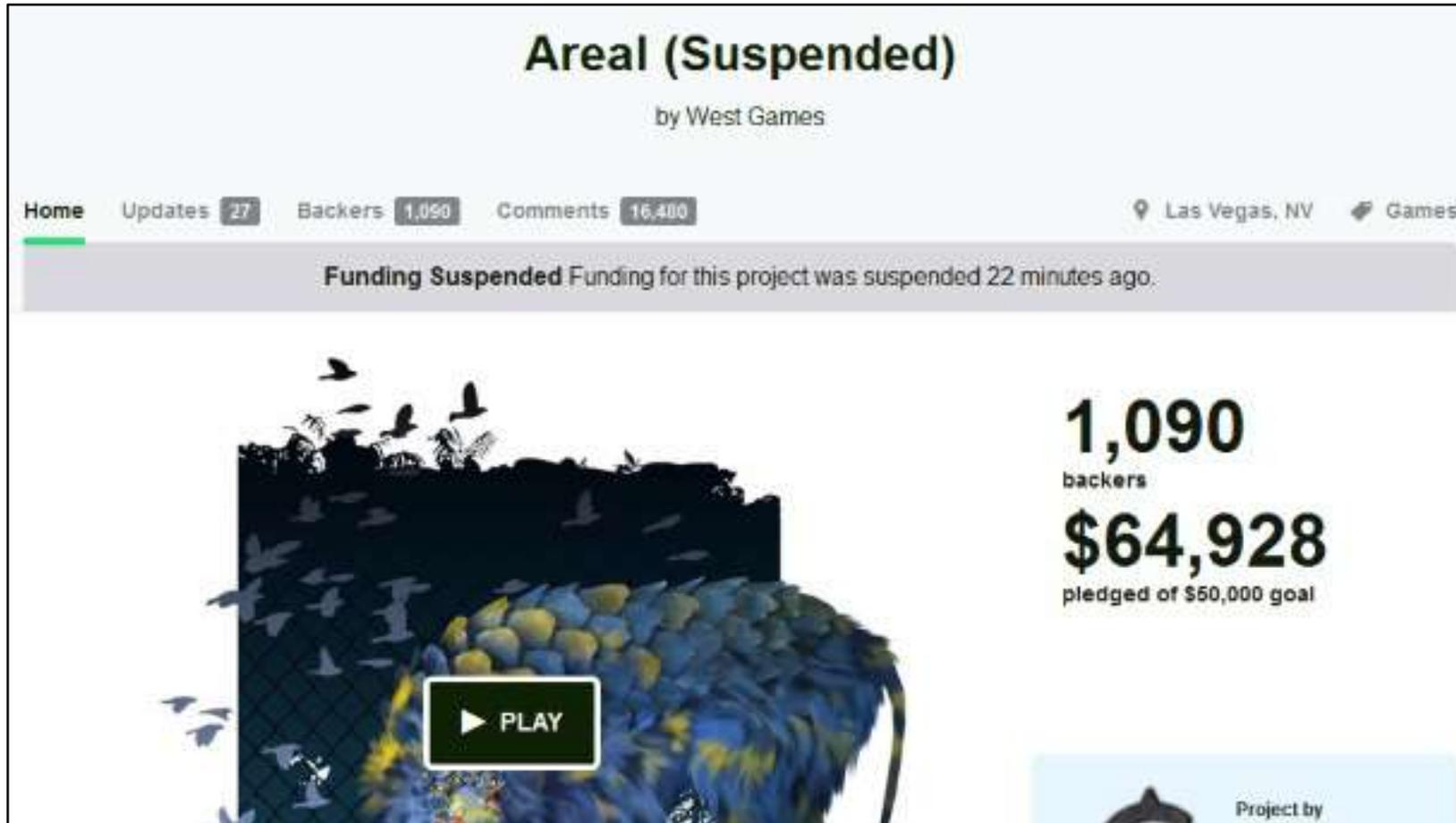
 Like  Comment  Share

Issue: Unreliable Platform Rules

Areal (Suspended)
by West Games

Home Updates **27** Backers **1,090** Comments **16,400** Las Vegas, NV Games

Funding Suspended Funding for this project was suspended 22 minutes ago.



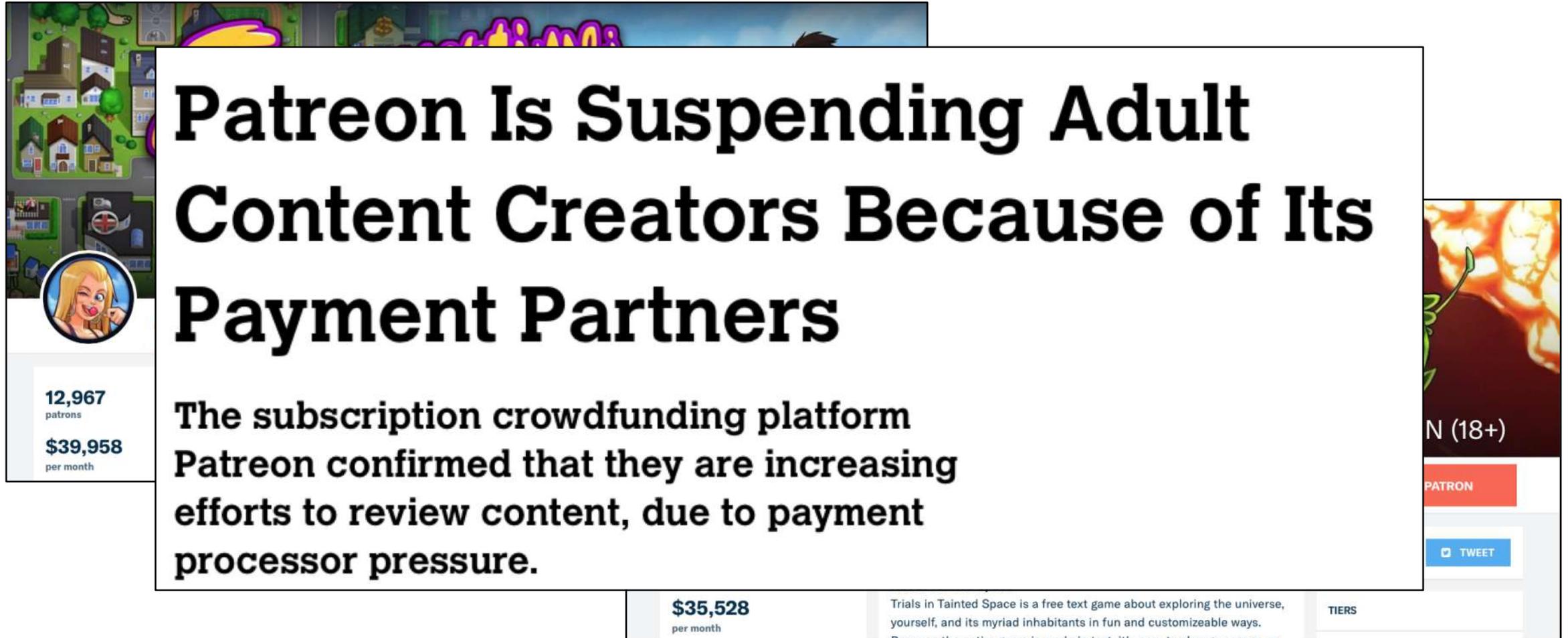
1,090
backers

\$64,928
pledged of \$50,000 goal

Project by



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.

12,967 patrons
\$39,958 per month

\$35,528 per month

Trials in Tainted Space is a free text game about exploring the universe, yourself, and its myriad inhabitants in fun and customizable ways.

TIERS

N (18+)

PATRON

TWEET

Issue: Unreliable Pledges

Kickstarter Backer Allegedly Scams Over One Hundred Projects

11 13 in 1 G+ 1 25 SHARES

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.