

Crowd Funding 101

See The Light and Start Building Your Project Today





Robert M. Atkins

Creative Vision

Co-Founded 6 Companies with 3 Successful Exits.

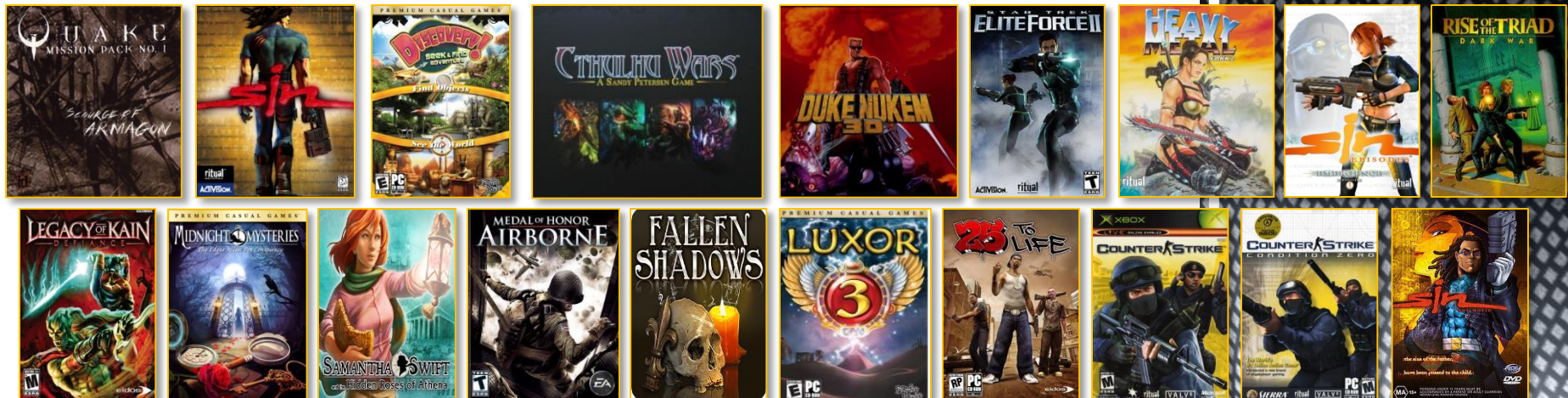
Creative Director \ Co-Design \ Brand Development on 30+ In-House Titles.

Marketing & Creative Director on 20+ Third Party Titles.

Contributed to multiple Hit franchises with Billions in Sales & Downloads.

SMU Guildhall Professor: Game Design \ Ethics \ Focused Studies.

Helped friends raise over \$3Million with Crowd Funding.



Crowd Funding 101

- 1000 Different Crowd Funding Platforms
- 100 Millions of Individuals Funding Projects
- Billions Annually Raised

Cthulhu Wars Art by
Richard Luong
<http://luongart.hostoi.com/>



"The world is indeed comic, but the joke is on mankind."

HP LOVECRAFT

Crowd Funding 101

General Everything Projects <https://www.indiegogo.com/>

General Everything Projects <http://www.pozible.com/>

Human Projects <http://www.gofundme.com/>

Human Projects <https://life.indiegogo.com/>

Film and Video Projects <https://www.tubestart.com/>

Music <http://www.pledgemusic.com/>

Agricultural Projects <http://agfunder.com/>

Real Estate Projects <https://fundrise.com/>

Passion \ Personal Projects <http://www.rockethub.com/>

Charity Projects <https://www.giveeffect.com/>



Crowd Funding 101

- Designing Products in a New Way
- Connecting People and Passions
- Raise Funding, without Giving Equity

INDIEGOGO
life



1. Tell your story



2. Rally your community



3. Raise funds

Crowd Funding 101

- **83,170** SUCESSFULLY FUNDED PROJECTS

- **8,411,614** TOTAL BACKERS

- **\$1,663,724,682** TOTAL DOLLARS PLEDGED

"Get deeply, intensely curious about what the world wants and needs, ask yourself what you have the potential to offer that is so unique and compelling and helpful..."

JUSTINE MUSK



**KICK
STARTER
.COM**

Favorite Campaigns

Watches: Pebble Raised: \$20MM

Backers: 78,471

Kickstarter

<https://www.kickstarter.com/projects/597507018/pebble-time-awesome-smartwatch-no-compromises>



Favorite Campaigns

Watches: Pebble Raised: \$10.3MM

Backers: 68,929

Kickstarter

<https://www.kickstarter.com/projects/597507018/pebble-time-awesome-smartwatch-no-compromises>



2012

Favorite Campaigns

New Realities: Oculus Rift

Raised: \$2.4MM

Backers: 9522

Kickstarter

<https://www.kickstarter.com/projects/1523379957/oculus-rift-step-into-the-game>



Favorite Campaigns

3D Printing: **TIKO**

Raised: **\$2.4MM**

Backers: 12,760

Kickstarter

<https://www.kickstarter.com/projects/tiko3d/tiko-the-unibody-3d-printer>



2015 – Still Open

Favorite Campaigns

Better Mouse Traps: OUYA

Raised: \$8.6MM

Backers: 63,416

Kickstarter

<https://www.kickstarter.com/projects/ouya/ouya-a-new-kind-of-video-game-console>



Favorite Campaigns

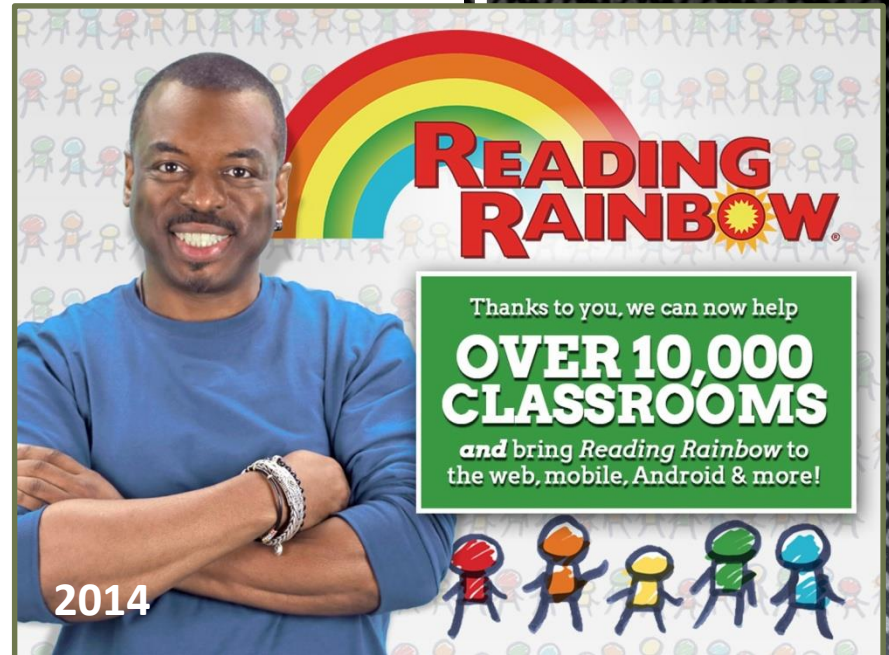
Better Mouse Traps: **Reading Rainbow**

Raised: \$5.4MM

Backers: 105,857

Kickstarter

<https://www.kickstarter.com/projects/readingrainbow/bring-reading-rainbow-back-for-every-child-everywh>

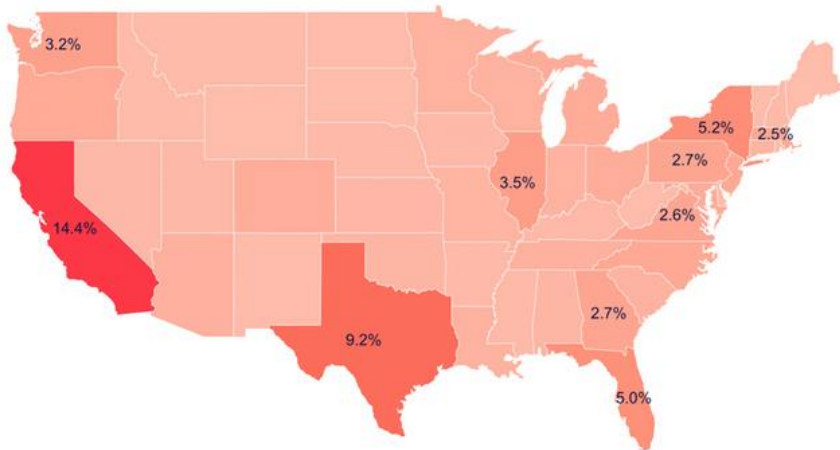


Favorite Campaigns

Better Mouse Traps: **Cooler Cooler**

Raised: **\$13.3MM**

Backers: 62,642



Kickstarter

<https://www.kickstarter.com/projects/ryangrepper/cooldest-cooler-21st-century-cooler-thats-actually>



Favorite Campaigns

Better Mouse Traps: PONO Raised: \$6.2MM

Backers: 18,220



Kickstarter

<https://www.kickstarter.com/projects/1003614822/ponomusic-where-your-soul-rediscovers-music>

2014

Favorite Campaigns

Better “BEER” Traps: The uKEG

Raised: **\$1.6MM**

Backers: 10,293

Kickstarter

<https://www.kickstarter.com/projects/growlerwerks/the-ukeg-tm-pressurized-growler-for-fresh-beer>



Favorite Campaigns

POP: Exploding Kittens

Raised: \$8.8MM

Backers: 219,382

Kickstarter

<https://www.kickstarter.com/projects/elanlee/exploding-kittens/description>



Favorite Campaigns

Hobby: Reaper Miniature Bones

Raised: \$3.4MM

Backers: 17,744

Kickstarter

<https://www.kickstarter.com/projects/1513061270/reaper-miniatures-bones-an-evolution-of-gaming-min>



MY Campaigns

Table Top Gaming: **Cthulhu Wars**

Raised: \$1.4MM

Backers: 4389

2013

Kickstarter

<https://www.kickstarter.com/projects/1816687860/cthulhu-wars>



MY Campaigns

iOS Game: **Cthulhu World Combat**

Raised: **\$25k** of **\$300k** goal

Backers: 533



Kickstarter

<https://www.kickstarter.com/projects/1816687860/cthulhu-world-combat>



Learn from Mistakes

Right Team -- Wrong Product

Right Design -- NO Audience

Campaign Not Polished

- Backer Levels
- Goals Too Expensive
- Messaging Wrong

Rush to Release

- PR Campaign Not Ready
- Social Media Campaign Not Ready
- Prototype Not Ready



The Coolest: Cooler with Blender, Music and So Much More

by Ryan Grepper



279

backers

\$102,188

pledged of \$125,000 goal

0

seconds to go

FAIL

Funding Unsuccessful

This project's funding goal was not reached on December 26.

2013

How can you go from a 279 Backer “FAIL”
to a 62,000+ Backer Success?

Secret Sauce

Right Team – *Passion*

Right IP – “*Lovecraft \ Cthulhu*”

Print Ready Product Design

Polished Branding

Polished Campaign

Polished Prototype

Polished Marketing Strategy

- PR Campaign
- Social Media
- US and International
- Expect Change...



PRE – LAUNCH CheckList

Market Research

Product Design & Prototype “Show the Product”

Branding “Sell the Story”

Build Campaign

Marketing and PR Strategy



PRE – LAUNCH CheckList

Research Market

We Studied “Like” Campaigns. Mirroring their:

- Structure (Messaging & Tone \ Visuals)
- Updates
- Stretch Goals \ Add-Ons



Kicktraq TOOL:

<http://www.kicktraq.com/>

<http://www.kicktraq.com/projects/1816687860/cthulhu-wars/#chart-daily>



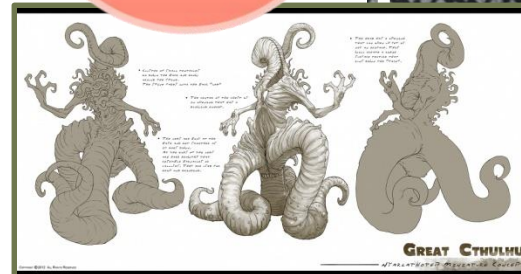
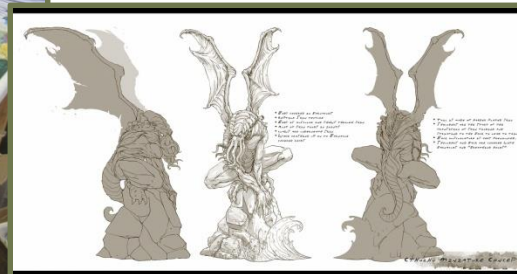


PRE – LAUNCH CheckList

Product Design & Prototyping

Rapid Product Design and Iteration:

- Designing and Testing in real-time
- Conceptual Design of EVERYTHING
- Built Prototypes to Scale
- Documented the Process for Marketing



PRE – LAUNCH CheckList

Branding (Product & Company)

Create a Finished Looking Product:

- Print Ready
- Known IP (*Lovecraft \ Cthulhu*) but Redefined with Fan's engagement
- Established a Distinctive Art Style
- Planned Company and Product Launch



PRE – LAUNCH CheckList

Building Campaign

Key Items:

- The Story \ Emotional Connection
- Video \ People Using Product
- Rewards \ Exclusives
- GREAT ART \ Product Shots
- Stretch Goals \ Add-Ons

“Do the Math”



KICKSTARTER Exclusive

\$20 EACH
+ ~~MSRP \$25~~
INCREASE PLEDGE BY +\$20 EACH

*Must have pledged Cultist or above to be eligible for Great Old Ones add-on.

We've listened to the feedback and we are now offering all of our Great Old Ones to be purchased separately.

First and foremost, we want to get our game out there to the masses. Once you purchase the full game, you will be able to pick up the Great Old Ones, to paint, collect and display!

*At the end of the Kickstarter, fill out the survey and indicate which Great Old Ones you want.

All Great Old Ones will come with a **HUGE** high detail plastic miniature. These stand at an average height of **100mm!**

Add-On Great Old Ones come with character card, unique spellbook and all necessary rules.

*Cthulhu, Shub Niggurath, Nyarlathotep, Hastur and the King in Yellow receive just a character card.

Choose any Great Old One for only \$20!

\$20
+ ~~MSRP \$25~~
INCREASE PLEDGE BY +\$20

Choose any 3 Great Old Ones for only \$50!

\$50
+ ~~MSRP \$75~~
INCREASE PLEDGE BY +\$50

Choose any 10 Great Old Ones for only \$150!

\$150
+ ~~MSRP \$250~~
INCREASE PLEDGE BY +\$150

Cthulhu

Nyarlathotep

CULTES DES GOULES LEVE

\$240 PLEDGE
+ ~~MSRP \$300~~
THANK YOU GIFT (SEE DETAILS BELOW)

FREE

The Ultimate Cthulhu Wars package. Get the Cthulhu Wars boxed game, along with 22 plastic Gate miniatures, 20 Custom Cthulhu Wars Dice, Kickstarter Exclusive Player Marker Miniature, and the Opener of the Way Expansion adding 16 additional figures, all at a discounted price!

Also receive all applicable Stretch Goal Rewards!

OPENER OF THE WAY EXPANSION

4 Mutants
3 Abominations
2 Spawn of Yog Sothoth
1 Yog Sothoth
6 Cultists

22x
+ 20x

Receive:

- Cthulhu Wars Game
- The Opener of the Way Expansion
- Kickstarter Exclusive Player Marker
- 16 upgraded Miniature Gates
- 12 custom Cthulhu Wars Dice

FREE + 9 Great Old Ones for FREE!!!

KICKSTARTER Exclusive

(Full Concepts in UPDATES)

PRE – LAUNCH CheckList

Marketing and PR Strategy

Key Items to Prime Pump:

- Engage Influencers \ Evangelist
- Social Media (FB \ Twitter \ YouTube \ etc)
- Tradeshows \ Festivals
- Press (Lined Up in Que)
- Media Support (Videos \ Art)
- Forums Ready

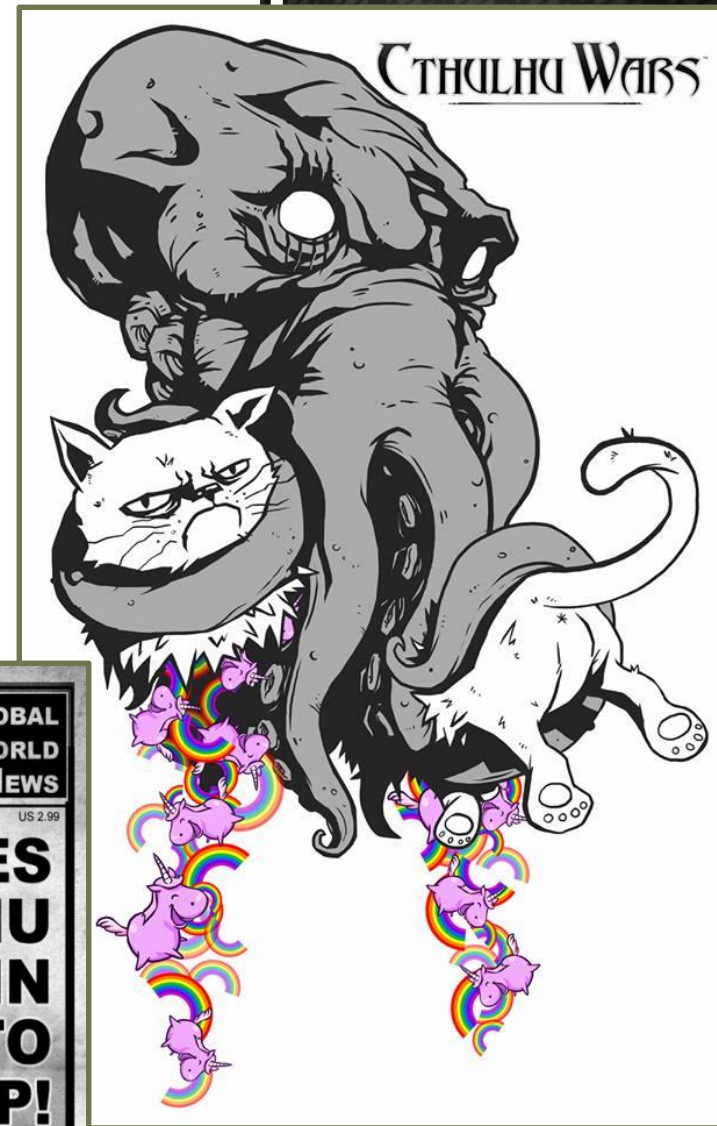
“Early Access”



PRE – LAUNCH CheckList

Social Media (Strike Team in Place)

- Media Support (Videos \ Art)
- Show The Product
- Ask for SHARES
- Brand Images
- Run Contest
- Spam Facebook



Campaign LAUNCH & *“Real Work Begins”*

Primed the Pump and Flipped the Switch

Updates

Social Media

Backer Engagement

Cross Promotion

Rinse and Repeat Daily...

*“Went Live &
Reached Goal
in 40mins!!!”*



FUNDING SUCCESSFUL



LAST DAY
CTHULHU WARS

VISIT PROJECT

SHARE 14.0K

Cthulhu Wars is a strategy/horror board game from Lovecraft's classic Cthulhu Mythos.

Tabletop Games

Backers: 4389
Average Pledge Per Backer: \$320

Funded: \$1,403,981 of \$40,000
Dates: Jun 7th -> Jul 7th (30 days)
Project By: [Sandy Petersen](#)

Tags:

- board game
- horror
- lovecraft
- strategy game
- tabletop game
- miniatures
- +Suggest

\$1,403,981
CURRENT PLEDGE LEVEL

LAST UPDATED: JULY 7 @ 15:30 -0400 GMT

3509%
OF GOAL

FUNDING PERIOD ENDED

0%

TRENDING DOWN

OF GOAL

PLEDGE ARE NOT PROVIDED FOR THIS PERIOD

Funding Progress

Daily Data

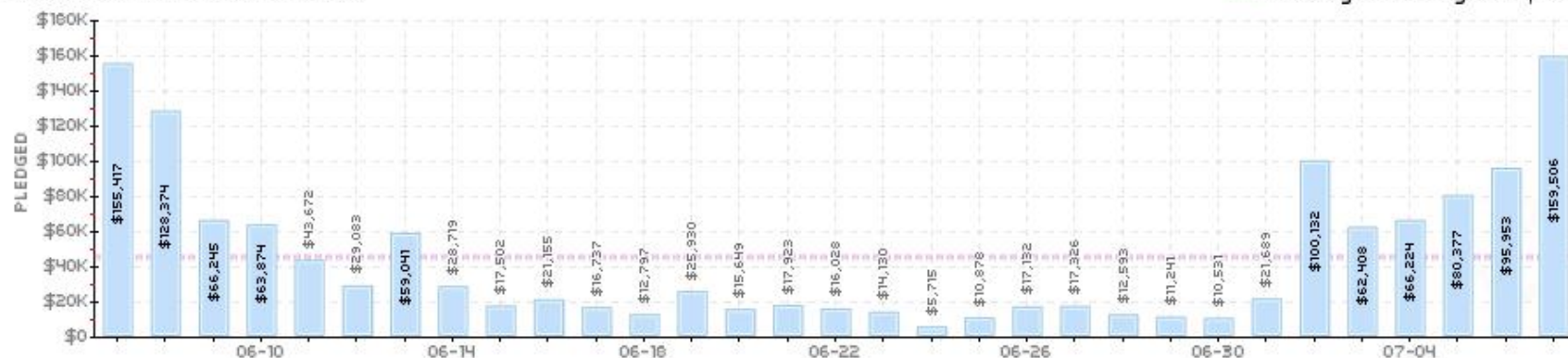
[Exp] Projection

[Exp] Trend

Mini-Chart

Pledges Per Day: Cthulhu Wars

==== Average Per Day: \$45,290



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Campaign Month

Updates (Since Launch)

- 177 Total Updates
- 19,981 Comments

Have Major Updates Ready

- Share Thanks
- Share Press
- Share Product Details in Videos \ Pics
- Address Questions in Email
- Leave Comments
- Backer Engagement



Campaign Month

Social Media *"Strike Team in Full Attack"*

- Recruit Friends & Family
- All Social Media outlets daily
- Share the Press, Updates, Accomplishments
- Always Ask for SHARES & LIKES
- Brand all PICS with Logos & SHARE request
- Drill Down in specific Forums
- Study Traffic Analytics



Campaign Month

Backer Engagement

- Recruit Backers to SHARE Campaign
- Updates & Feedback Loop
- Videos & Pics Addressing Questions
- Continue Playtesting Product
- Open up New Backer Levels \ Options
- FREE & EXCLUSIVE STUFF

“Do the Math”

- Sharing of News & Interviews
- Contest



Campaign Month

Cross Promotion

- Social Media
- Other Crowd Funding Campaigns
- Product Tie-Ins
- Push Backers to other AWESOME projects
- Push Backers to Your Site to Continue Funding



Post Campaign

Continue Backer Engagement

Continue Campaign on Company Site

Make Product & Deliver Promise

Pay the Bills and Yourself

“Build Next Product”



“Re-Find” PASSIONS

- 100+ Lovecraft Themed Projects
 - 70% Success Rate
 - Over 20,000 Pledges
 - \$3,000,000+ Raised

- Games
- Films
- Festivals
- Books
- Toys
- Beer \ Wine
- Statues
- Music



“The world is indeed comic, but the joke is on mankind.”

HP LOVECRAFT

One more thing...



Taking it to the Next Level...

Building a Universe: **Star Citizen**

Raised: **\$2.1MM**

Backers: 34,397

Kickstarter

<https://www.kickstarter.com/projects/cig/star-citizen>



Taking it to the Next Level...

Building a Universe: Star Citizen

Raised: **\$79.3MM**

Backers: 877,949



Crowd Funding 101

General \ Analytics Information:

<http://www.kicktraq.com/>

<https://www.krowdster.co/>

<https://www.kickstarter.com/blog/categories/data?ref=help>

<http://icrowdnewswire.info/>

<http://www.crowdfundinsider.com/>

<http://www.crowdfundproductions.com/>

<http://www.crowdcruix.com/>

<http://www.crowdcruix.com/whos-in-the-online-crowdfunding-community/>

<https://www.wepay.com/>

<http://crowdfundbeat.com/2014/08/01/crowdfunding-beat-is-1-source-for-data-analytics-research-reports/>

<http://crowdfundbeat.com/list-of-crowdfunding-websites-in-alphabetical-order/>

<http://www.crowdfundproductions.com/kickstarter-2015-infographic/>

A person wearing a dark suit, a patterned tie, and a metallic, helmet-like headpiece is holding a large, bright green rectangular sign. The sign is tilted diagonally and features the word "QUESTIONS" in large, bold, white capital letters. The background is split: the left side is white, and the right side is a dark, textured surface with a repeating diamond pattern.

QUESTIONS