



Crowdfunding  
Champions

KICKSTARTER & INDIEGOGO

DESIGN & TECH

2018

SPONSORED BY :



GadgetFlow



CrowdReach

# WELCOME

Have you ever seen a hugely successful crowdfunding campaign and wondered exactly how they did it?

I did...

In 2017 we conducted our first survey on the top creators (now know as Crowdfunding Champions). Originally meant as a one of project, the Crowdfunding Champions report has evolved into an annual insight into the most successful campaigns.

This year, I am pleased to say nearly twice as many Crowdfunding Champions took part in our survey and I want to say a massive thank you to each and everyone of you for making this report possible. These extra data points will provide us with a clearer picture of the tools and techniques used to raise six-figures plus.

One of the things we asked our Crowdfunding Champions this year was to share their top tips for aspiring creators. These golden nuggets of advice have been scattered throughout the report, so look out for them!

I hope you find this resource useful and I look forward to seeing your campaign appear in one of our future reports.



Rob Wilson  
Founder

# THE CROWDFUNDING CHAMPIONS OF 2017

To understand the most successful product campaigns, we looked at those who had successfully raised \$100,000 or more in the Design and Technology categories on Kickstarter and Indiegogo in 2017.

**673**

**CAMPAIGNS**



**8% FROM 2016**

**\$250,526,253**

**RAISED**



**15% FROM 2016**

**607**

**KICKSTARTER**



**7% FROM 2016**

**66**

**INDIEGOGO**

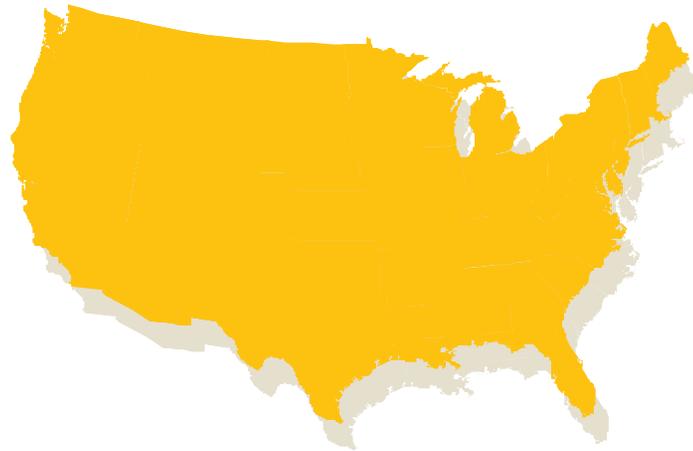


**60% FROM 2016**

Note: Excludes Indiegogo Indemand campaigns where the campaign was originally funded on Kickstarter.

# THE CROWDFUNDING CHAMPIONS OF 2017

**63%** were located in the US.



**US**

**\$171,658,701**

**426 CAMPAIGNS**

**LOS ANGELES**

**42 CAMPAIGNS**

**SAN FRANCISCO**

**53 CAMPAIGNS**

**NEW YORK**

**36 CAMPAIGNS**

**UK**

**\$11,815,759**

**34 CAMPAIGNS**



**CANADA**

**\$7,364,572.55**

**23 CAMPAIGNS**



# PRODUCTS

**45%** of respondents said the key to their success was their product.

What products raised the most in 2017?



**SMARTWATCHES**  
**\$16,276,849**

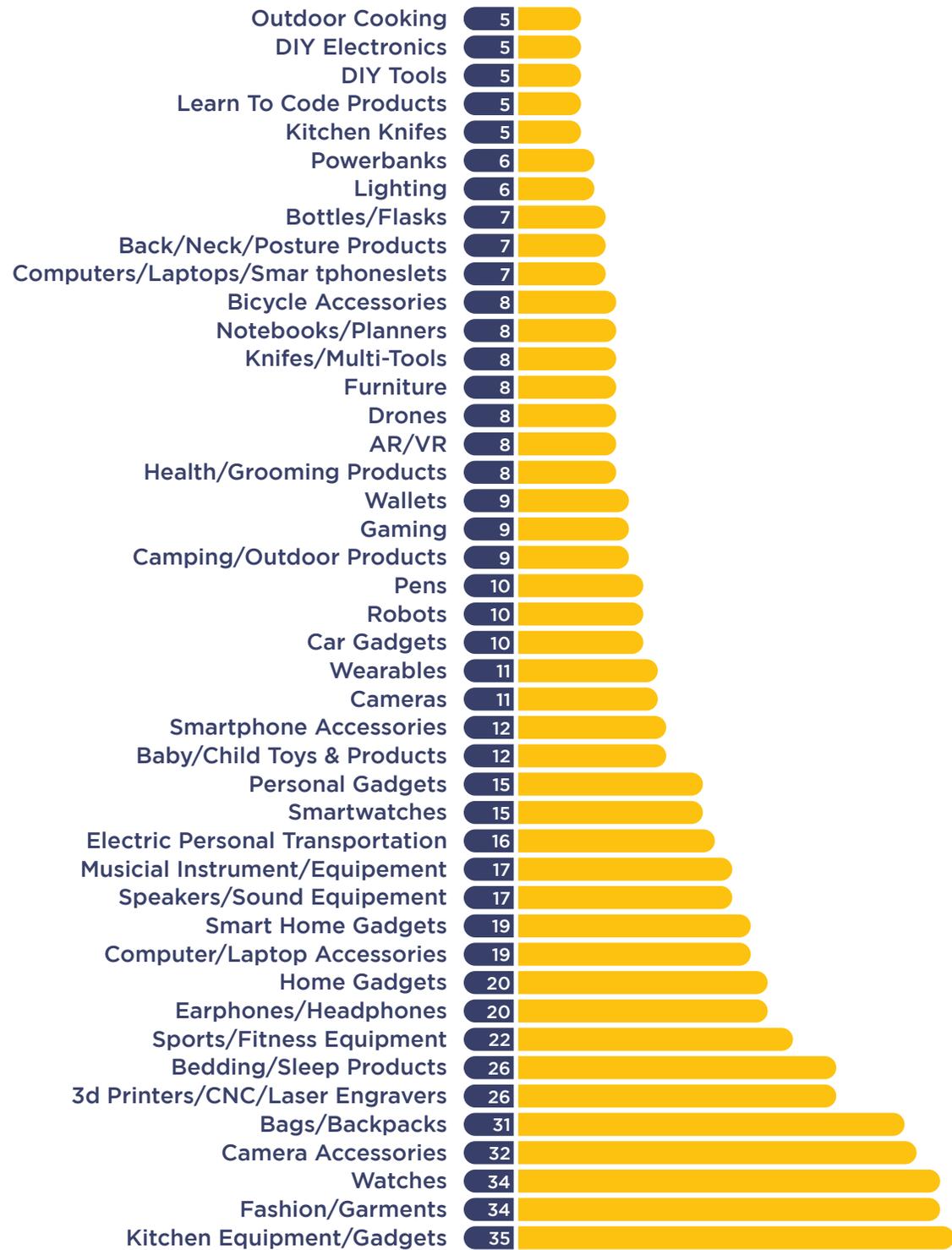
**3D PRINTERS/CNC/  
LASER ENGRAVERS**



**\$13,790,159**



**CAMERA ACCESSORIES**  
**\$13,042,517**



NUMBER OF CAMPAIGNS

# PRODUCT ADVICE FROM OUR RESPONDENTS

“Not every product is eligible to be a \$100K+ campaign, so choosing the right product at the right time is key”

“Send your product out for reviews prior to the campaign launch”

“At the end of the day, success depends on the product itself and how you present it to the world”

“Get a good product, get good a marketing campaign”

“Your product has to be innovative/exciting enough that people will want to help you create it”

“Develop products that matter and tell your story”

“Make a thoughtful, captivating product and an equally great video”

“Build a product that solves a specific problem”

“Focus on the product. Get to know your customers”

“Have an unusual product with an intriguing backstory”



# AWARDS

We're all about celebrating success and here we have the opportunity to highlight the best of the best of 2017.

**MOST  
BACKERS**

**NIMUNO LOOPS  
BY  
CHROME  
CHERRY DESIGN**

**HIGHEST  
RAISE**

**ZETIME  
BY  
MYKRONOZ**

**MOST  
\$100K+  
CAMPAIGNS**

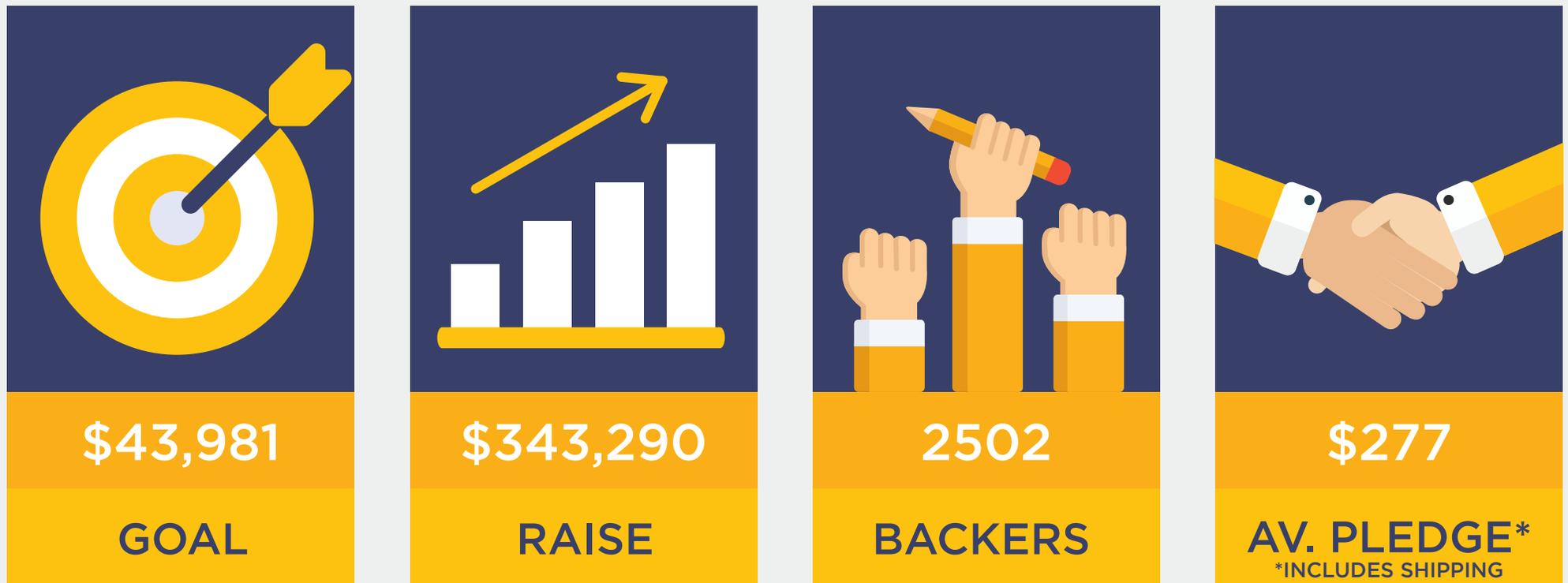
**JOINT WINNERS:  
XERIC  
CHADWICK PARKER &  
JOE HUANG**

**IN TOTAL, 19 CROWDFUNDING CHAMPIONS SUCCESSFUL  
LAUNCHED MORE THAN ONE \$100K+ CAMPAIGN DURING 2017**

## SURVEY DATA

Now we get on to the really interesting stuff, 93 Crowdfunding Champions took part in our survey to provide us with a unique insight into what goes on behind the scenes.

Here's what the average respondent looked like:



**69%** said it was their first Kickstarter/Indiegogo campaign.

# HOW CONFIDENT ARE YOU?

We asked our Crowdfunding Champions how confident they felt before the launch of their campaign.

Despite this high level of confidence, the power of Crowdfunding continues to surprise...

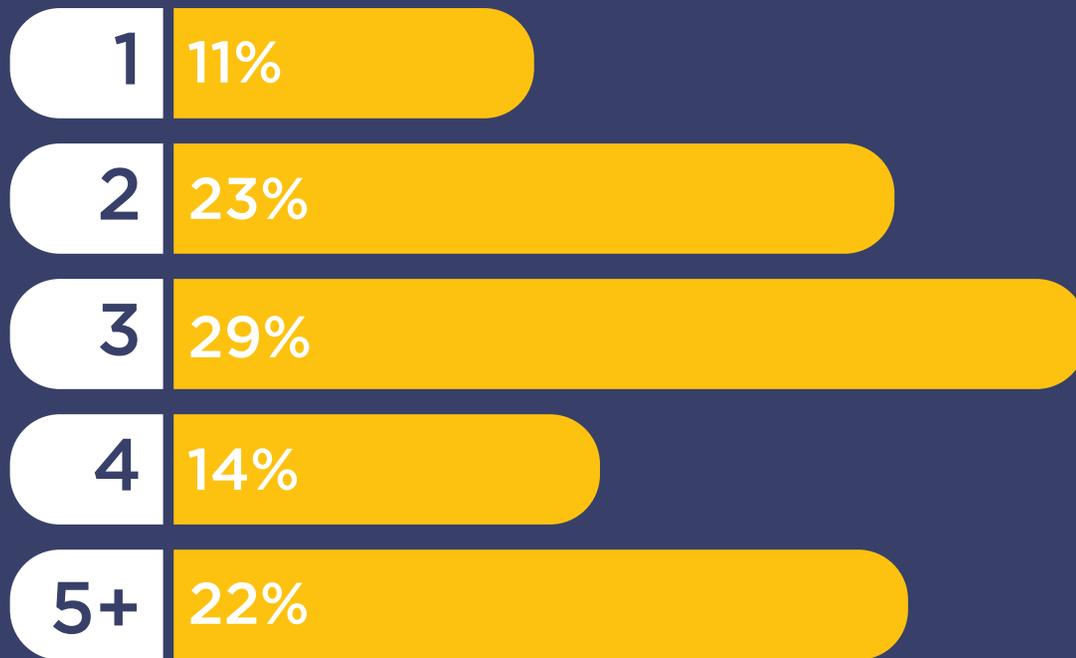
**81%**  
said they  
were either  
confident or  
very confident  
before launch.



**48%**  
said their  
total raise  
exceeded their  
expectations.

# TEAM

INTERNAL TEAM SIZE



“Build a team, allocate tasks and get prepared for long days and short nights...”

“Build a good team around you, and in advance of your launch!”

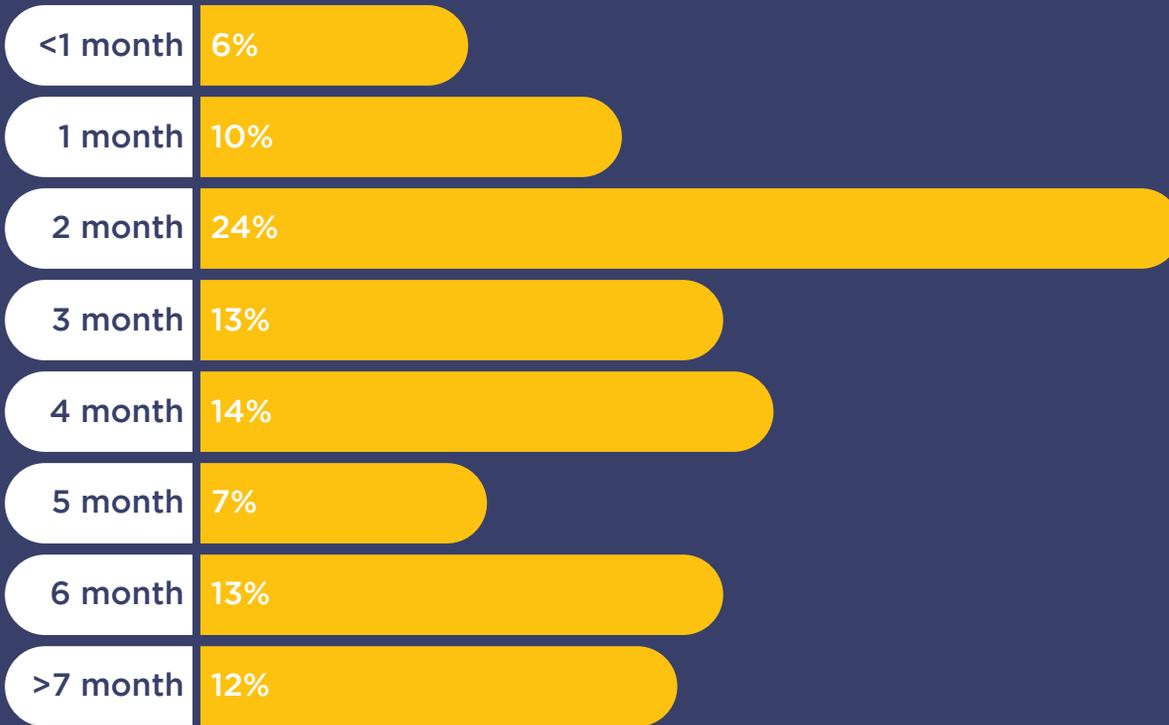
# PREPARATION

“Prepare, Prepare, Prepare!”

“Make a solid plan and try to get testimonials before launching the campaign”

Crowdfunding Champions recognise the importance of preparation.

TIME SPENT PREPARING FOR LAUNCH



**83%**  
**SPENT  
TWO  
MONTHS  
OR MORE  
PREPARING  
FOR LAUNCH**

“Get well prepared on marketing assets, like pics, videos, etc.”

“Prepare enough content prior to launch, use it to field test your idea. A lot of content helped us get free publicity through 3rd party websites (like nowthis, core77).”

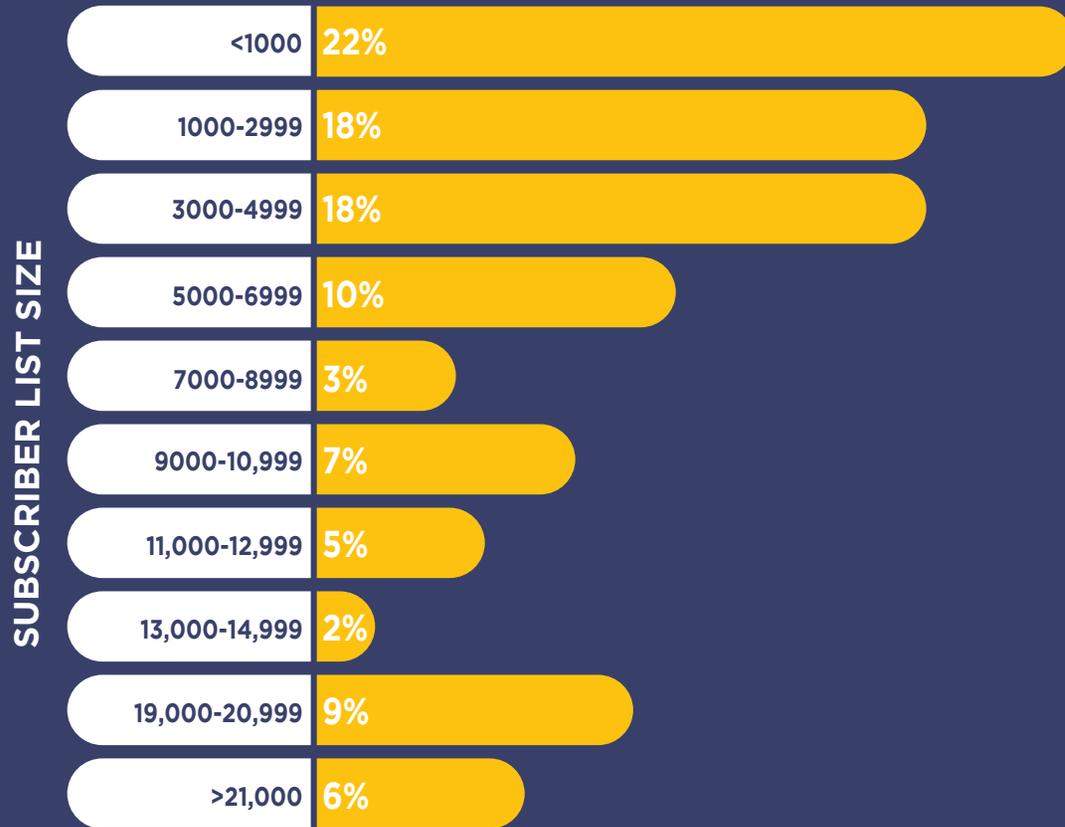
“Prepare! Kickstarter campaigns are like sport competitions. The main thing is preparing for it”

“Prepare your campaign as much as you can, get in touch with other companies which has done a Kickstarter campaign before!”

“Detailed preparation!”

# BUILDING A CROWD

Building a subscriber list before launch will not only allow you to engage with your target market but also ensure your campaign has the best start possible.



**78%**  
**BUILT UP A SUBSCRIBER LIST BEFORE LAUNCH**  
**WITH AN AVERAGE LIST SIZE OF**  
**6764**

“Build your audience in advance”

“Spend as long as you can creating a large email list prior to launch”

“Get a large follower base prior to launching”

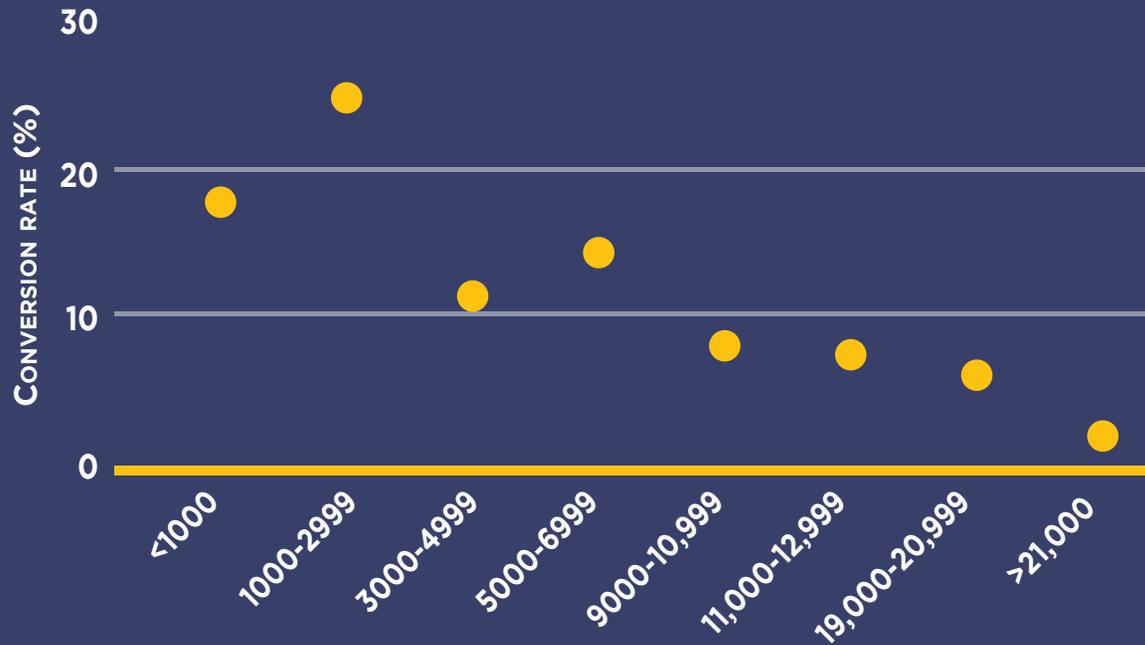
“Build a community”

“Bring your own crowd - momentum gets you access to the crowd you don't know (yet!)”

“Have a large pool of people to access before starting”

# NOT EVERY SUBSCRIBER IS A GUARANTEED BACKER

The conversion rate of your subscriber list (the percentage that end up backing your campaign) will vary depending on a number of factors including; how the list was built, the engagement prior to launch and your campaign itself. As we see from the graph below, the size of the list also plays a big part.



Note: 7000-8999 and 13,000-14,999 were removed from this graph due to a lack of data

CrowdReach

Looking for someone to help  
build your subscriber list?  
CrowdReach can help.

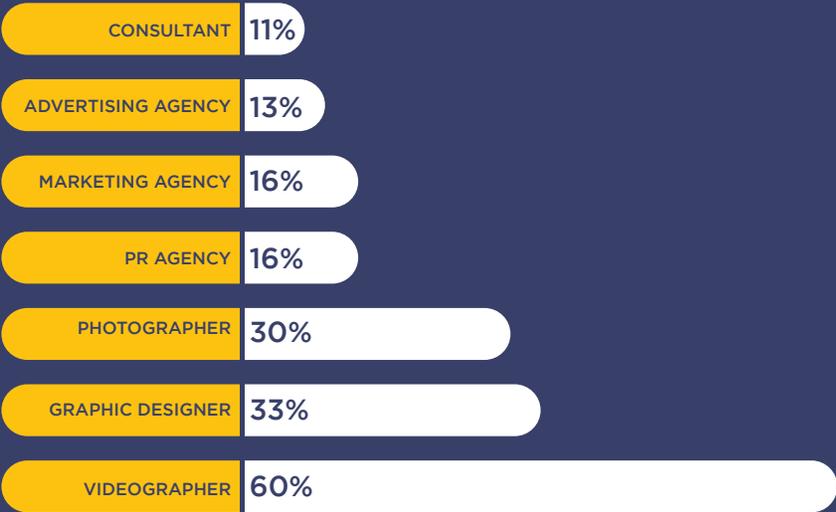
[FIND OUT MORE](#)

# SUPPORT

## 70%

hired external support  
before launch

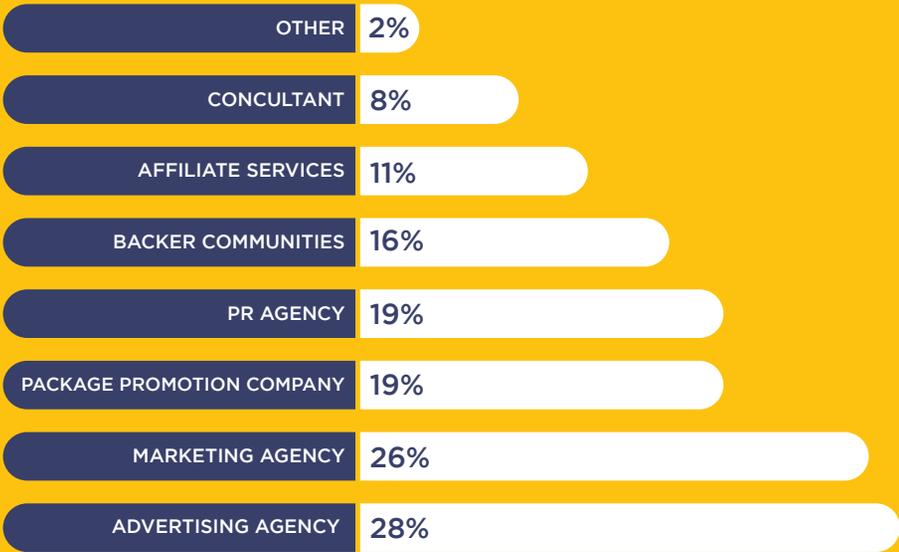
### SERVICES USED BEFORE LAUNCH



## 65%

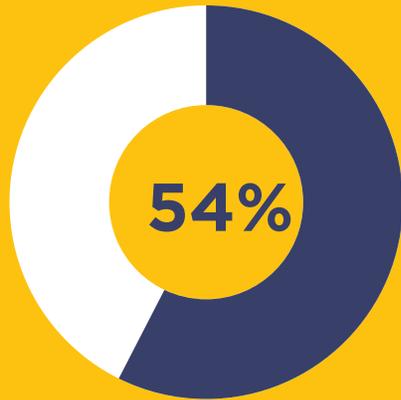
hired external support  
during campaign

### SERVICES USED DURING CAMPAIGN



Those that hired external support during their campaign on average  
raised **\$90,182** more.

# PLEDGE MANAGEMENT



**USED  
A PLEDGE  
MANAGEMENT  
SERVICE**

## **BACKERKIT**

BackerKit has helped many of our Crowdfunding Champions to simplify their fulfillment process and generate additional funds through upsales.

Their team have kindly offered to provide our readership with FREE setup on all their services (saving you \$199).

To claim this discount, enter code:  
**CROWDFUNDINGCHAMPIONS**

[CLICK HERE](#)

# INDIEGOGO INDEMAND



**OF  
KICKSTARTER  
CREATORS  
LAUNCHED  
AN INDEMAND**

**ON  
AVERAGE  
RAISING  
AN EXTRA**

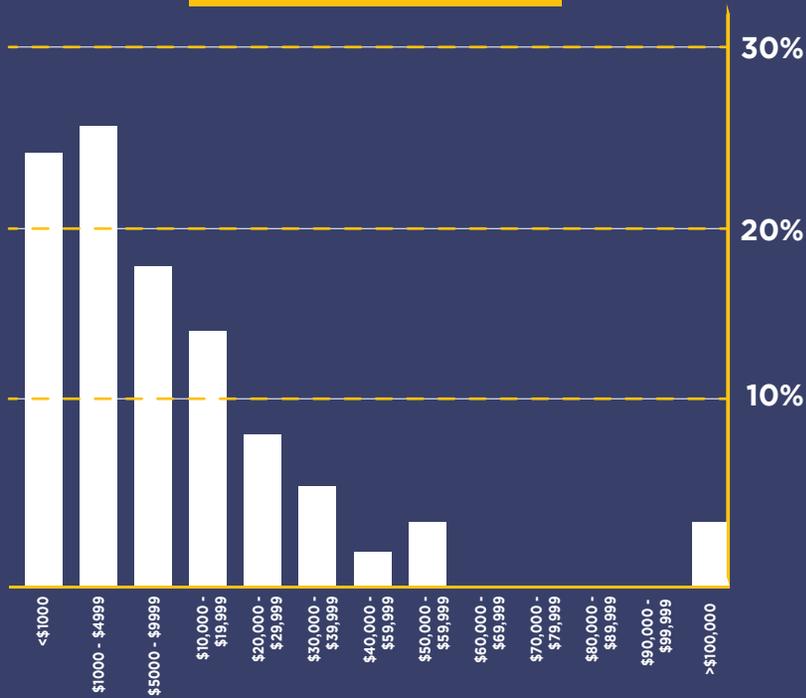
**\$95,468**

Note: The length of these InDemand campaigns varied. At the time of our research some InDemand campaigns were still live. For these campaigns the total amount raised was based on the figure obtained on the 01/04/18.

# MARKETING SPEND

The average spend pre launch was...

**\$13,025**



The average spend during was...

**\$36,519**



“Invest in Pre-launch marketing”

“Spend money to make money”

“Have a great video and spend \$ on Marketing your product”

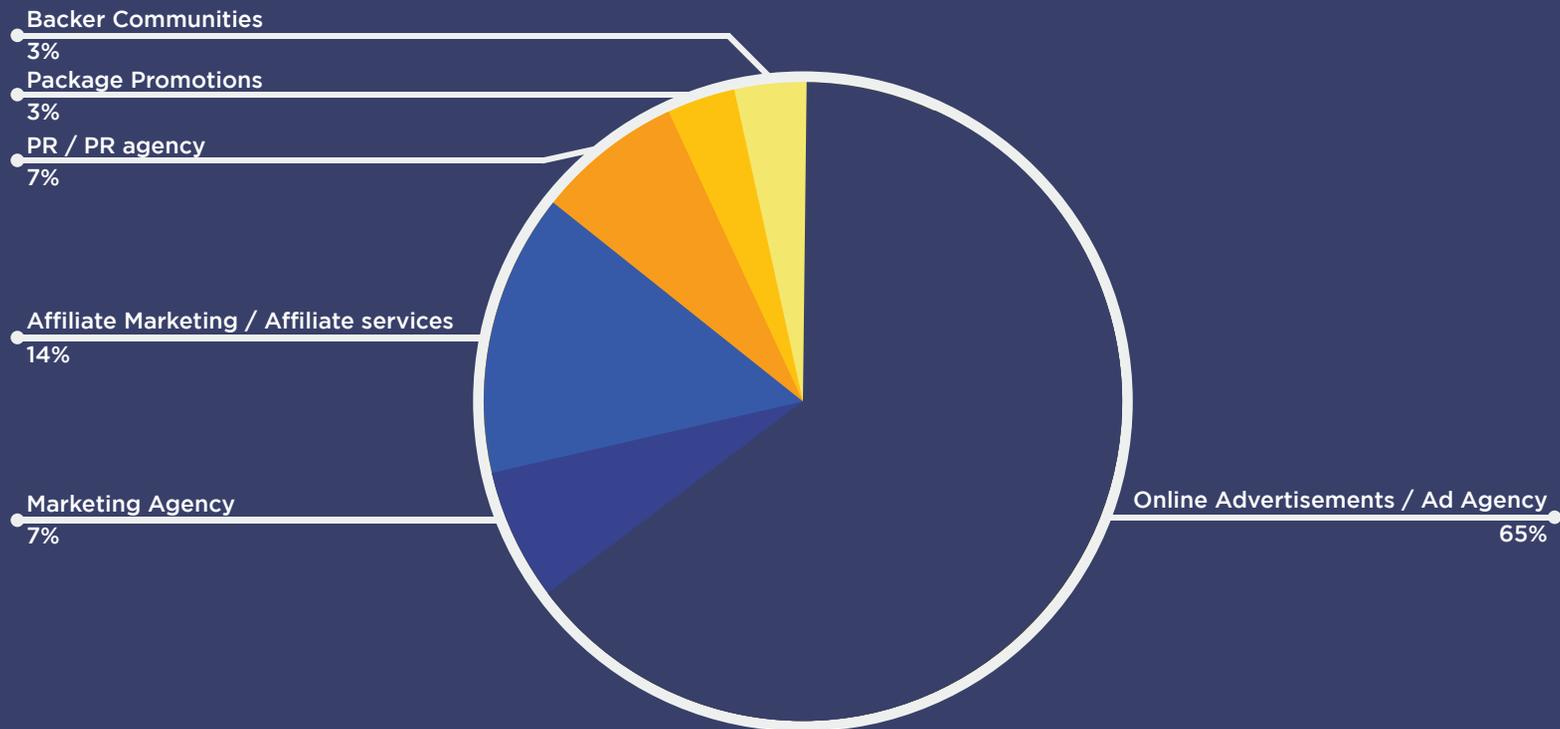
“Spend money on online advertising”

“Spend carefully and effectively on advertising and PR”

# MARKETING SPEND

Based on feedback from our last report, we decide to look more closely at marketing spend to understand how our Crowdfunding Champions allocated their budgets. Of their total marketing spend during the campaign, we asked what percentage was spent in each area.

## AVERAGE ALLOCATION OF MARKETING SPEND DURING CAMPAIGN



# IMPACT

WE ASKED OUR CROWDFUNDING CHAMPIONS WHAT DROVE THE MAJORITY OF THEIR PLEDGES.

## FACEBOOK ADS



PLATFORM  
(KICKSTARTER /  
INDIEGOGO)



38%

EMAIL



24%

14%

# FINAL WORDS OF ADVICE

“Seek help from someone who’s done it before”

“Play it smart. Don’t waste money, but take risks as needed. Make sure your margin is fantastic so you can afford quality marketing. To do so, you will need to add value to your product beyond its perceived worth by way of story and video quality.”

“Talk to as many successful and unsuccessful crowdfunding as possible and do the prep work. It’s not magic, it’s hard work”

“Be ready! What follows the campaign is chaos!”

“Research as much as you can and know your targeted audience. It takes a long time to build a good Kickstarter page”

“Study 5 most successful campaigns and understand or find out what actually made them truly successful and then try to mimic all those details!”

“Focus 100% on the campaign during the campaign”

“Communication to your backers is essential”





**Crowdfunding  
Champions**

SPONSORED BY :



**GadgetFlow**

The #1 platform to discover the best products on the market. Over 25M people per month stay up to date with the latest product releases and crowdfunding projects. Now supporting AR & VR!



**CrowdReach**

Experts in advertising product campaigns, CrowdReach helps Kickstarter and Indiegogo creators to generate more subscribers and pledges.

**LIKE WHAT YOU SEE?  
SIGN UP TO OUR NEWSLETTER  
FOR THE LATEST  
INSIGHTS**

**Join Now**