



# Kicking Ass On **KICKSTARTER**

How I raised nearly \$1M on  
the world's most popular  
crowdfunding platform.

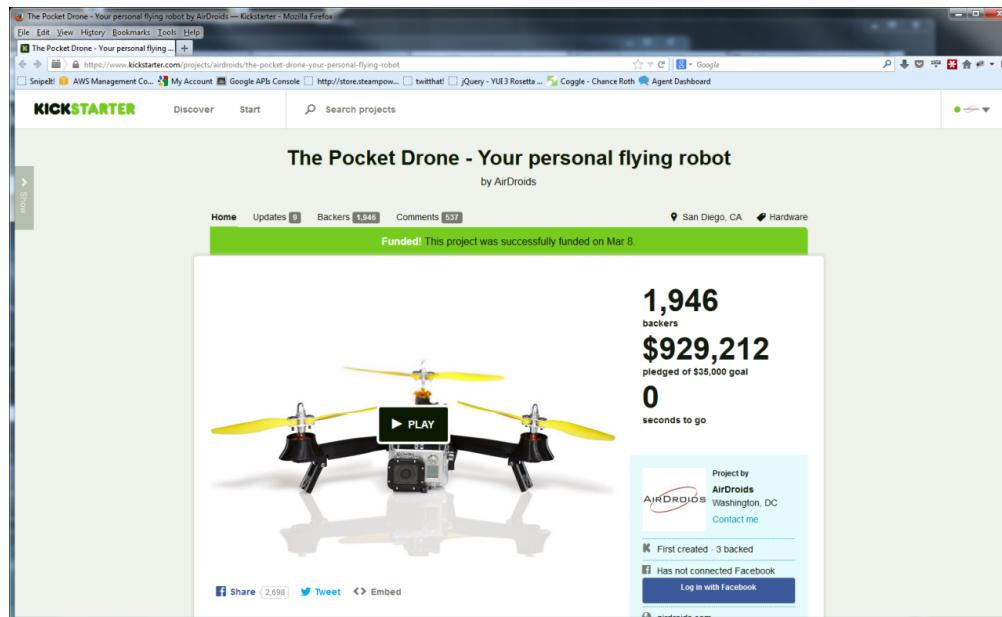
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# Credentials

- Created the biggest Kickstarter campaign in SD
- 7 years consumer product development
- 15 products from concept to shelf
- Sold millions of RC toy and hobby vehicles
- Entrepreneur Magazine Hot 100
- Founder of San Diego Drone User Group
- Founder of HTML5 Web Development Group
- FabLab EIR (Drone Lab)
- Active in the San Diego Maker Movement
- Leader in San Diego Startup Community
- Licensing deals with EA, Hasbro, Discovery Channel Store, Radio Shack, 2002 Winter Olympics, Tomy, Nikko

# The Kickstarter Campaign

- The Pocket Drone
- #1 in San Diego
- Top 50 on the platform



# Good Product...Great Marketing

- Identify and/or predict customer wants, needs and expectations
- KS prefers artistic projects (so they say)
  - They will approve projects that aren't overtly trying to create a company.
  - They have no problem taking boatloads of cash
- Do your research and see what similar items are on the platform.
- Develop or find a unique item.
- Be prepared to drop ship thousands of units.

# By the numbers

- 3 partners
- 50+ prototypes
- 1946 backers
- \$929,212 raised
- \$35,000 goal
- 537 comments
- 9 updates (and counting)
- 1000s of direct messages
- 100s of articles
- Hundreds on distributors
- Thousands of question emails

# Content

- Get the best photos you can afford.
- Get the best demo video you can make.
- Why is your product better?
  - Itemize your value proposition
  - Go into detail about each one further down.
- Why will your team be successful.
- A little history lesson goes a long way.

# Rewards

- Have as few rewards as you can.
- Less choice means less questions and more engagement
- Offer small donation level (with shout out)
- Forget stickers and shirts
- Be VERY careful with international customers. Do your homework on shipping.
- Once an award level is sold it cannot be changed.

# Goal

- Ask for the minimum \$ you need to succeed.
- You want to blow it away on day 1.
- And have a 10x multiple.
- This will make new marketing opportunities.
- Ensures you campaign gets funded.



# Duration

- I recommend to go 60 days
- It will be on sale on the hottest market longer.
- More people will stumble on it.
- 30 days is too quick.
- 45 days looks like it's a 60 day stale campaign.

# Pre-Production

- Figure out as much about how to make the product before the campaign goes live.
  - Pricing
  - Lead times
  - Shipping (domestic and international)
  - Regulations
  - VAT
  - Embargos
- Do the KS community a favor and ship on time or early.

# Launch



- Launch in conjunction with a media, trade event or competition.
- Have your website up and running as well
- Get a list of everyone that is likely to talk about your product.
  - TV, newspapers, Tech journals/bloggers.
  - Prepare an email blast about how your going to change the world.
- Launch in the middle of the night (12:10am).

# Updates

- Send out bi-weekly updates about how your getting ready to ship and any other major events.
- Be engaging and excited to communicate with your supporters.
- This is the best way to make sure your supporters feel involved and they will do a ton of word of mouth if they truly believe in what you're doing.

# Closing

- Send out an email blast that you have 2 or 3 days left.
- On the last day, change the project page to announce plans for after Kickstarter sales and inquiries.
- After it closes send, send an update profusely thanking everyone for their continued support.

# After

- Have your upselling/eCommerce site ready to launch by the time your campaign ends.
- Send out bi-weekly progress reports on the state of your development.
- It will be at least 14 days until all your funds are available through Amazon Payments.

# Reflections

- Kickstarter is both a blessing and a curse.
- Right product. Right time. Right price.
- Lots of attention.
- Lots of work.
- 0-60MPH overnight.
- Accounting methods need to catch up.
- Find trustworthy and competent partners.