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Launch Hard or Go Home!

Predicting the Success of Kickstarter Campaigns

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What is Kickstarter?

- **Crowdfunding** website
- Raise money to launch creative projects
- Each campaign has:
 - a funding **goal**
 - a campaign **duration**
- **All-or-nothing** funding model

A Success Story

- Since its launch in 2009:
 - **50,000** projects successfully funded
 - **44%** success rate
 - **\$811,000,000** raised
 - **4,900,000** backers

Our Dataset

- Discover campaigns on the "**Recently Launched**" page
- Regularly get their **status**: number of backers, amount of money pledged
- Monitor **Twitter** in parallel for all tweets containing keyword *kickstarter*

Our Dataset

- From September 2012 to May 2013:
 - **16,042** campaigns
 - **48.24%** of successful campaigns
 - **1,309,295** backers
 - **\$158,026,656** pledged
 - **737,398** "kickstarter" tweets

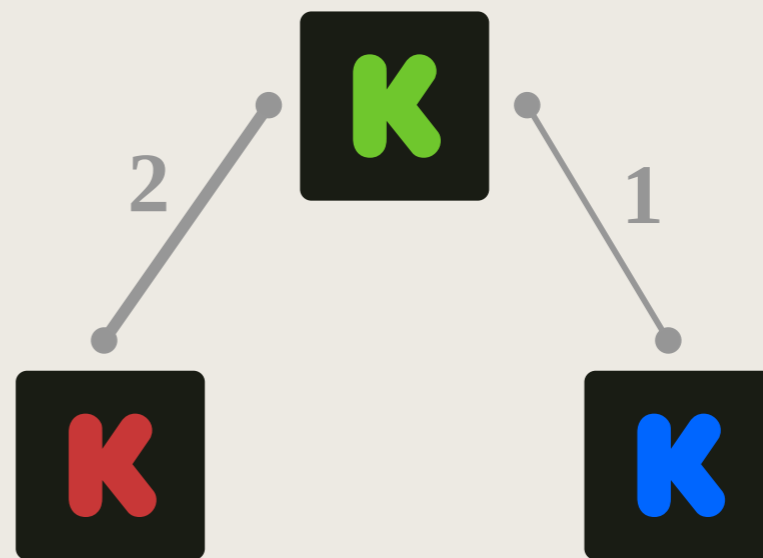
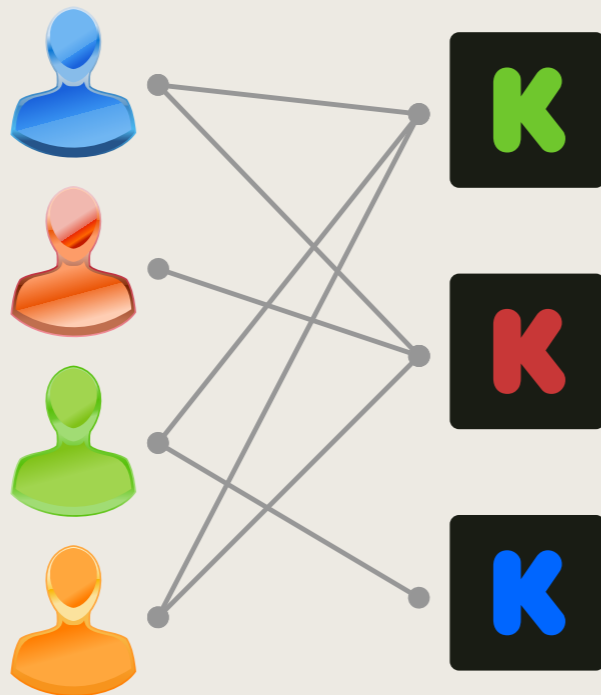
Our Predictors

- **Baseline**: campaigns' static attributes [1]
- Two sources of information:
 - **Money**: kNN, Markov
 - **Social**: tweets, project/backer graph

[1] M. Greenberg et al. *Crowdfunding support tools: predicting success & failure*. In CHI'13 Extended Abstracts. ACM, 2013.

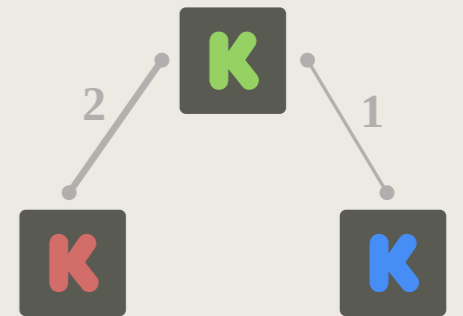
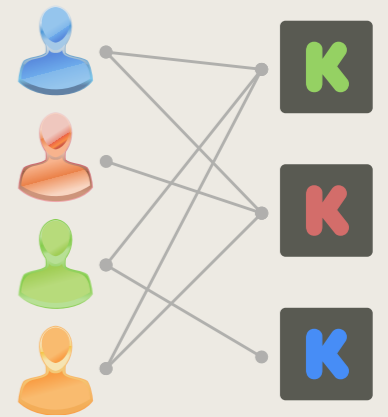
Graph Predictor

- Can we use **backers** as source of information?
- Consider the project/backer graph:

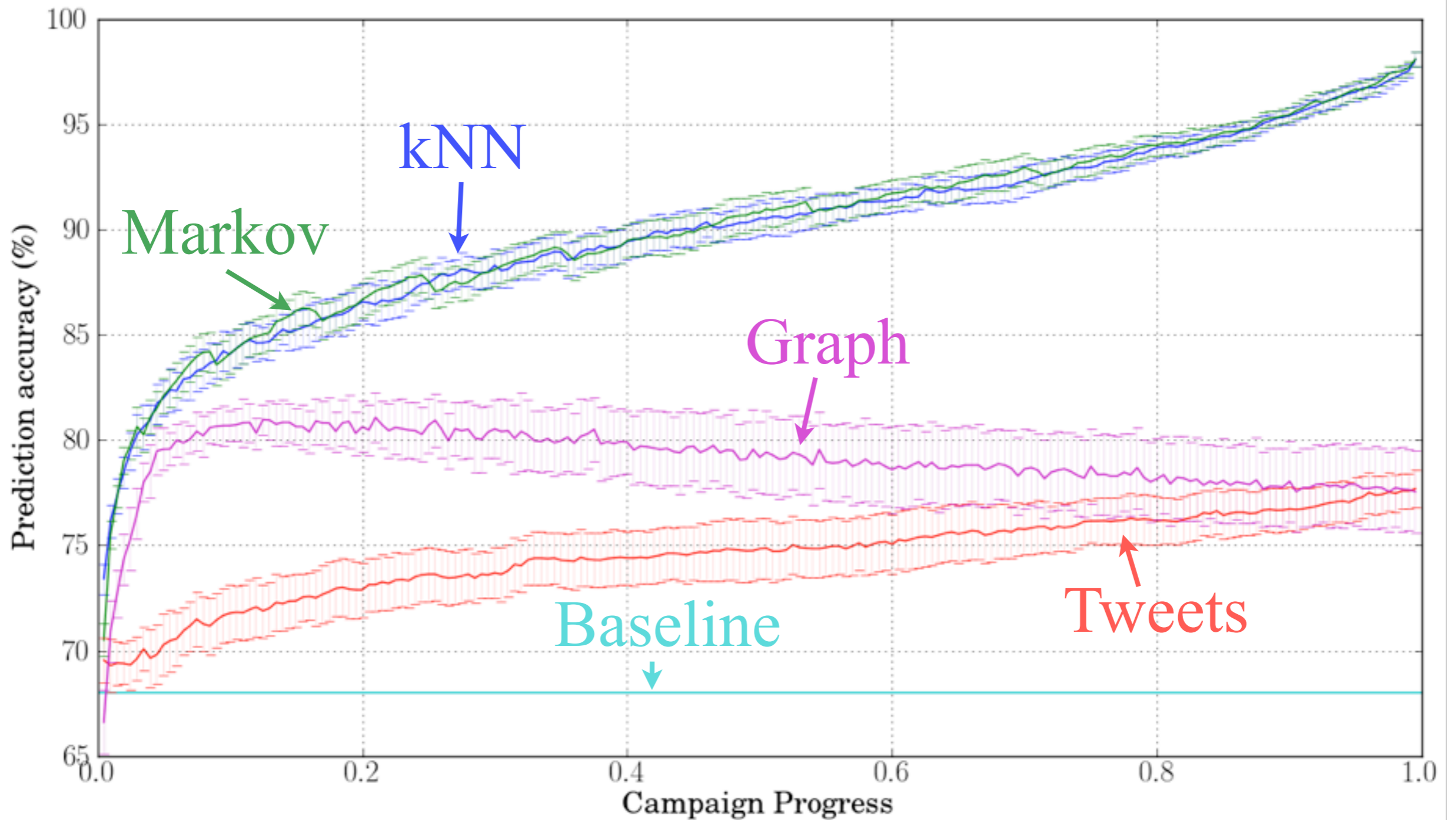


Graph Predictor

- Extract several features:
 - # of **backers**
 - #/prop. of **first-time** backers
 - # projects with **co-backers**
 - #/prop. of these that are **successful**
- Train a **Support Vector Machine**



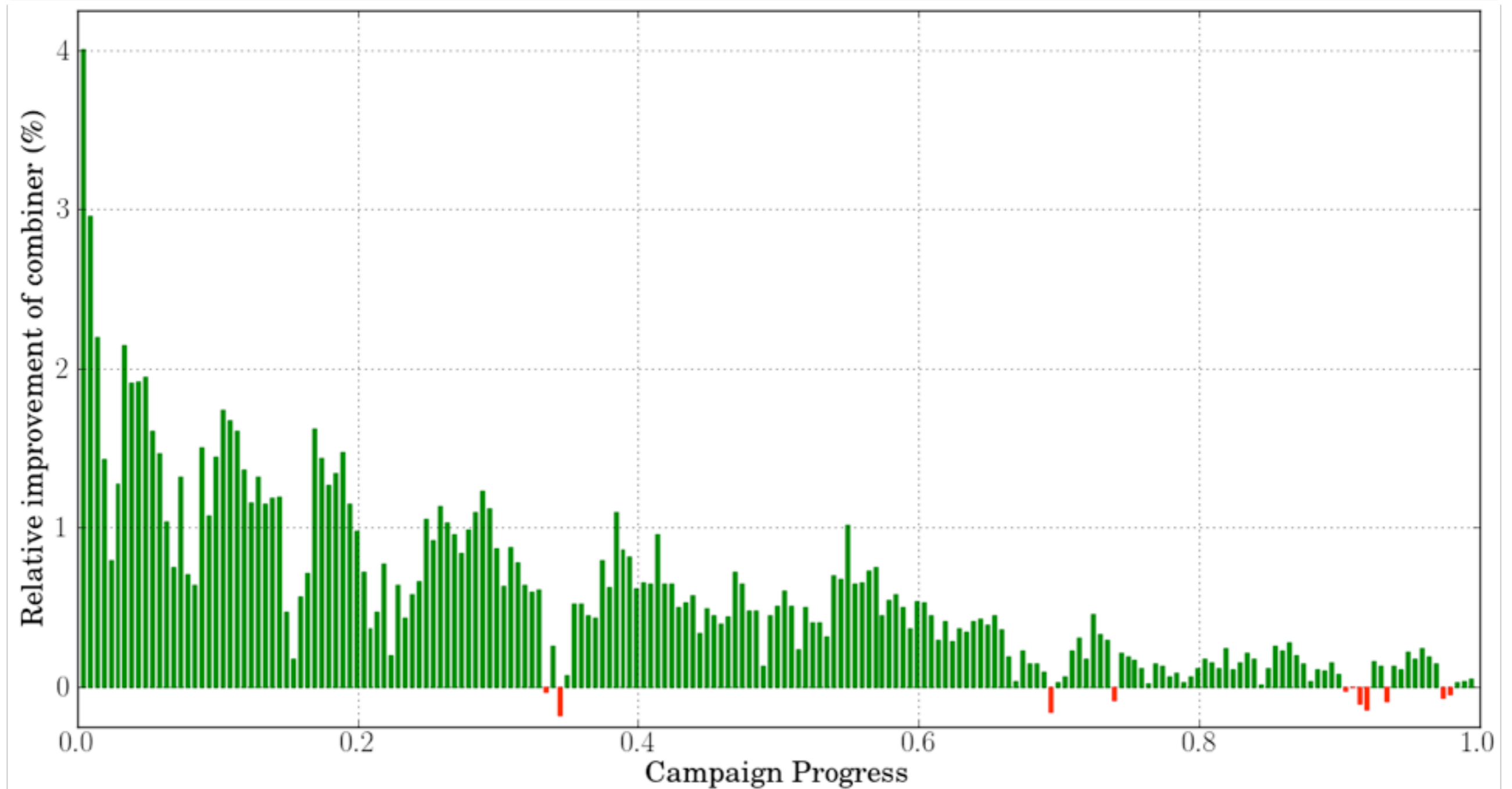
Prediction Accuracy



Combined Predictor

- Money-based results are quite **good**
- Can we use social predictors to **help**?
- Train a SVM to **combine** individual predictions

Combiner Results

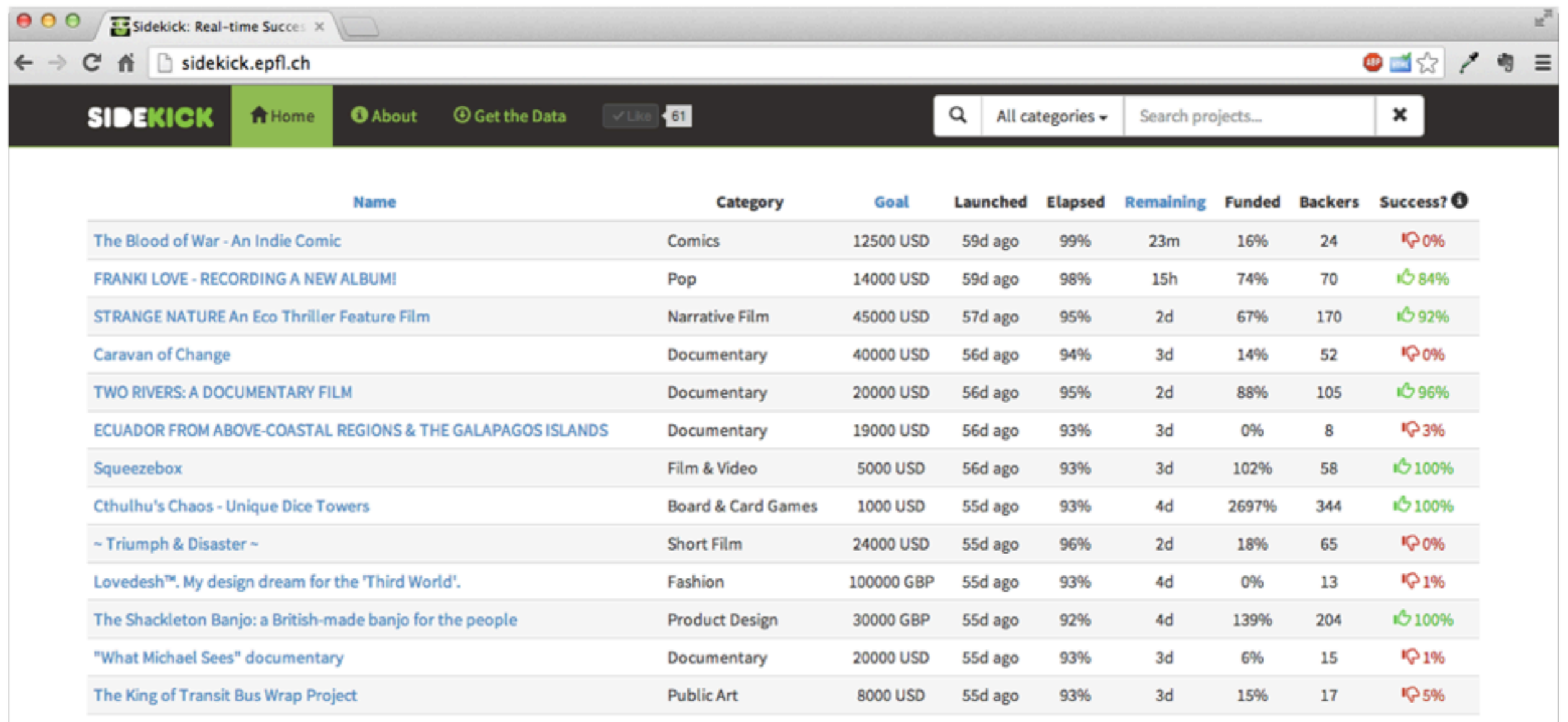


Conclusion

- Combiner improves **early** predictions
- There is **potential** in social predictors
- Future work:
 - Improve graph predictor
 - Take **dynamics** on Twitter and project/backer graph into account

Thank you!

Data and real-time predictions on
<http://sidekick.epfl.ch>



The screenshot shows the Sidekick website interface. The browser address bar displays 'sidekick.epfl.ch'. The navigation menu includes 'Home', 'About', and 'Get the Data', along with a 'Like' button showing 61 likes. A search bar is present with the text 'All categories' and 'Search projects...'. The main content area features a table of crowdfunding projects.

Name	Category	Goal	Launched	Elapsed	Remaining	Funded	Backers	Success? ⓘ
The Blood of War - An Indie Comic	Comics	12500 USD	59d ago	99%	23m	16%	24	🔴 0%
FRANKI LOVE - RECORDING A NEW ALBUM!	Pop	14000 USD	59d ago	98%	15h	74%	70	🟢 84%
STRANGE NATURE An Eco Thriller Feature Film	Narrative Film	45000 USD	57d ago	95%	2d	67%	170	🟢 92%
Caravan of Change	Documentary	40000 USD	56d ago	94%	3d	14%	52	🔴 0%
TWO RIVERS: A DOCUMENTARY FILM	Documentary	20000 USD	56d ago	95%	2d	88%	105	🟢 96%
ECUADOR FROM ABOVE-COASTAL REGIONS & THE GALAPAGOS ISLANDS	Documentary	19000 USD	56d ago	93%	3d	0%	8	🔴 3%
Squeezebox	Film & Video	5000 USD	56d ago	93%	3d	102%	58	🟢 100%
Cthulhu's Chaos - Unique Dice Towers	Board & Card Games	1000 USD	55d ago	93%	4d	2697%	344	🟢 100%
~ Triumph & Disaster ~	Short Film	24000 USD	55d ago	96%	2d	18%	65	🔴 0%
Lovedesh™. My design dream for the 'Third World'.	Fashion	100000 GBP	55d ago	93%	4d	0%	13	🔴 1%
The Shackleton Banjo: a British-made banjo for the people	Product Design	30000 GBP	55d ago	92%	4d	139%	204	🟢 100%
"What Michael Sees" documentary	Documentary	20000 USD	55d ago	93%	3d	6%	15	🔴 1%
The King of Transit Bus Wrap Project	Public Art	8000 USD	55d ago	93%	3d	15%	17	🔴 5%