

## An Analysis of Crowdfunding Data

### What is Crowdfunding?

Crowdfunding is the collection of money from many contributors either in expectation of a completed product (*ex post facto*) or to assist in the achievement of a desired result (*ex ante*). It has been compared, with varying degrees of accuracy, to pre-ordering, gambling, loaning, investing, and charity.

### Influences

**Crowdsourcing.** The tradition of letting other people do your work for you. This is usually practical either when the public is the end consumer and thus knows best what it wants, or when the scope of the project is too large to be efficiently undertaken alone. A good example of this is Wikipedia.

**Investment.** Many risky ventures have a high barrier to entry. For some purposes, a single patron may be sufficient, but for more risky ventures it is desirable to spread the risk amongst many investors. Example of this include sea voyages in the Renaissance and modern research funding.

**Web 2.0.** A set of internet technologies that focus on the user as the originator of content, rather than as a passive consumer. Examples of this include social networking, wikis, blogs, and video sharing sites.

### Data

As crowdfunding became more popular, specialized crowdfunding platforms evolved. There are many crowdfunding platforms with many different focuses (music, charity, research, etc.), and an up-to-date list may be found at: [http://en.wikipedia.org/wiki/Comparison\\_of\\_crowd\\_funding\\_services](http://en.wikipedia.org/wiki/Comparison_of_crowd_funding_services).

The data analyzed here is from Kickstarter, a platform with the highest-funded projects to date. In total, the data set contains 29,700 projects, from between April 2012 and March 2013. Because I may refer to them by name, some of the highest funded projects in the set are shown below:

Name	Launch	Goal	Pledged	Percent	Backers	Comments
OUYA: A New Kind of Video Game Console	7/10/12	\$950,000	\$8,600,000	905%	63,416	22,985
The Veronica Mars Movie Project	3/13/13	\$2,000,000	\$5,700,000	285%	91,584	18,170
Torment: Tides of Numenera	3/6/13	\$900,000	\$4,200,000	465%	74,405	46,127
Project Eternity	9/14/12	\$1,100,000	\$4,000,000	362%	73,986	59,463
Reaper Miniatures Bones: An Evolution Of Gaming Miniatures	7/23/12	\$30,000	\$3,400,000	11395%	17,681	45,099

### Further Reading

[https://dl.dropboxusercontent.com/u/7557505/KS\\_final.pdf](https://dl.dropboxusercontent.com/u/7557505/KS_final.pdf)  
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