Where to invest in Kickstarter?

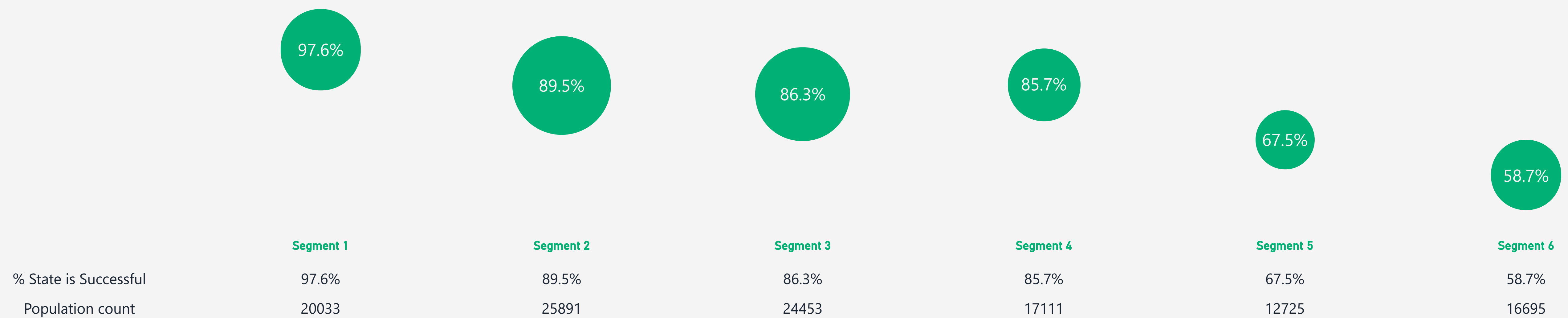**MOST PROJECTS ARE LAUNCHED FROM THE UNITED STATES, SO LET'S INVEST IN PROJECTS BASED IN THE UNITED STATES**

United States — 292,618
United King... — 33,671
Canada — 14,756
Australia — 7,839
G... — 4,171
N...

Key influencers | Top segments

When is State more likely to be [Successful ▾] ?

We found 6 segments and ranked them by % State is Successful and population size. Select a segment to see more details.

	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% State is Successful	97.6%	89.5%	86.3%	85.7%	67.5%	58.7%
Population count	20033	25891	24453	17111	12725	16695

Let's explore the highly successful segment of projects with more than 50 backers and goal less than $5,000

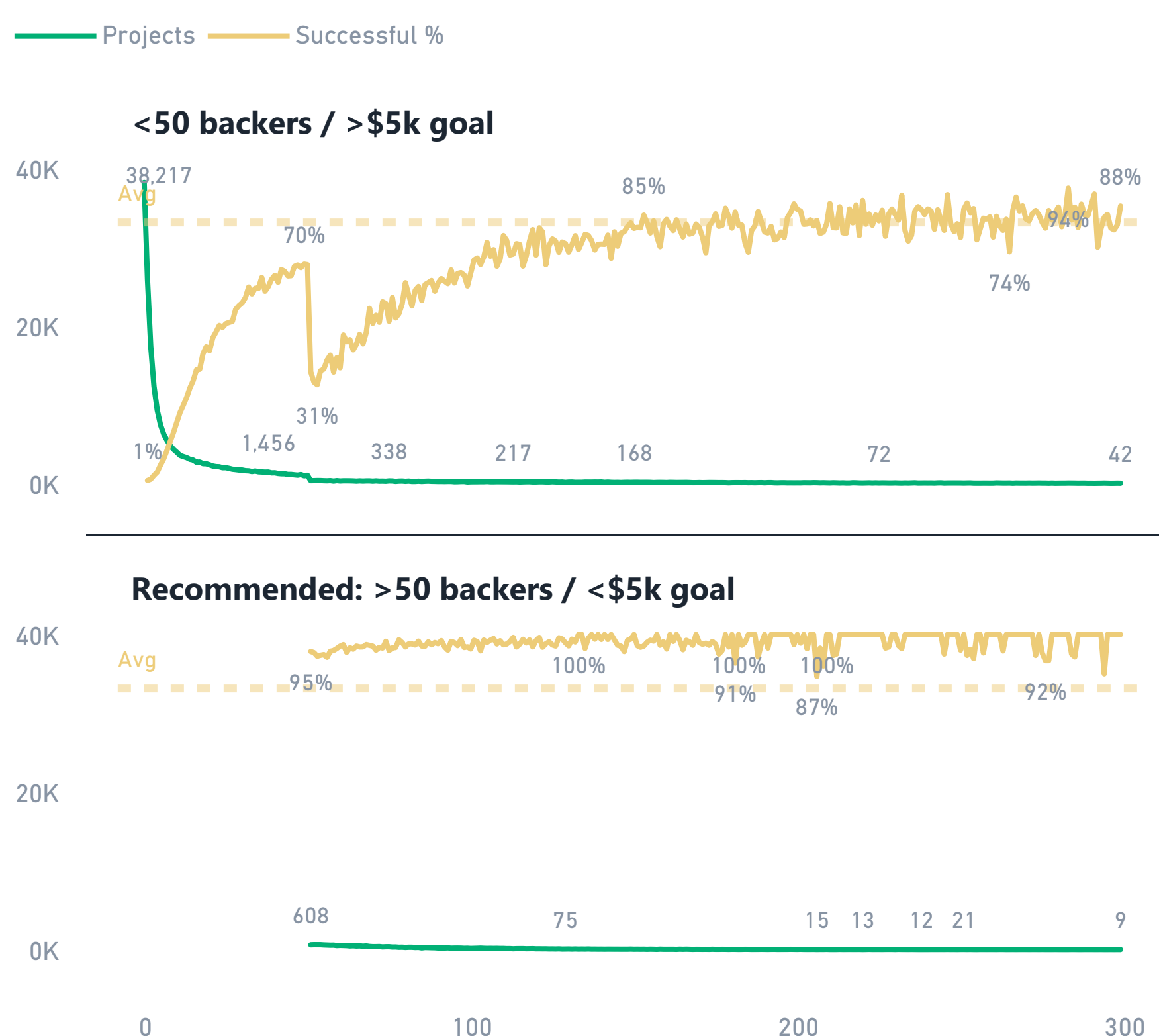**THE SUCCESS RATE IS MUCH HIGHER FOR THIS GROUP**   And we cast a wider net too!

<50 backers / >$5k goal
263,438 — Projects
30.80% — Successful %
28,444,578 — Backers

Recommended: >50 backers / <$5k goal
29,180 — Projects
96.52% — Successful %
4,645,272 — Backers

NEXT STEPS

Focus on projects with **goals less than $5,000** that already have **closer to 50 backers.**

Another approach is to help market a targeted project to get more backers.

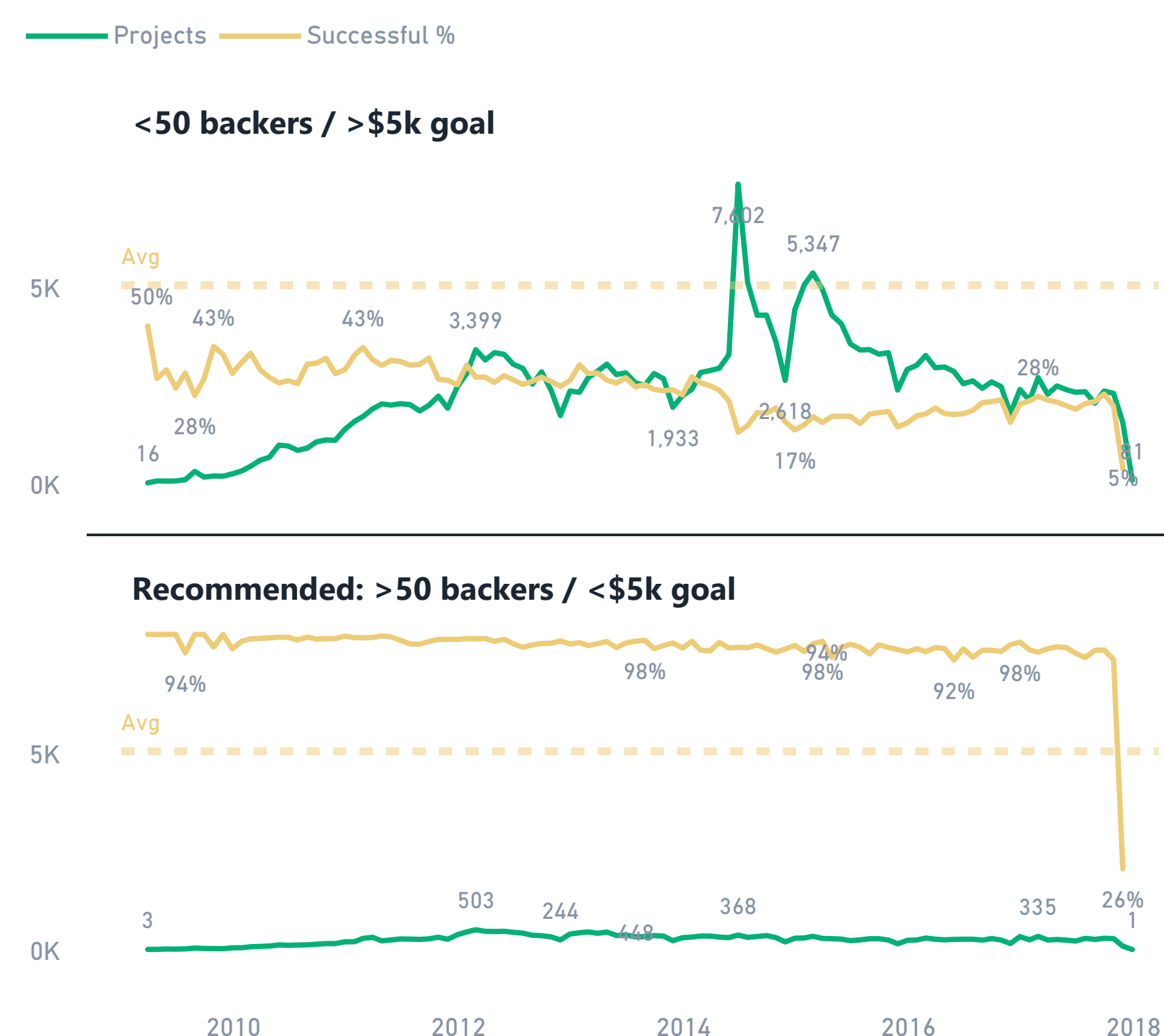Category is not overly important, so pick what speaks to you.

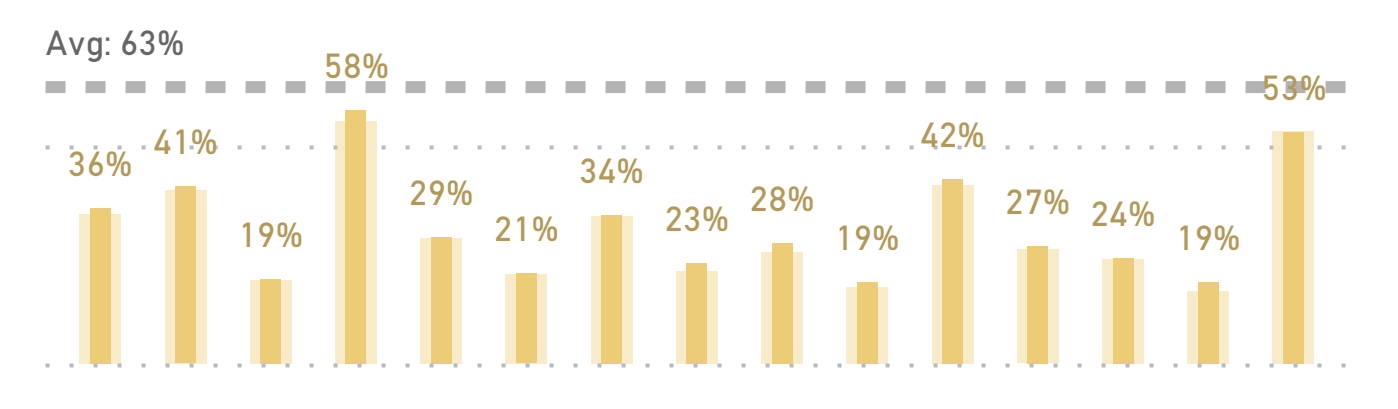**BACKERS TRENDS FOR PROJECTS FAVORS MORE BACKERS**   CAPPED AT 300 BACKERS, BUT PROJECTS CAN HAVE 100,000's of BACKERS

— Projects — Successful %

MONTHLY TRENDS ALSO SHOWS SOLID PERFORMANCE   LAST MONTH IS ASSUMED TO BE PARTIAL MONTH

— Projects — Successful %

CATEGORY IS NOT A FACTOR FOR SUCCESS WITHIN RECOMMENDATION