

How to Create a Successful Kickstarter Campaign (with a Case Study on PicoBrew, Inc.)

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Abstract

The purpose of this research was to discover the role of imagery in a Kickstarter campaign's success. The study investigated thirty Kickstarter projects that had varying levels of success. The levels of success included: very successful, successful, and unsuccessful. Ultimately, the data collected indicated that projects with higher levels of graphic imagery had achieved higher levels of funding success.

The knowledge and insight gained from this research will be useful during the creation of the Kickstarter campaign for PicoBrew's KegSmart. PicoBrew is an up and coming business in pursuit of financial support for the development and sale of their new product, the KegSmart. Analysis of the attributes that contribute to funding success may prove helpful during the content creation and design phases of the Kickstarter page.

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Chapter 1: Introduction

Purpose of Study

Homebrewing beer has been in practice for many years. According to Charlie Papazian in his book “The Complete Joy of Homebrewing,” homebrew originated in early Mesopotamian and Egyptian cultures.

It was inevitable that someone would leave their porridge, malted barley flour or bread in the rain. The dissolved sugars and starches were fair game for yeasts in the air. Soon, the yeasts began to ferment the “malt soup.” When the mysteriously bubbly concoction was consumed, it was with pleasant surprise that the household felt a mysterious inner peace with their surroundings (Papazian, 1991, p.6).

For thousands of years, people have brewed their own beer; however, small town breweries took over the task of crafting beer as towns and cities developed and the availability of quality drinking water decreased (Papazian, 1991, p.6). In recent decades, the brands Anheuser-Busch InBev and MillerCoors have dominated the beer industry (Schultz, 2013, p.16). Currently, craft breweries enjoy great success: “While overall beer sales were down 1.3 percent by volume in 2011, craft beer sales rose 13 percent, accounting for more than 103,000 jobs and \$8.7 billion in sales, according to the Colorado-based Brewers Association” (Adams, 2013, p. F1). There is a correlation between the increased popularity of craft beer and the growth of homebrewing. “The growth coincides with when the first millennials reached legal drinking age. Millennials seem more inclined to drink craft beer, but also homebrewing for them is a means of self-expression, and that's something that particular generation looks for” comments Gary

Glass, director of the American Homebrewing Association, in an interview with The Philadelphia Daily News in 2013.

In a 2013 press release by the Brewers Association, the details of the American Homebrewers Association's (AHA) annual Homebrew Supply Shop survey show evidence of the growth of homebrewing: "With the U.S. now home to some 1.2 million homebrewers, supply shops are experiencing solid growth. The growth in homebrew supply businesses means it is easier than ever for Americans to get into the hobby of homebrewing" (American Homebrewers Association, 2013). The Homebrew Supply Shop survey grew in participation by 48 percent compared to the year before and "found that gross revenue grew for shops on average by 10 percent in 2013" (American Homebrewers Association, 2013).

Stated simply, the traditional method of homebrewing requires the combination of ingredients (malt, hops, yeast) according to a recipe, the sanitization of equipment, the boil of ingredients, and the fermentation of the beer (Papazian, 1991, p. 18). The drawback to the traditional approach of homebrew is the variability from batch to batch. "The only difference between the potential quality of homebrewed beer and commercially brewed beer is the vast amounts of money spent on consistency and quality control" (Papazian, 1991, p. 15). However, there is a new way to homebrew in which consistency and quality comparable to craft breweries may be achieved.

The PicoBrew Zymatic®, is an appliance that has innovated the practice of homebrewing. The Zymatic® "improves the precision, repeatability, and overall quality of the beer-brewing experience. The process of homebrewing, now simplified and

automated, allows anyone to brew craft beer in the comfort of their own kitchen” (“From Homebrewing Frustrations to the PicoBrew,” n.d.).

The KegSmart is a product that the engineers at PicoBrew have created in order to conveniently tap the beer brewed with the Zymatic®. Kegs of newly brewed beer may be stored in the KegSmart for the duration of the fermentation period; the KegSmart will output data to a user interface in which users may view the fermentation status of his or her beer. In addition, beer that is ready for consumption may be stored in the KegSmart and data relating to the amount of beer left to drink will be displayed in the user interface.

The PicoBrew Zymatic® came into fruition through the use of Kickstarter. Similarly, the launch of the KegSmart will require a Kickstarter campaign in order to encourage backers to donate funds for its production on a larger scale. Kickstarter is an online resource in which project creators set a funding goal and deadline and backers may choose to donate money in order to ensure the project happens; project creators maintain full ownership of their work and often offer rewards/incentives to those that donate to them (Kickstarter, 2014).

The goal of this study was to discover whether imagery attributes on a Kickstarter page proved advantageous to a project’s success. The knowledge gained relative to the possible correlation between heavy imagery and the success of a project, will be used for the future design of the Kickstarter page for the KegSmart.

Significance of Study

Homebrewers who already own or seek to purchase a Zymatic® and prospective investors will be the targeted audience for the KegSmart Kickstarter campaign. People

who are interested in the future success of the KegSmart will utilize the webpage for this product. The Kickstarter page must showcase the KegSmart in an appealing way in order to acquire more investors and customers. Additionally, the rewards offered must be desirable to the demographic that is likely to donate money.

Interest in Study

PicoBrew is a start up company I was an intern for over the summer. I provided design work for projects ranging from flyers to website design. I believe in the products PicoBrew sells, and I would like to contribute to the company's success in any way I can. It is my hope that my research will provide valuable aid as the launch of the KegSmart progresses.

Chapter 2: Literature Review

The increase in popularity of microbreweries has encouraged the growth of homebrewing. In an article by Barry Adams for the Wisconsin State Journal, Ben Feifarek, owner of a homebrew supply shop, comments: “Homebrewing and microbrewing are really going hand-in-hand. The more good beer people drink, the more good beer people want to drink...I think people are rediscovering good beer, and homebrewing is a big part of that.” Cultural trends and improvements in homebrew equipment may also be factors in the recent rise of homebrewing. “The homebrewing scene is booming nationwide, spurred by a growing obsession with local, artisan, and do-it-yourself culture, repeals of prohibition-era legal roadblocks, and improvements to ingredients and equipment that make the chance of success much higher” (House, 2012).

Generally, homebrewing equipment and ingredients are bought from homebrew supply shops. The growth of homebrewing has created a large customer base for homebrew supplies. Thus, homebrewing remains a fertile market for entrepreneurs and start up companies to enter. Consequently, there has been a proliferation of products and services in the homebrewing industry. Some startup companies have developed new methods to brew at home in a way that is more technologically advanced.

PicoBrew is a startup company based in Seattle that has large potential to tap into the homebrewing market as an innovator of the homebrewing process. As with any startup business venture, there is much risk involved. In their 2012 article, “Just How Risky Is Entrepreneurship, Really?” Bruce Gibney and Ken Howery consider the risk of starting one’s own company versus the risk of participating in conventional corporate work: “5,000 businesses started in 2004, almost 56% were still in business in 2010,

despite suffering through a brutal economic downturn.” According to this finding, over half of startup business survived within six years of beginning and endured the poor economy during that time span.

There are many key elements involved in a successful startup venture. Michael A. Cusumano has many years of experience working with startups and he developed a list of elements to look for in a startup to better evaluate its potential for success. The list includes eight key elements: a strong management team, an attractive market, a compelling new product or service, strong evidence of customer interest, overcoming the “credibility gap”, demonstrating early growth and profit potential, flexibility in strategy and technology, and potential for a large investor payoff (Cusumano, 2013, p. 26-29). A startup company with the aforementioned elements elicits confidence from investors. Investors are crucial to the survival and scalability of startups: “Venture capitalists often look for >20% annual returns on their portfolios, so they are looking for big winners. Not surprisingly, they tend to give most of their money to the better startups, which often do not need money to survive but need investment to get big fast” (Cusumano, 2013, p. 29).

Sufficient funding will be vital to PicoBrew’s success in launching the KegSmart. Many start up companies utilize crowd funding as a means to achieve financial backing. A popular method for crowd funding is the use of Kickstarter – an online resource utilized by project creators in efforts to encourage backers to donate money; project creators set a funding goal and deadline and commonly offer rewards to backers who donate to his/her project (Seven Things to Know About Kickstarter, 2014). PicoBrew will use Kickstarter to gain funding for the KegSmart. Through the inspection of very

successful, successful, and unsuccessful Kickstarter campaigns one may gain insight on important elements to include for a project's Kickstarter page.

With the use of the website Kickstarter, many startup companies have enjoyed great success in their business ventures. As PicoBrew plans for a Kickstarter campaign, many elements must be carefully considered. A timeline and funding goal must be set and relevant incentives to offer must be decided upon. Organizational transparency through frequent updates helps investors better understand the status of a product launch. It is important to keep in mind what investors look for as they decide whether to donate. “Investors look for focus in a startup because most have limited resources and time compared to large, established firms. However, most startups also need to demonstrate flexibility—in strategy, business models, and technology” (Cusumano, 2013, p. 29). Focus and flexibility are important characteristics for a start up company to present themselves as possessing in order to attract investors.

Ultimately, PicoBrew is in pursuit of financial support for development of their new product, the KegSmart. Crowd funding through the use of Kickstarter is the primary method for achieving funding goals. To maximize the success of their Kickstarter campaign, PicoBrew will need an attractive Kickstarter page containing imagery and text to convey the story behind the KegSmart.

Chapter 3: Methodology

Data Collection Plan

The purpose of this research was to discover the role of imagery in a Kickstarter campaign's success. The knowledge gained from this research will be used to aid in the creation of the Kickstarter campaign for PicoBrew's KegSmart. Through observation of very successful, successful, and unsuccessful projects on Kickstarter, specific elements of the pages were identified and compared. Each project page on Kickstarter displayed the percent funded relative to the original goal. Very successful projects were classified as projects that earned beyond 105% funding. Successful projects were projects that earned between 100-105% funding. Unsuccessful projects were projects that earned less than 100% funding and did not reach the funding goal.

Kickstarter had fifteen categories of projects: art, comics, crafts, dance, design, fashion, film and video, food, games, journalism, music, photography, publishing, technology, and theater (Kickstarter, 2014). Thirty projects selected from the categories were analyzed, ten for each of the classifications of success – very successful, successful, and unsuccessful.

The selection of categories was done at random. The fifteen categories were written on separate pieces of paper, placed in a bag, and blindly chosen. Once a category was drawn, it was assigned to a classification of success and replaced to the bag. Each classification of success was assigned ten categories to be observed.

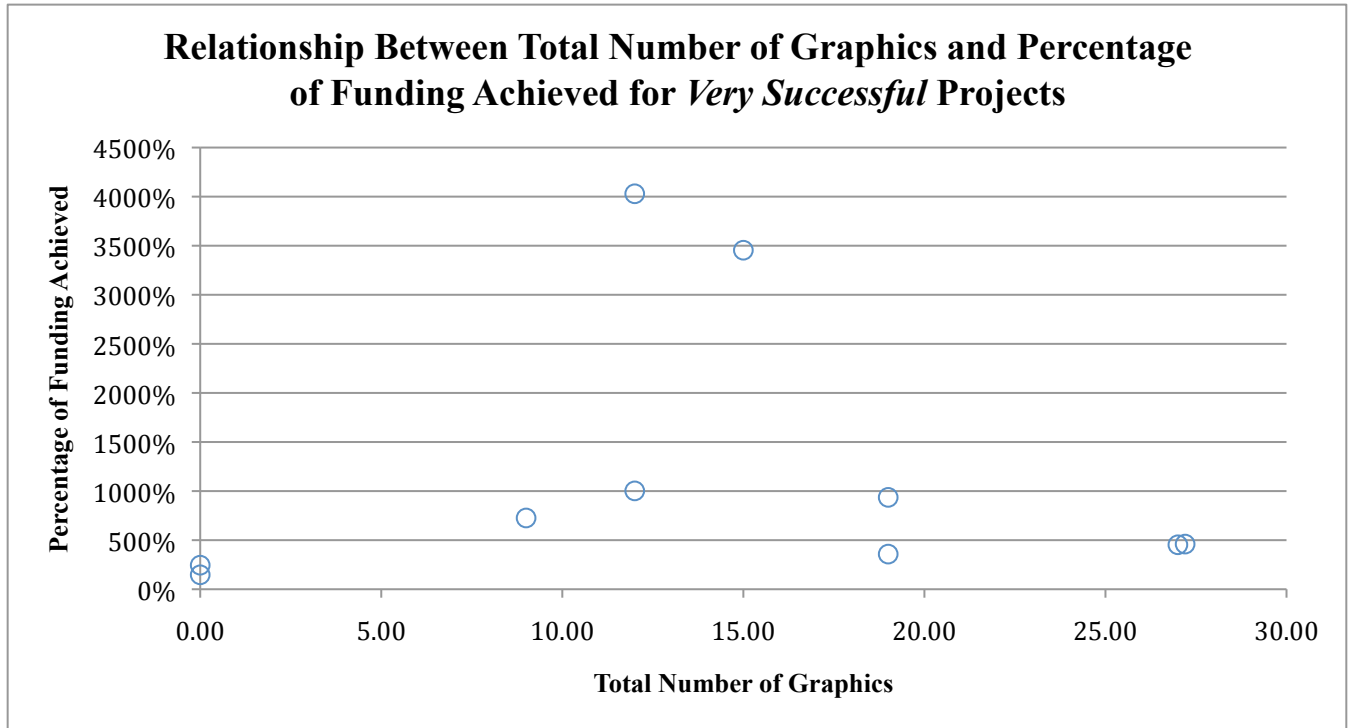
Data Analysis Plan

Projects within the assigned categories were researched on the Kickstarter website. Once a project was selected, the “Story” section of the project’s Kickstarter page was analyzed. The number of instances the page contained a photo, diagram, and/or computer graphic were counted. If photos, diagrams, and/or computer graphics were present, then their size and quality were examined. In addition, the number of updates on the “Updates” section was counted. The data collected was used to determine if there was a correlation between the usage of imagery and the success of a Kickstarter campaign.

Chapter 4: Results

An observational study was performed in which data was collected relating to the graphic imagery of projects on Kickstarter. The results are represented in the following graphs:

Graph 1

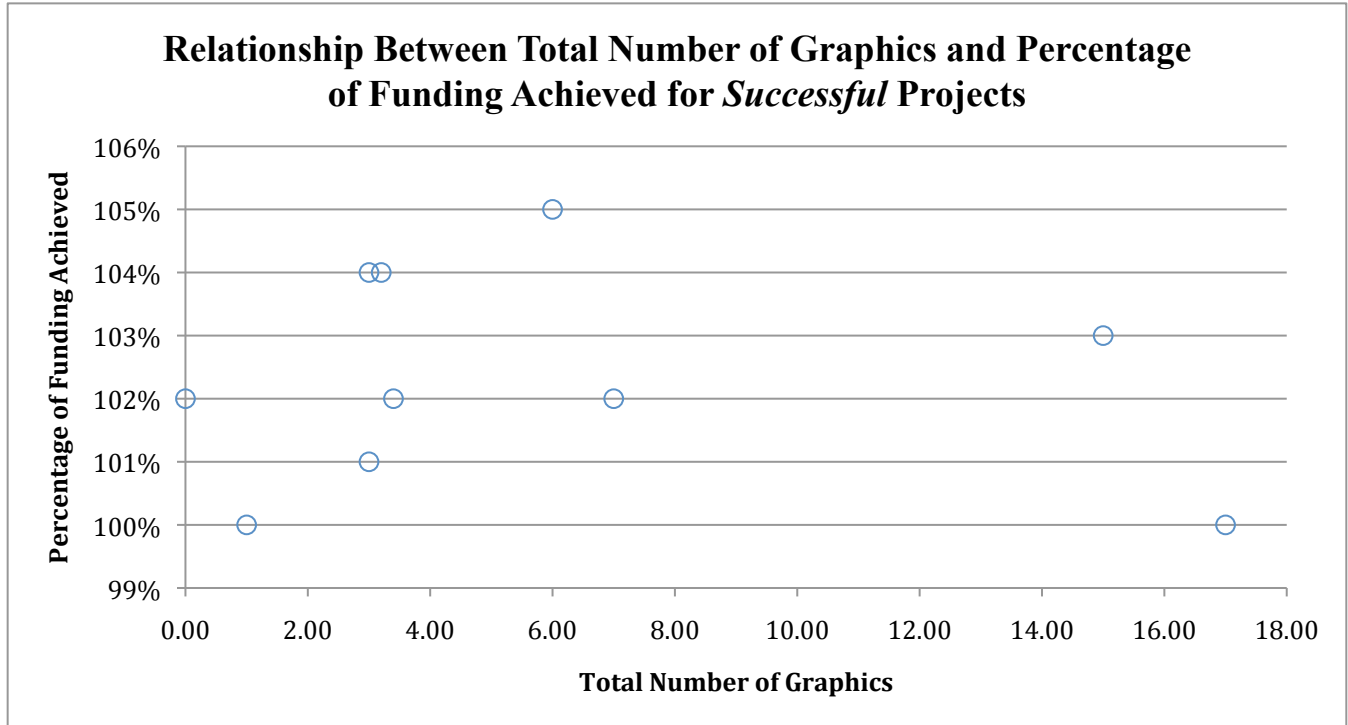


$R^2 = 0.00049$

Category	Project Name	Percentage of Funding Achieved	Total Number of Graphics
Design	A mechanical pencil that will last you a lifetime	3454%	15
Photography	Light Box	936%	19
Journalism	VINTAGE 2015: a year in American wine	358%	19
Journalism	Podcasten Overkligt	245%	0
Film & Video	NINTENDO QUEST	4029%	12
Theater	Circus in Schools	147%	0
Art	The Mutation of Atom	460%	27
Games	Grimtooth's Ultimate Traps collection	1002%	12

Crafts	Hand Crafted Goats Milk Soaps From Thorn Creek Ranch	453%	27
Publishing	Queers Destroy Science Fiction	726%	9

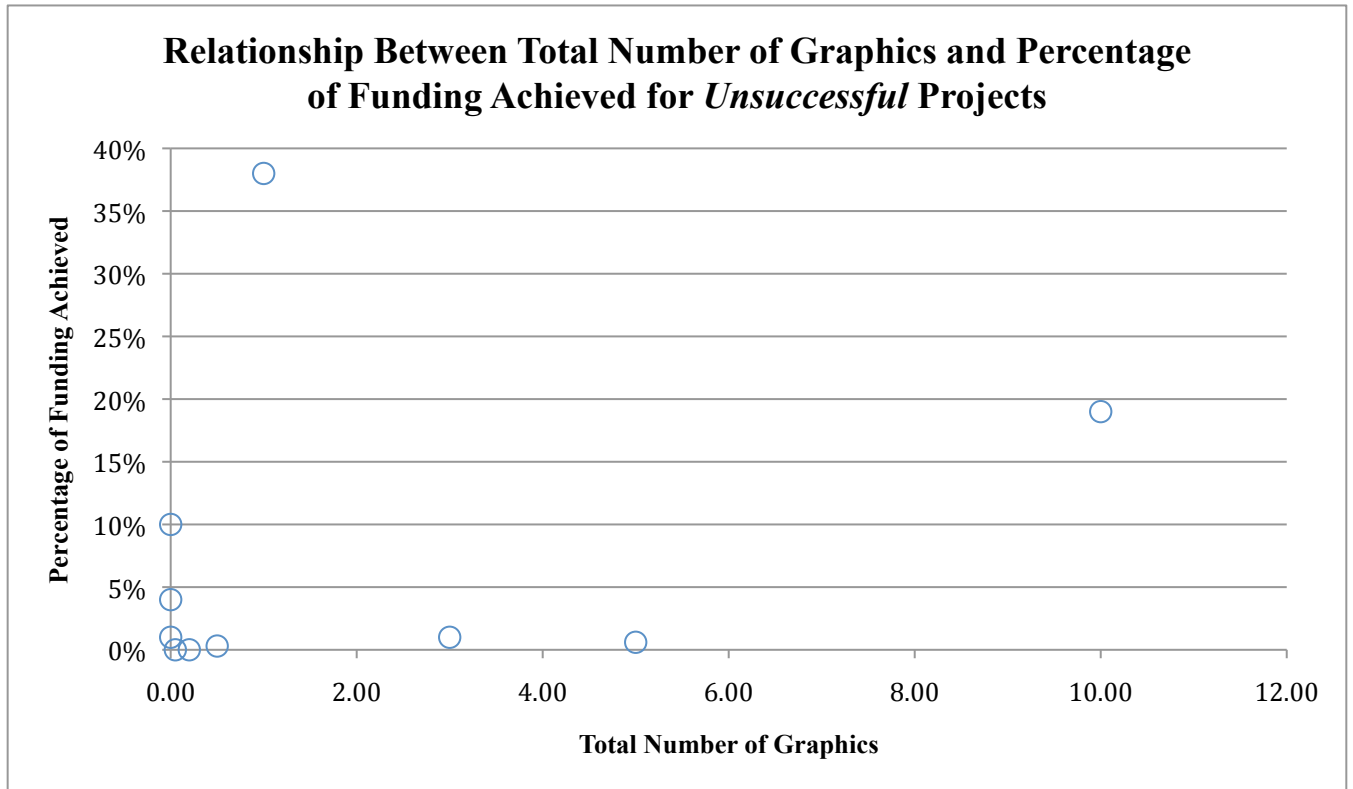
Graph 2



$R^2 = 0.01662$

Category	Project Name	Percentage of Funding Achieved	Total Number of Graphics
Art	Row Gallery: A Space for All Creatives	102%	3
Journalism	The Drive to Connect Canada	100%	1
Games	Love 2 Hate: A Party Game for Inappropriate People	104%	3
Music	Rock Horn Project Album Fundraiser	102%	0
Art	Think and Wonder, Wonder and Think	105%	6
Photography	Photoville	103%	15
Comics	Motherlover: an Anthology of Comics	104%	3
Technology	NYC Type	101%	3
Technology	Mootch: On Demand Renting	102%	7
Games	Slip	100%	17

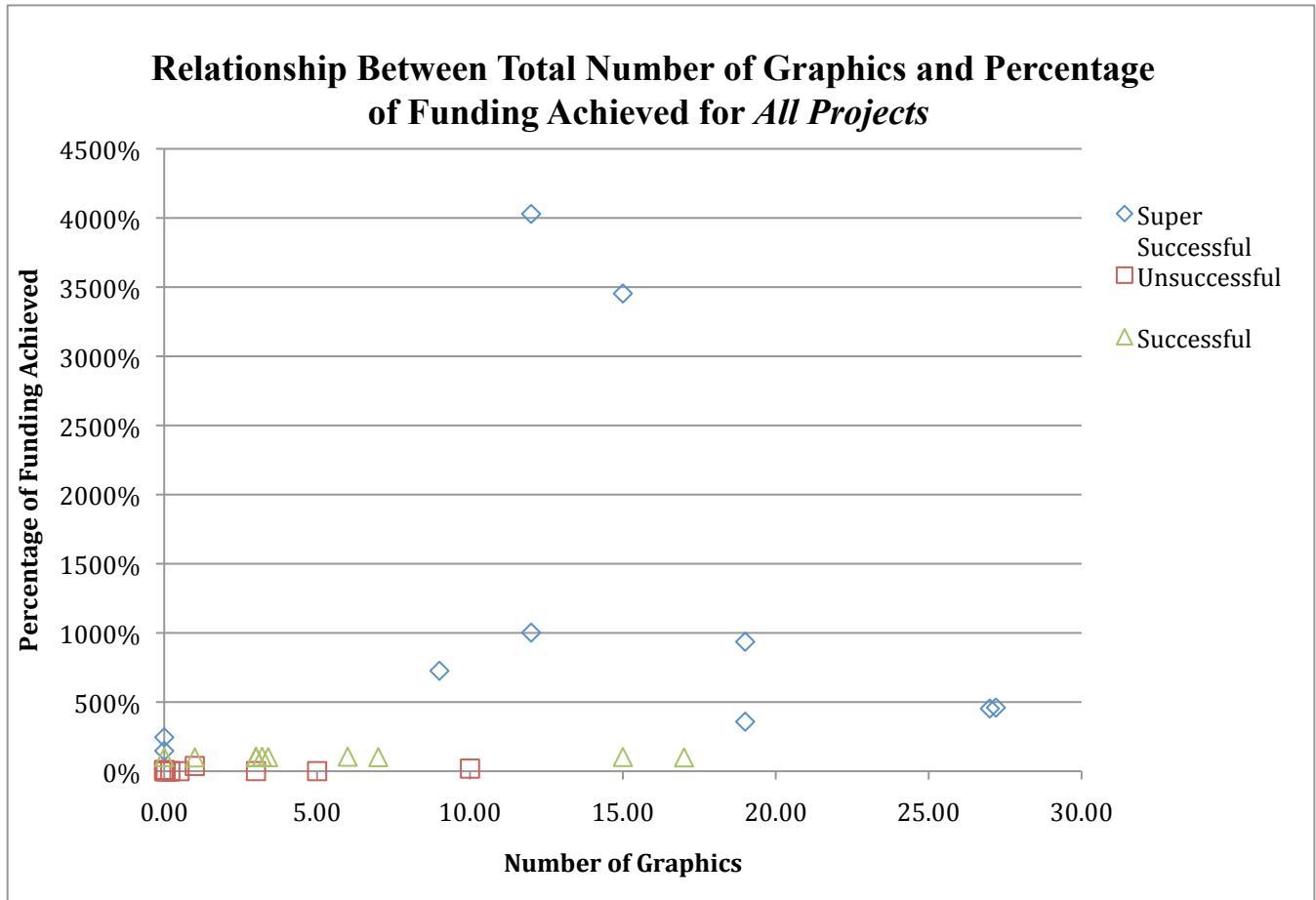
Graph 3



$R^2 = 0.06628$

Category	Project Name	Percentage of Funding Achieved	Total Number of Graphics
Theater	Forsaken Angels	38%	1
Technology	Southern Sawdust ATC Multi-Tool CNC Router	19%	10
Art	The Nicholas Lawson Building Project	0%	0
Fashion	Transpire with Back-App	0%	0
Crafts	Em's Jewellery making Journey.	1%	3
Dance	Dance Fit	0%	0
Music	HITS DETUNED VOL.1	10%	0
Technology	AstroLabs	0%	0
Film & Video	The Freedoms Of Religion	4%	0
Food	Westside BJ's: The Gluten-Free, Organic Food Truck	1%	5

Graph 4



$R^2 = 0.12821$

Success Type	Category	Project Name	Percentage of Funding Achieved	Total Number of Graphics
Very Successful	Design	A mechanical pencil that will last you a lifetime	3454%	15
Very Successful	Photography	Light Box	936%	19
Very Successful	Journalism	VINTAGE 2015: a year in American wine	358%	19
Very Successful	Journalism	Podcasten Overkligt	245%	0
Very Successful	Film & Video	NINTENDO QUEST	4029%	12
Very Successful	Theater	Circus in Schools	147%	0
Very Successful	Art	The Mutation of Atom	460%	27

Very Successful	Games	Grimtooth's Ultimate Traps collection	1002%	12
Very Successful	Crafts	Hand Crafted Goats Milk Soaps From Thorn Creek Ranch	453%	27
Very Successful	Publishing	Queers Destroy Science Fiction	726%	9
Successful	Art	Row Gallery: A Space for All Creatives	102%	3
Successful	Journalism	The Drive to Connect Canada	100%	1
Successful	Games	Love 2 Hate: A Party Game for Inappropriate People	104%	3
Successful	Music	Rock Horn Project Album Fundraiser	102%	0
Successful	Art	Think and Wonder, Wonder and Think	105%	6
Successful	Photography	Photoville	103%	15
Successful	Comics	Motherlover: an Anthology of Comics	104%	3
Successful	Technology	NYC Type	101%	3
Successful	Technology	Mootch: On Demand Renting	102%	7
Successful	Games	Slip	100%	17
Unsuccessful	Theater	Forsaken Angels	38%	1
Unsuccessful	Technology	Southern Sawdust ATC Multi-Tool CNC Router	19%	10
Unsuccessful	Art	The Nicholas Lawson Building Project	0%	0
Unsuccessful	Fashion	Transpire with Back-App	0%	0
Unsuccessful	Crafts	Em's Jewellery making Journey.	1%	3
Unsuccessful	Dance	Dance Fit	0%	0
Unsuccessful	Music	HITS DETUNED VOL.1	10%	0
Unsuccessful	Technology	AstroLabs	0%	0
Unsuccessful	Film & Video	The Freedoms Of Religion	4%	0
Unsuccessful	Food	Westside BJ's: The Gluten-Free, Organic Food Truck	1%	5

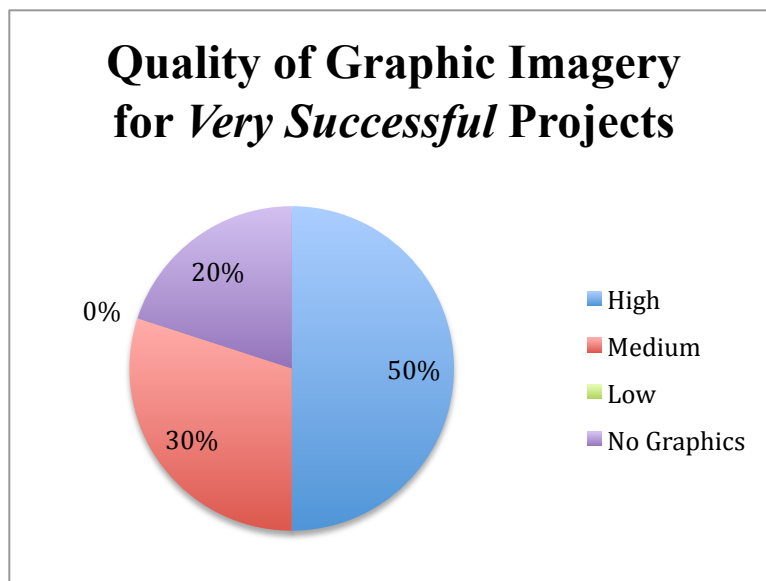
Graphs 1, 2, and 3 are scatter plots for the categories of very successful projects, successful projects, and unsuccessful projects respectfully. Graph 4 is a color-coded combination of graphs 1,2, and 3 with the R^2 . “ $R^2 = \text{Explained variation} / \text{Total variation}$. R^2 is always between 0 and 100%” (Frost, 2013). The closer R^2 is to 100%, the better the model explains the variance of the values (Frost, 2013). The R^2 presented in graph 4 is 0.12821, which is about 12.8%. This R^2 is relatively low, but low R^2 values are not inherently bad.

As mentioned previously, this was an observational study. Therefore, there were many unpredictable factors that may have influenced the success of a project. The confounding variables within this study included: the time of the year the project was created, the video (or lack there of) that explained the project, the rewards offered to backers, the merit of the project itself, and the marketing of the project outside the realm of Kickstarter (e.g. social media, a website specifically for the project, attention from the press, etc). The R^2 of 12.8% may be a result of the aforementioned confounding variables.

Clearer insight on the affect of imagery on a project’s success may be gained through experimentation. In theory, the variable of graphic imagery may be isolated and tested by creating one project with three different Kickstarter pages – a page with zero images, a page with five quality images, and a page with 10 quality images – to tell the story of the project. The pages would be created at the same time with the same project name, explanation video, number of updates, and rewards offered to backers. Ideally, each variable would remain constant with the exception of the images. However, the feasibility of an experiment of this nature would be unlikely if conducted through

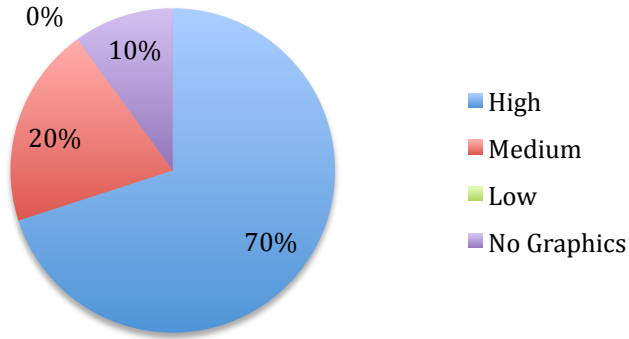
Kickstarter. An experiment of this design may be achieved by surveying a random sample of the population of Kickstarter backers.

The following are pie charts representing the percentages of high, medium, and low quality graphics included on the Story pages of the projects within the different success categories. The quality of graphics was determined based on: ability to convey the subject, image clarity, and level of detail. Unsuccessful projects had a significantly higher percentage of no graphics included on the Story pages than the very successful and successful projects. Additionally, very successful and successful projects had higher percentages of high quality graphics than unsuccessful projects. Low quality graphics were not observed in very successful and successful projects.



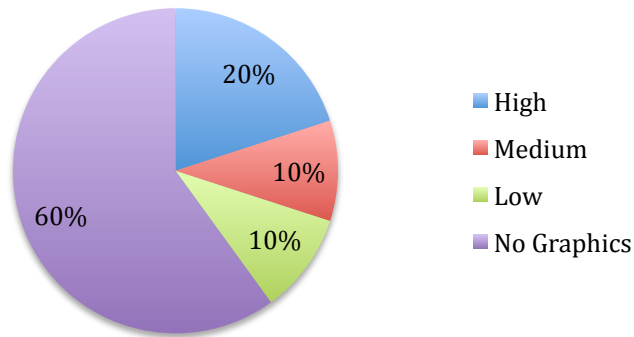
Very Successful Projects	
High Quality	50%
Medium Quality	30%
Low Quality	0%
No Graphics	20%

Quality of Graphic Imagery for *Successful* Projects



Successful Projects	
High Quality	70%
Medium Quality	20%
Low Quality	0%
No Graphics	10%

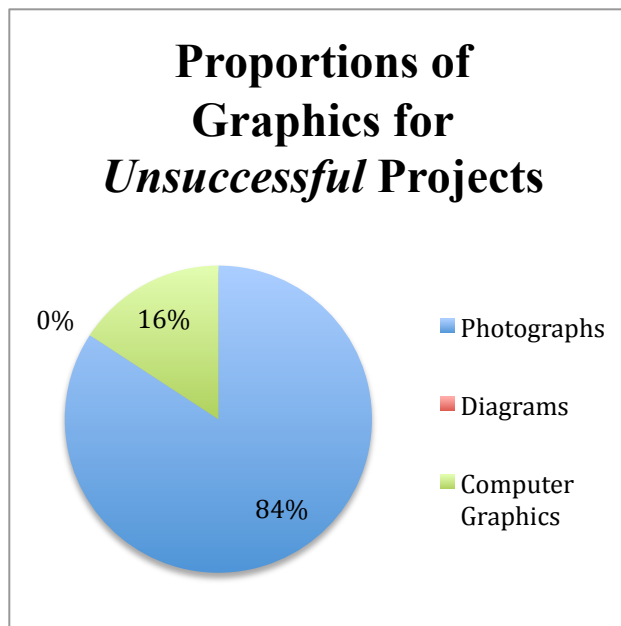
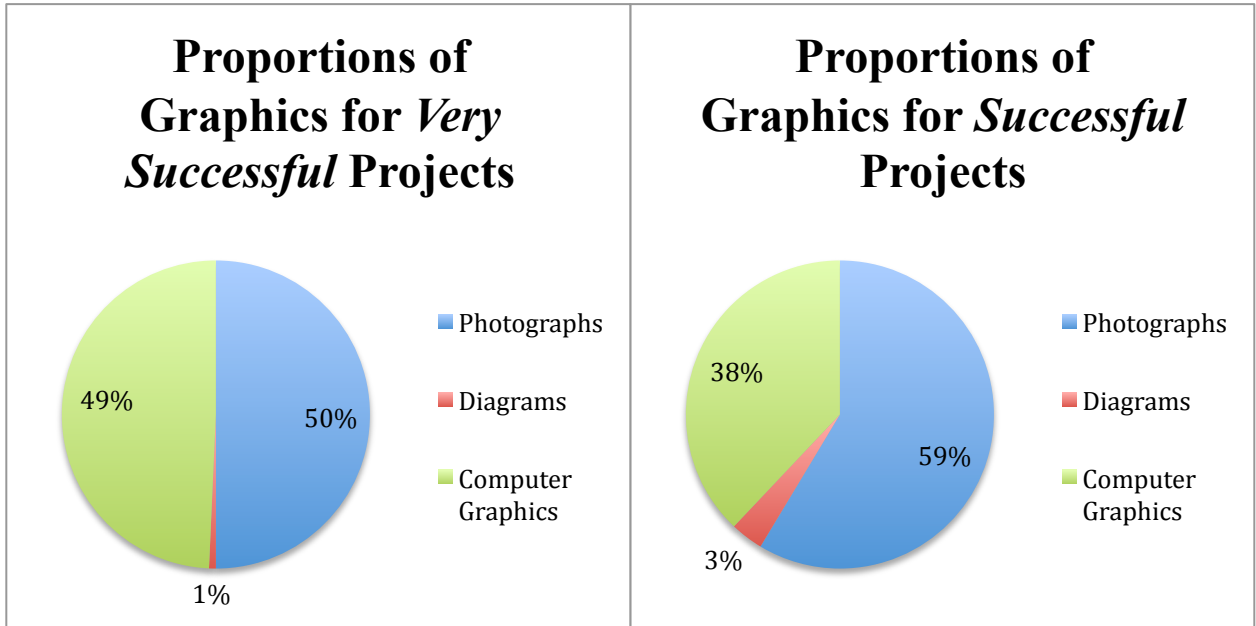
Quality of Graphic Imagery for *Unsuccessful* Projects



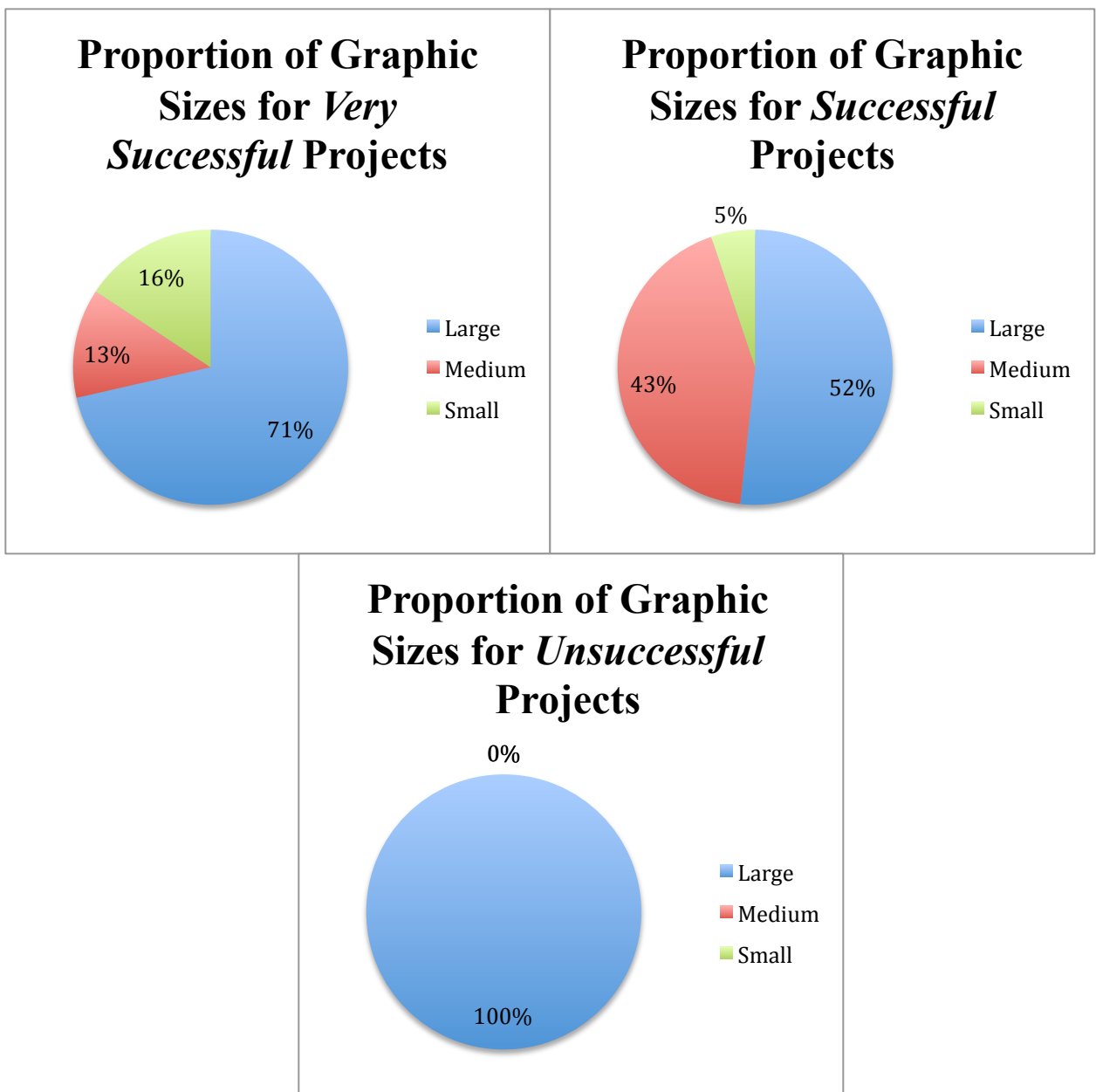
Unsuccessful Projects	
High Quality	20%
Medium Quality	10%
Low Quality	10%
No Graphics	60%

Next are pie charts that represent the proportions of photographs, diagrams, and computer graphics overall within the categories of success. The percentages are based on the sum of graphics from projects that provided graphic imagery. Further data is provided

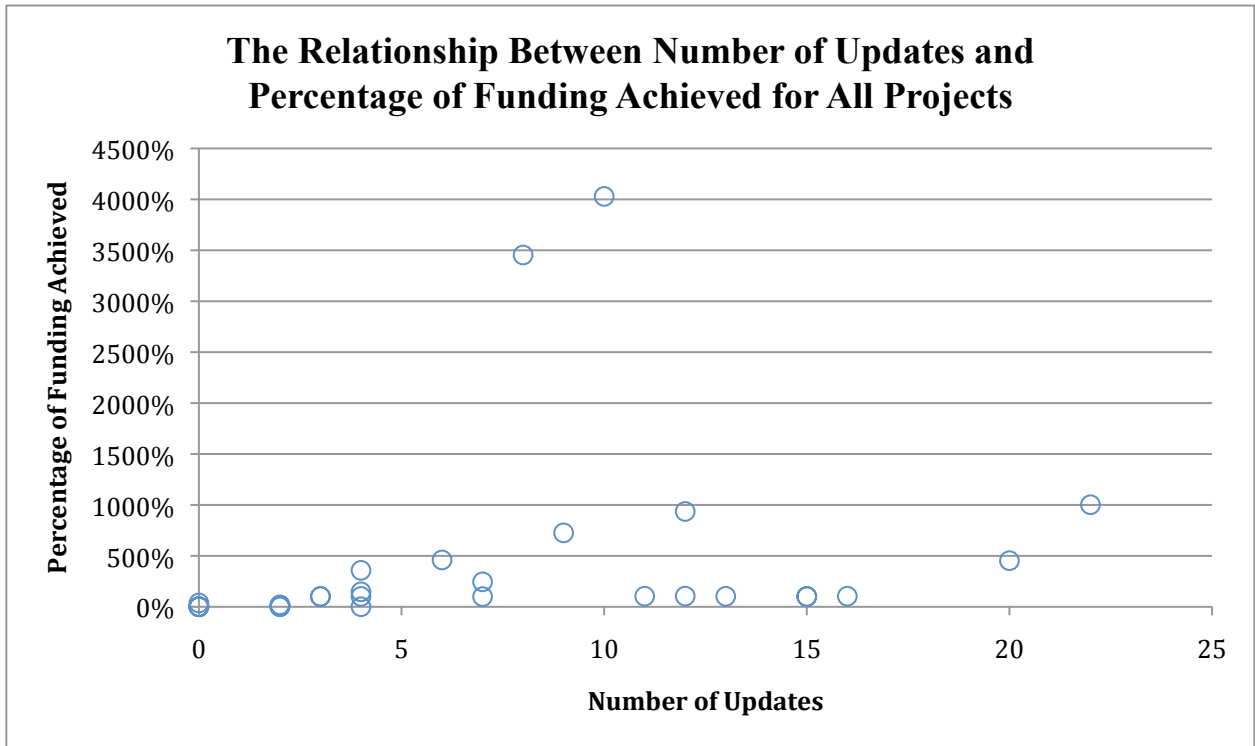
in the appendix. Photographs and computer graphics comprise the majority of graphic imagery employed and diagrams are used very minimally if at all.



The following pie charts break down the size of the graphics involved in projects that used graphics. One hundred percent of the graphics utilized by unsuccessful projects were large. A little over half of successful projects' graphics and seventy one percent of very successful projects' graphics were large. More small graphics than medium graphics were used by very successful projects; however, there were many more medium graphics than small graphics for successful projects.



Lastly, the graph below represents the data related to the number of updates each project provided. A table containing the specific numbers of updates is provided in the appendix. An R^2 of about 6% indicated a relatively weak association between the amount of updates and a project's success; however, a positive trend was observed. There is a slight correlation between the number of updates a project provided and the percentage of funding a project received.



$R^2 = 0.06013$

Chapter 5: Conclusion

The purpose of this study was to determine whether graphic attributes influenced the funding success of projects on Kickstarter. An observational study was conducted in which the data collected was used to determine if there was a correlation between the amount of imagery and the amount of success of a Kickstarter campaign. The combined data from the thirty projects observed for the classifications of success – very successful, successful, and unsuccessful – were plotted on a linear regression graph. The resulting R^2 was 12.8%. R^2 represents variation in the Y-variable explained by the variation in the X-variable (Frost, 2013). In this case, that translated to the variation in percentage of funding achieved explained by the variation in the number of graphics. The closer R^2 is to 100%, the better the model explains the variance of the values (Frost, 2013). The R^2 of 12.8% was relatively low, but remained a good indication of a correlation.

With an R^2 of 12.8%, and a positive trend according to the linear regression, the data illustrated that there was a positive correlation between the number of graphics a project employed and the percentage of funding achieved by the project. Thus, projects with higher amounts of graphics tended to have higher percentages of funding.

This study was observational, consequently only correlation was found and not causation. Causation could be drawn through a formal experiment in which the variables are controlled. For example, the variable of graphic imagery could be isolated and tested by creating one project with three different Kickstarter pages to tell the story of the project: a page with zero images, a page with five quality images, and a page with 10 quality images. The pages would be created at the same time with the same project name, explanation video, number of updates, and rewards offered to backers. Confounding

variables would be controlled and kept constant with the exception of the images. The target population to sample from would be the population of Kickstarter backers.

Ultimately, the data collected indicated that more successful projects tended to have higher amounts of graphics. The dominant forms of graphics across all levels of success were photographs and computer graphics. The dominant sizes of graphics were large and medium. The quality of the graphics observed was mainly high and medium quality; instances of low quality imagery were observable only in unsuccessful projects. Lastly, there was a slight positive correlation between the number of updates a project provided and the percentage of funding a project received. These findings may prove useful during the content creation and design of a Kickstarter project page.

Appendix A

Proportions of Graphics

PROPORTIONS OF GRAPHICS FOR VERY SUCCESSFUL PROJECTS			
Project Name	Photographs	Diagrams	Computer Graphics
A mechanical pencil that will last a lifetime	15	0	0
Light Box	7	0	12
VINTAGE 2015: a year in American wine	18	0	1
Podcasten Overkligt	0	0	0
NINTENDO QUEST	2	0	11
Circus in Schools	0	0	0
The Mutation of Atom	0	0	27
Grimtooth's Ultimate Traps collection	1	0	10
Hand Crafted Goats Milk Soaps From Thorn Creek Ranch	27	0	0
Queers Destroy Science Fiction	0	1	8
Total:	70	1	69
Total Graphics:	140		
Percentage:	50.00%	0.71%	49.29%

PROPORTIONS OF GRAPHICS FOR SUCCESSFUL PROJECTS			
Project Name	Photographs	Diagrams	Computer Graphics
Row Gallery: A Space for All Creatives	3	0	0
The Drive to Connect Canada	1	0	0
Love 2 Hate: A Party Game for Inappropriate People	1	0	2
Rock Horn Project Album Fundraiser	0	0	0
Think and Wonder, Wonder and Think	6	0	0
Photoville	14	1	0
Motherlover: an Anthology of Comics	3	0	0
NYC Type	1	0	2
Mootch: On Demand Renting	5	1	1
Slip	0	0	17
Total:	34	2	22
Total Graphics:	58		
Percentage:	58.62%	3.45%	37.93%

PROPORTIONS OF GRAPHICS FOR UNSUCCESSFUL PROJECTS			
Project Name	Photographs	Diagrams	Computer Graphics
Forsaken Angels	1	0	0
Southern Sawdust ATC Multi-Tool CNC Router	7	0	3
The Nicholas Lawson Building Project	0	0	0
Transpire with Back-App	0	0	0
Em's Jewellery making Journey.	3	0	0
Dance Fit	0	0	0
HITS DETUNED VOL.1	0	0	0
AstroLabs	0	0	0
The Freedoms Of Religion	0	0	0
Westside BJ's: The Gluten-Free, Organic Food Truck	5	0	0
Total:	16	0	3
Total Graphics:	19		
Percentage:	84.21%	0.00%	15.79%

Data for Updates

Name of Project	Success Type	Percentage Funding Achieved	Number of Updates
A mechanical pencil that will last a lifetime	Very Successful	3454%	8
Light Box	Very Successful	936%	12
VINTAGE 2015: a year in American wine	Very Successful	358%	4
Podcasten Overkligt	Very Successful	245%	7
NINTENDO QUEST	Very Successful	4029%	10
Circus in Schools	Very Successful	147%	4
The Mutation of Atom	Very Successful	460%	6
Grimtooth's Ultimate Traps collection	Very Successful	1002%	22
Hand Crafted Goats Milk Soaps From Thorn Creek Ranch	Very Successful	453%	20
Queers Destroy Science Fiction	Very Successful	726%	9
Row Gallery: A Space for All Creatives	Successful	102%	15
The Drive to Connect Canada	Successful	100%	7
Love 2 Hate: A Party Game for Inappropriate People	Successful	104%	16
Rock Horn Project Album Fundraiser	Successful	102%	3

Think and Wonder, Wonder and Think	Successful	105%	12
Photoville	Successful	103%	13
Motherlover: an Anthology of Comics	Successful	104%	11
NYC Type	Successful	101%	3
Mootch: On Demand Renting	Successful	102%	4
Slip	Successful	100%	15
Forsaken Angels	Unsuccessful	38%	0
Southern Sawdust ATC Multi-Tool CNC Router	Unsuccessful	19%	2
The Nicholas Lawson Building Project	Unsuccessful	0%	0
Transpire with Back-App	Unsuccessful	0%	2
Em's Jewellery making Journey.	Unsuccessful	1%	0
Dance Fit	Unsuccessful	0%	0
HITS DETUNED VOL.1	Unsuccessful	10%	2
AstroLabs	Unsuccessful	0%	0
The Freedoms Of Religion	Unsuccessful	4%	2
Westside BJ's: The Gluten-Free, Organic Food Truck	Unsuccessful	1%	4

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