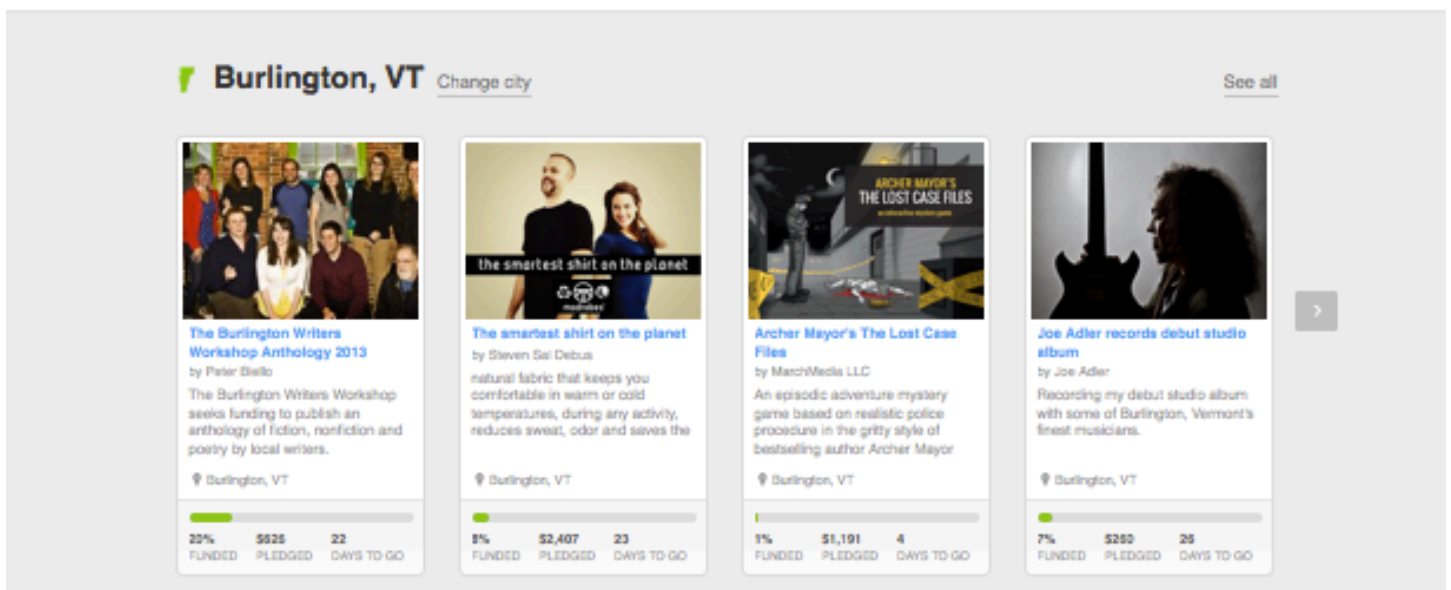


# The Kickstarter Effect:

## How One Crowdfunding Platform Supports Vermont's Creative Ecology



### KICKSTARTER IN VERMONT: A TOPLINE SUMMARY



Over the last three years, a startup called Kickstarter has revolutionized the way creative projects are getting off the ground across the United States. The idea is simple: raise funds from many individual donors by leveraging the power of networks. The concept, now generally known as “crowdfunding,” has caught fire. And Vermont is benefiting from the Kickstarter revolution.

This topline summary provides an unscientific snapshot of the Kickstarter impact in Vermont. To produce this report, data was scraped from 168 Kickstarter projects found online.

*Kickstarter reports that, since 2010, a total of 293 Vermont-based projects have been started, 172 of them successfully achieving their funding goal.*



## BY THE NUMBERS

The first Vermont project funded on Kickstarter that we found is, "The Monster Book," a delightful collection of woodblock prints that raised 108 percent of its \$1000 goal.

Since the Monster success in March 2010, upward of 136 creative endeavors have raised more than \$735,000 from in- and out-of-state sources.

Backed by an average of 93 donors, the typical size of a Kickstarter project in Vermont today is just under \$6,000. A completed project will typically raise 127 percent of the funding goal in individual donations that come in at about \$64.

As of this report there are 22 active Vermont projects representing about \$275,000 in outstanding requests.

<b>Total number of Kickstarter projects launched since January 2010</b>	<b>168</b>
Number of successfully completed Kickstarter projects to date	136
<b>Total funding sought by all Kickstarter projects in Vermont to date</b>	<b>\$1,124,920</b>
Total pledges made to all Kickstarter projects to date	\$1,005,390
Total amount successfully raised by Kickstarter projects to date	\$735,650
<b>Average size of a Kickstarter project in Vermont</b>	<b>\$6,969</b>
Average percent raised above campaign goal	127
Average contribution size to a Kickstarter project in Vermont	\$64
<b>Number of Vermont towns where a Kickstarter campaign has been launched</b>	<b>34</b>
Number of Kickstarter projects in Burlington, Vermont's most active town	62
Amount of Kickstarter funds raised in Burlington alone	\$496,969
<b>Number of project types</b> (by Kickstarter category tag)	<b>36</b>
Percent of projects that fall into the most popular "music" categories	30
Amount raised for music projects	\$179,580
Average campaign goal of a music project	\$3,416
<b>Amount of largest grossing successful campaign</b> ("A Defiant Dude" documentary)	<b>\$89,700</b>
Most successful campaign by percent raised above goal ("Matchbox Girls" fiction publishing)	1268
Amount of most ambitious campaign ("The Lost Case Files" video game, in progress)	\$100,000

Town	Q	Categories	Gross Pledges Generated
Burlington	62	Music (24), Film/Video (10), Art (7), Performance/Theater (6), Video Games (6), Food (3), Writing/Publishing (4), Product Design (1), Fashion (1)	\$500,929
Johnson	20	Art (18), Food (1), Music (1)	\$38,925
Montpelier	14	Writing/Publishing (5), Music (5), Film/Video (4)	\$51,126
Bennington	12	Writing/Publishing (11), Music (1)	\$14,788
Brattleboro	11	Music (6), Writing/Publishing (3), Food (1), Craft (1)	\$33,419
Waitsfield	5	Food (3), Theater (1), Art (1)	\$73,345
Manchester	4	Art (1), Food (1), Music (1), Writing/Publishing (1)	\$22,643
Putney	4	Crafts (2), Food (1), Theater (1)	\$30,239
Windsor	3	Photography (2), Music (1)	\$24,700
Poultney	3	Theater (1), Music (1), Tech (1)	\$4,839
Barnard	2	Performance/Theater (2)	\$13,768
Randolph	2	Music (1), Writing/Publishing (1)	\$11,759
Castleton	1	Film/Video (1)	\$740
Chelsea	1	Music (1)	\$0
Chester	1	Film/Video (1)	\$12,160
Hardwick	1	Product Design (1)	\$167
Hinesburg	1	Publishing (1)	\$501
Lincoln	1	Music (1)	\$2,956
Ludlow	1	Music (1)	\$7,058
Milton	1	Tech (1)	\$32,330
Morrisville	1	Food (1)	\$10,025
New Haven	1	Film/Video (1)	\$1,570
Northfield	1	Film/Video (1)	\$30
Peacham	1	Music (1)	\$190
Roxbury	1	Music (1)	\$2,520
Rupert	1	Product Design (1)	\$7,535
South Burlington	1	Publishing (1)	\$95
South Royalton	1	Video Games (1)	\$16,577
Springfield	1	Publishing (1)	\$3,341
St Johnsbury	1	Publishing (1)	\$7,213
Tinmouth	1	Food (1)	\$6,330
Tunbridge	1	Food (1)	\$10,351
Underhill	1	Product Design (1)	\$1,875
Waterbury	1	Art (1)	\$4,592
Waterbury Center	1	Theater (1)	\$461
West Topsham	1	Food (1)	\$33,456
West Windsor	1	Film/Video (1)	\$17,313
Westminster	1	Art (1)	\$25

168 Projects

\$1,005,398 Pledged