

# Crowdfunding



MARK **ALLEN**  
C O A C H I N G

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- 60-day projects succeed only 29% of the time

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- Only 3% fail that surpass 50% funding.
- < \$10,000 projects have a 38% success rate
- < \$50,000 projects have an 18% success rate
- > \$100,000 projects have an 7% success rate

# Mission Accomplished

CKSTARTER

The Art of Competition

< Hide

update Last: 9/3/2014

back dashboard

backer report

messages

page surveys

Handbook

art

FAQ

at

## The Art of Competition

by Mark Allen



328

backers

\$47,691

pledged of \$35,000 goal

0

seconds to go

**Funded!**

This project was successfully funded on  
October 31, 2013.

# Other Projects

CKSTARTER

Discover Start

Search Projects

## Story Time From Space

by Story Time From Space Team



84

backers

\$5,547

pledged of \$35,000 goal

0

seconds to go

### Funding Unsuccessful

This project's funding goal was not reached on July 6, 2014.

# Other Projects



EXPLORE | HOW IT WORKS | START YOUR CAMPAIGN

## AVIADOR - tracker wallet

**Story** | Updates 44 | Comments 216 | Funders 852 | Gallery 63



**\$70,709** USD

RAISED OF \$1,000 GOAL



This campaign started on Nov 01 and closed on December 31, 2014 (11:59pm PT).

**Flexible Funding**

**CAMPAIGN CLOSED**  
This campaign ended on December 31, 2014

7.3k | 100 | 19 | Email | Embed | Link | Follow

Share | Tweet | +1

SELECT A PERK

# The Art of Competition Stats

- Most popular contribution amount: \$25
- The Art of Competition had a \$25 contribution

# The Art of Competition Stats

- Average contribution amount: \$70
- The Art of Competition average was \$145

# The Art of Competition Stats

- Of successful projects, 50% exceed their goal by less than 11%.
- The Art of Competition exceeded it's goal by a whopping 36%.



# The Art of Competition Stats

- Again, projects raising between more than \$10,000 and less than \$50,000 only succeed 18% of the time.
- The Art of Competition successfully funded with a goal of \$35,000 at the end of its 30-day funding timeline.