

Examples of Successful Crowdfunding

Kickstarter campaigns

On April 17, 2014, the Guardian media outlet published a list of "20 of the most significant projects" launched on the Kickstarter platform prior to the date of publication:

- ▶ American Hans Fex raised US\$1,226,811 from 5,030 backers in March 2014 for his "Mini Museum" project that he describes on his Kickstarter page:
For the past 35 years I have collected amazing specimens ... I then carefully break those specimens down into smaller pieces, embed them in acrylic ... Each mini museum is a handcrafted, individually numbered limited edition ... The majority of these specimens were acquired directly from contacting specialists recommended to me by museum curators, research scientists and university historians.
- ▶ Writer Rob Thomas raised \$5.7 million from 91,585 backers in April 2013 to create a feature film version of the defunct television series Veronica Mars. The nine award levels were initially available to backers in 21 countries, including Brazil, Canada, Finland and Germany. Lead actress Kristen Bell explained on the launch date of the project: "i promise if we hit our goal, we will make the sleuthiest, snarkiest, it's-all-fun-and-games-'til-one-of-you-gets-my-foot-up-your-ass movie we possibly can.
- ▶ Performance artist Marina Abramovic raised US\$661,000 from 4,765 backers in August 2013 after paying US\$950,000 to buy a building that would house the "Marina Abramovic Institute". The building, as well as a corresponding organization, was foremost to the campaign, as Abramovic seeks to feature and maintain "long durational work, including that of performance art, dance, theatre, film, music, opera, and other forms that may develop in the future".
- ▶ The Flint and Tinder company raised US\$1.1 million from 9,226 backers in April 2013 for its "10-Year Hoodie" hooded sweatshirt that consists of 100% cotton and is made in the U.S. The company explains on its website: "Companies have systematically lowered your expectations to the point where it's hard to know what to expect anymore. But while they're busy off-shoring, out-sourcing and generally making things as cheaply and quickly as possible. It ends here." According to Flint and Tinder, one million units of the product have been sold.

The highest reported funding by a crowdfunded project to date is Star Citizen, an online space trading and combat video game being developed by Chris Roberts and Cloud Imperium Games,[41] which—as of 24 January 2015—claimed to have raised USD\$70,000,000, beating the previous record of \$10,266,844 set by Pebble Watch.[42]

Another highly successful campaign was initiated by the Tile App company that raised US\$2.6 million by July 2013 on the Selfstarter crowdfunding platform.[43] The startup was only looking for US\$20,000 to add to the US\$200,000 support it had received from Silicon Valley accelerator Tandem Capital. The Tile product is a small device that assists users to locate lost items and works in tandem with an app. The physical product can be attached to items such as keychains, bags and bikes.