



CROWDFUNDING YOUR VIDEO GAME IN 2019

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 @icotom

GAME DEVELOPERS CONFERENCE
MARCH 18–22, 2019 | #GDC19

INTRODUCTION

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THOMAS BIDAUX

- Video Games Consultant (Self-Publishing)
- ❤ data & ❤ hands on
- Crowdfunding track record
 - **279 backed projects** on Kickstarter
 - **5 campaigns** managed (4 Kickstarter, 1 Ulule)
 - **Advised 40+ campaigns** (6 raised \$500k+)
 - **Run workshops** (games and films)



Selected projects we have helped



CROWDFUNDING STATE OF PLAY

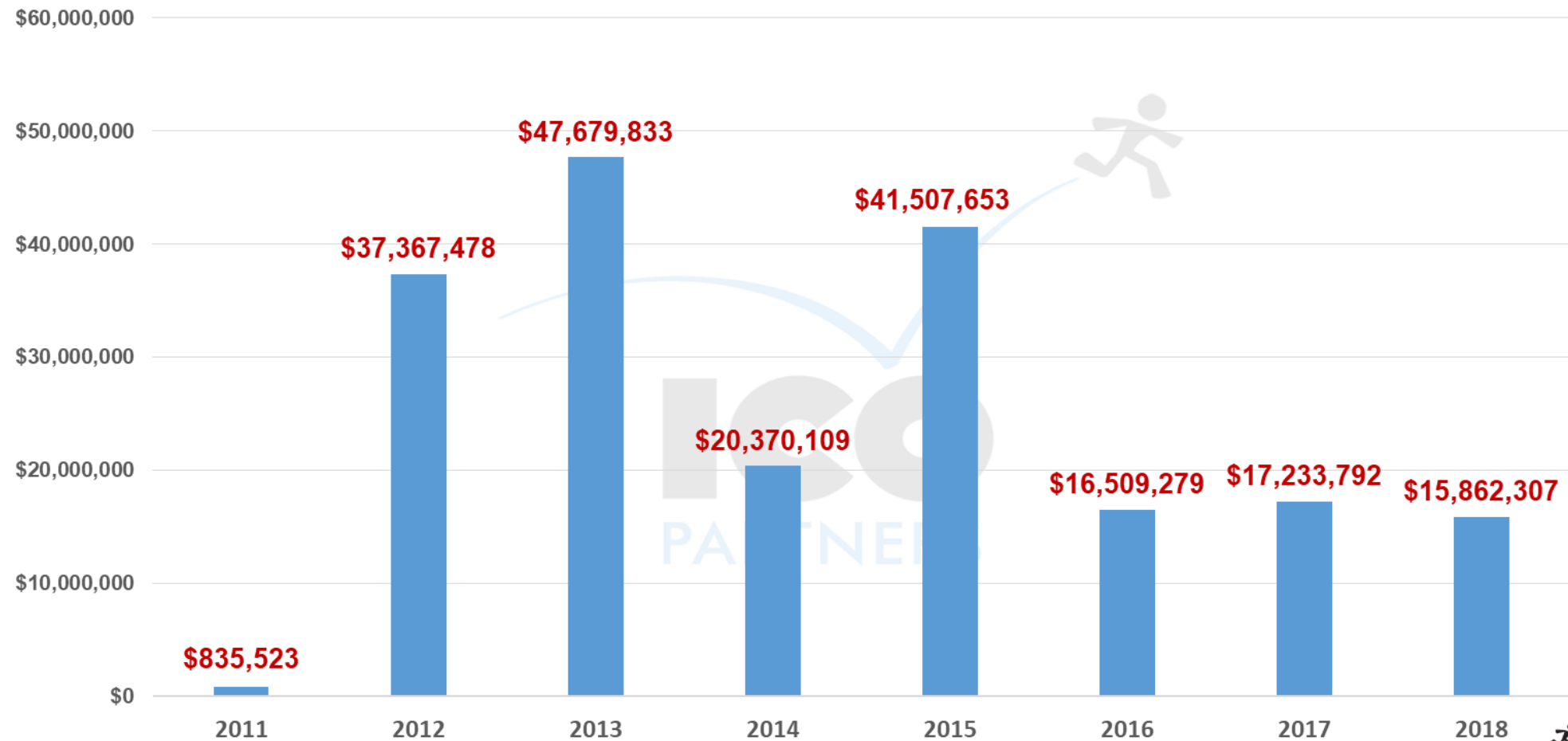
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STATE OF PLAY – KICKSTARTER

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KICKSTARTER

TOTAL AMOUNT PLEDGED PER YEAR FOR SUCCESSFUL PROJECTS - CATEGORY VIDEO GAMES



SOURCE : ICO PARTNERS

KEY FIGURES

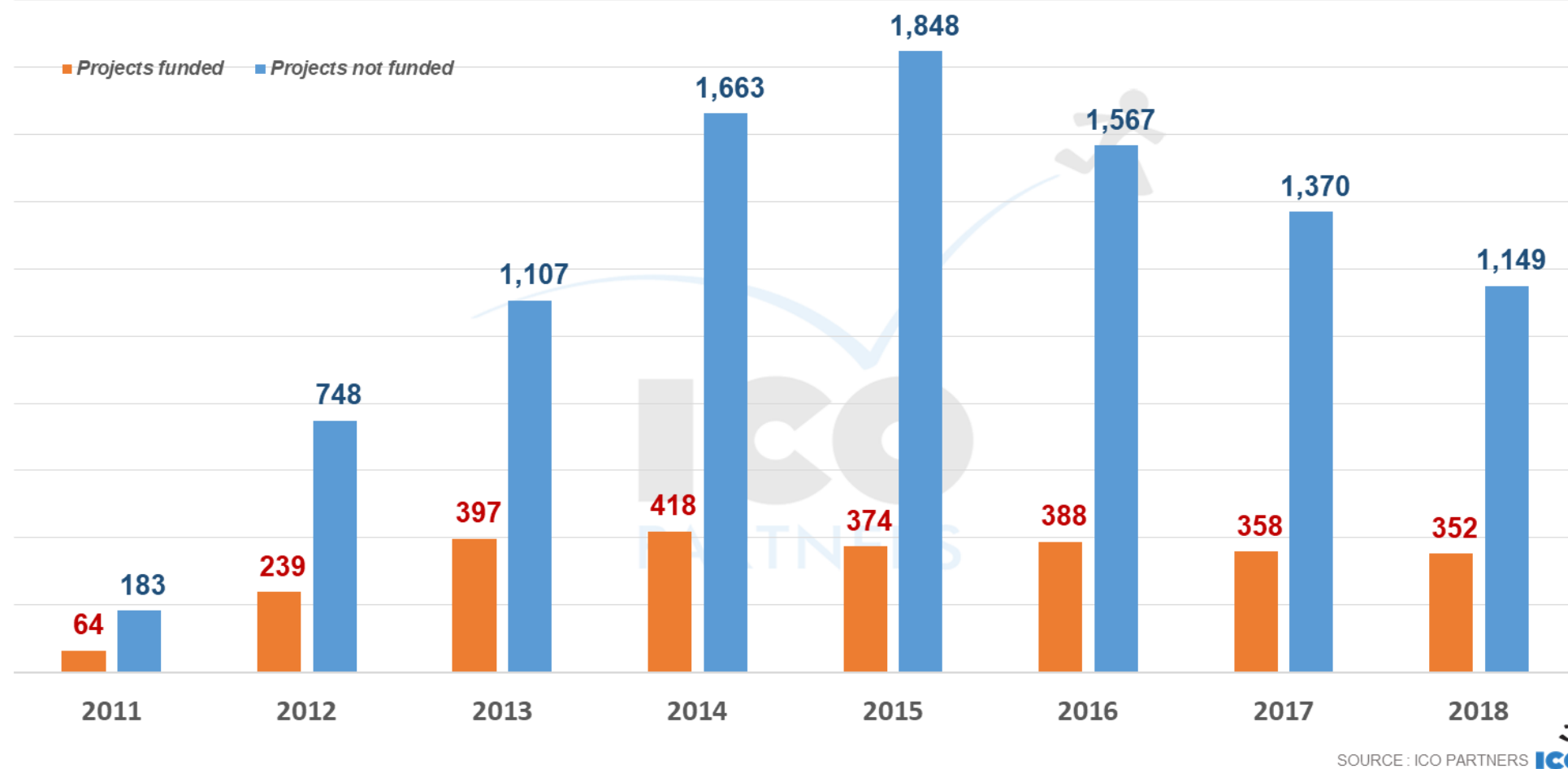
- High variation year-on-year
- Same range of total funding for the past 3 years
- \$15m+ a year on crowdfunding for video games

STATE OF PLAY – KICKSTARTER

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KICKSTARTER

TOTAL NUMBER OF PROJECTS PER YEAR (FUNDED/NOT FUNDED) - CATEGORY VIDEO GAMES

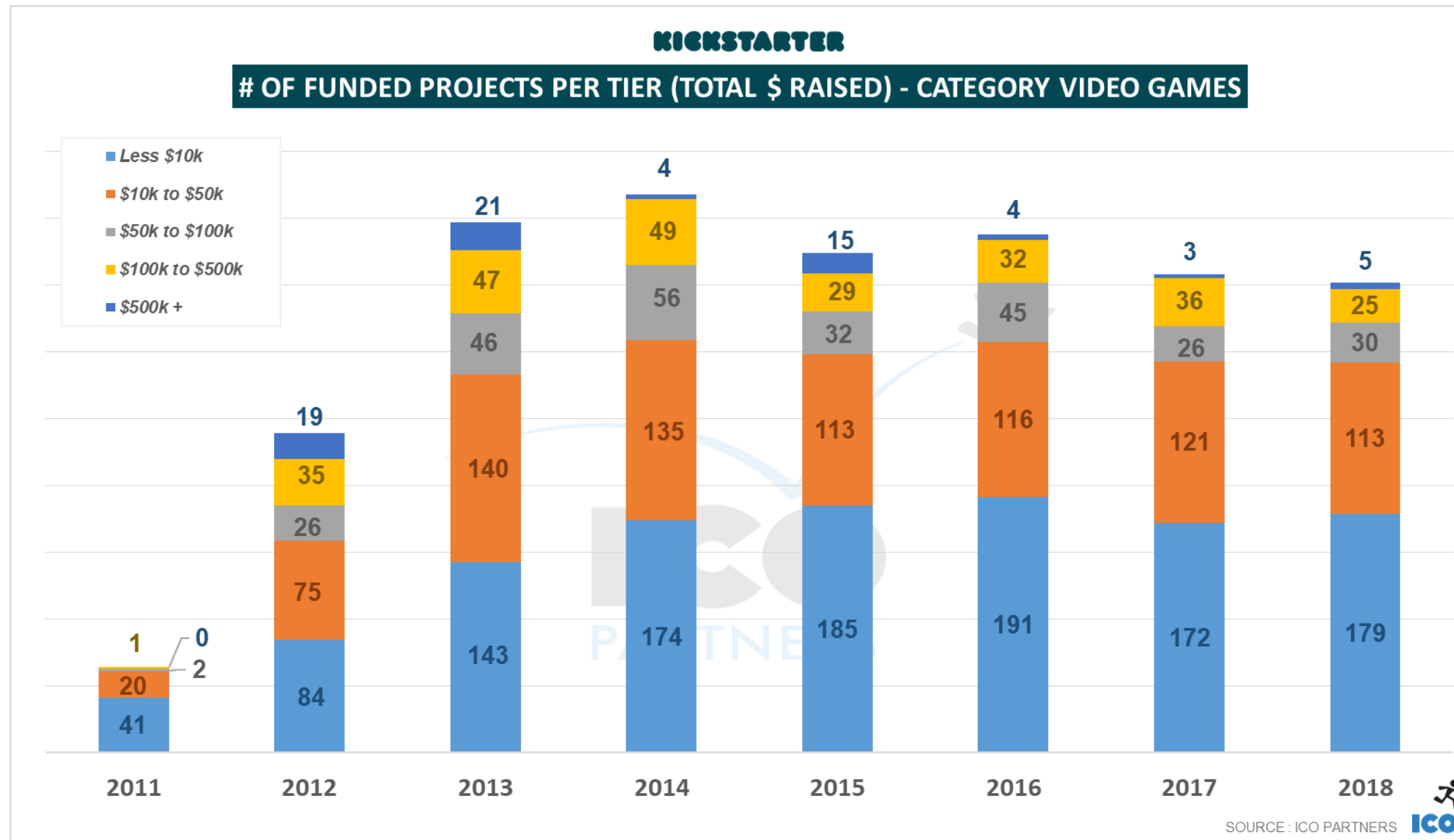


KEY FIGURES

- Avg. 1 video game campaign a day funded on Kickstarter
 - Number of submitted projects down
 - Number of funded projects stable
- ➔ Success ratio going up

STATE OF PLAY – KICKSTARTER

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KEY FIGURES

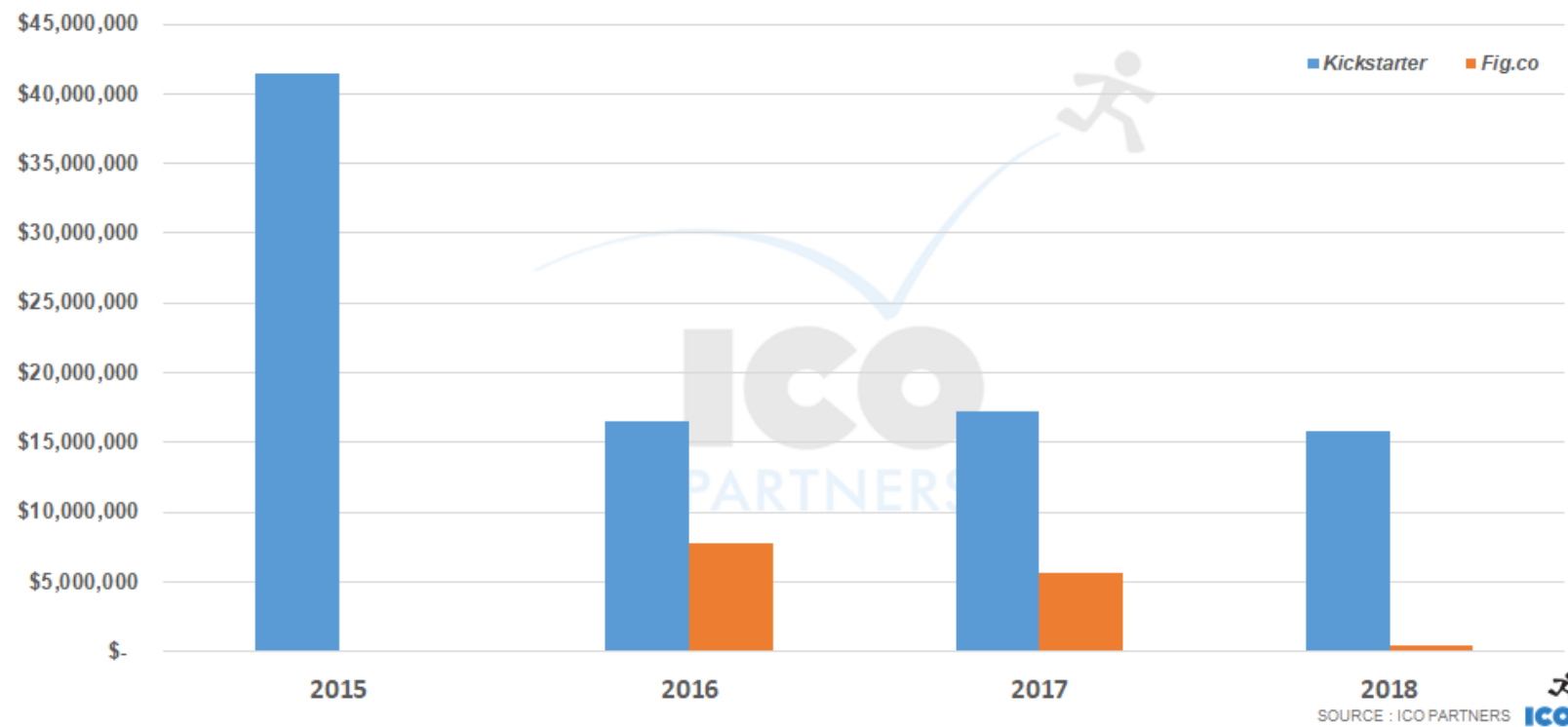
- Half the projects raise less than \$10,000
- 60+ projects in 2018 raised \$50,000+
- Projects raising \$500,000+ are rare with high variation year-on-year

STATE OF PLAY – FIG.CO

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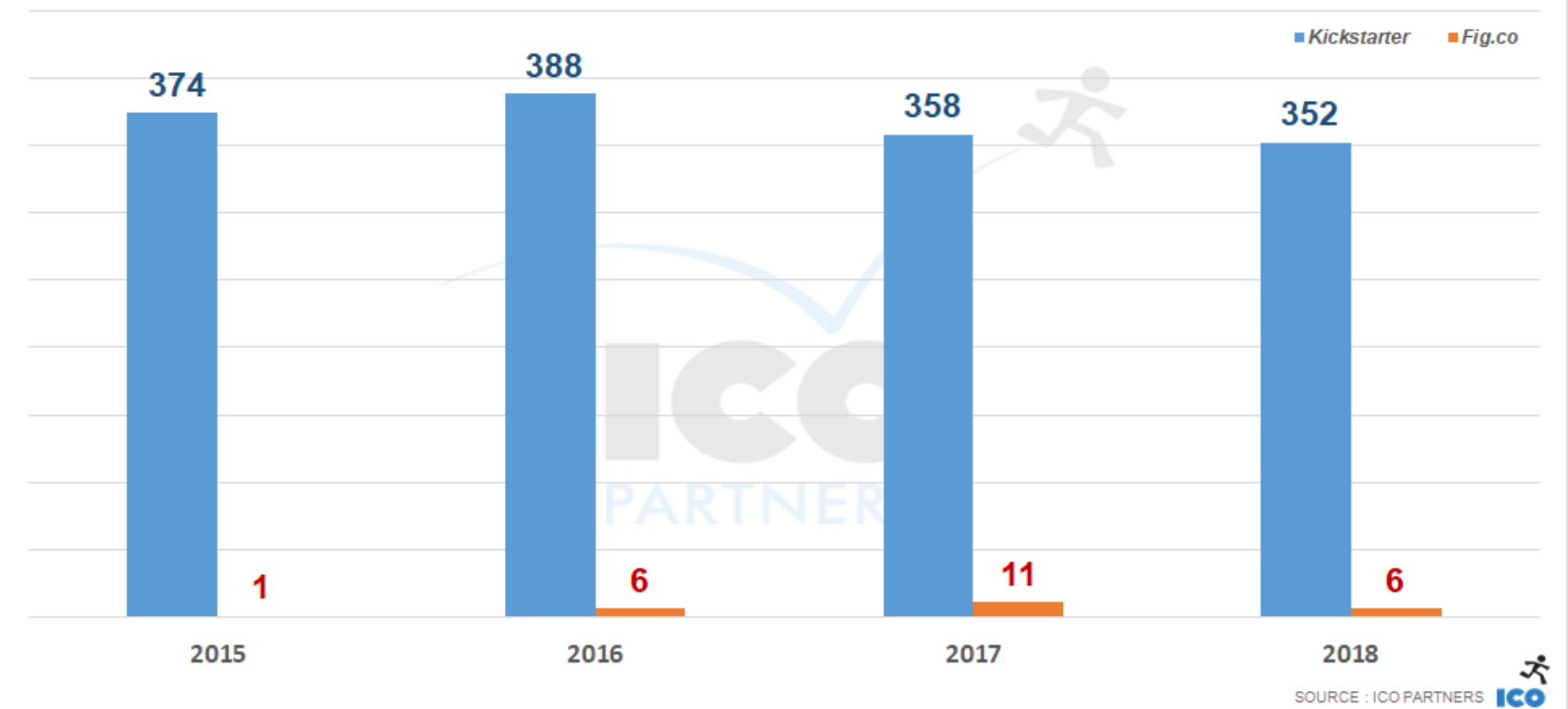
MONEY SUCCESSFULLY RAISED FOR VIDEO GAMES

KICKSTARTER fig



VIDEO GAMES PROJECTS SUCCESSFULLY FUNDED

KICKSTARTER fig



KEY FIGURES

- Fig.co very small volume compared to Kickstarter

IS YOUR GAME RIPE FOR CROWDFUNDING?

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LET'S TALK ABOUT... 
LOVE

SHOW ME WHAT YOU GOT

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RED FLAGS

Games for kid



SHOW ME WHAT YOU GOT

 @icotom

RED FLAGS

Free-to-Play games



SHOW ME WHAT YOU GOT

 @icotom

RED FLAGS

Mobile games



**LAUNCH A VIDEO
GAME KICKSTARTER**



MOBILE F2P GAME FOR KIDS

SHOW ME WHAT YOU GOT

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RED FLAGS

Loveless games



SHOW ME WHAT YOU GOT

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GREEN FLAGS

Love. Dear, dear love from a community.



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SHOW ME WHAT YOU GOT

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GREEN FLAGS

Impetus for the project to happen.
Silly or Serious.



GDC



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SHOW ME WHAT YOU GOT

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GREEN FLAGS

Communicable concept. Demonstrable gameplay
–or better– prototype/demo





THE GOOD LIFE

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SHOW THE GAME



IRON HARVEST

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KNOW YOUR NICHE



OMNO

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TELL YOUR STORY



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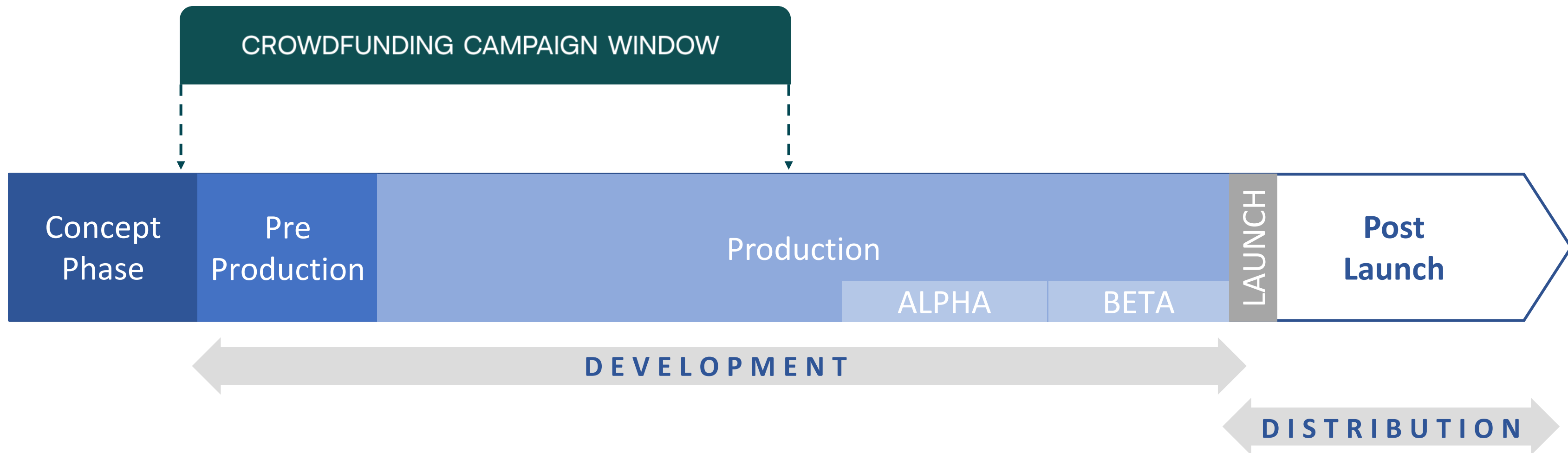
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CAMPAIGNS TIMING

GDC

2012

Crowdfunding video games



GDC

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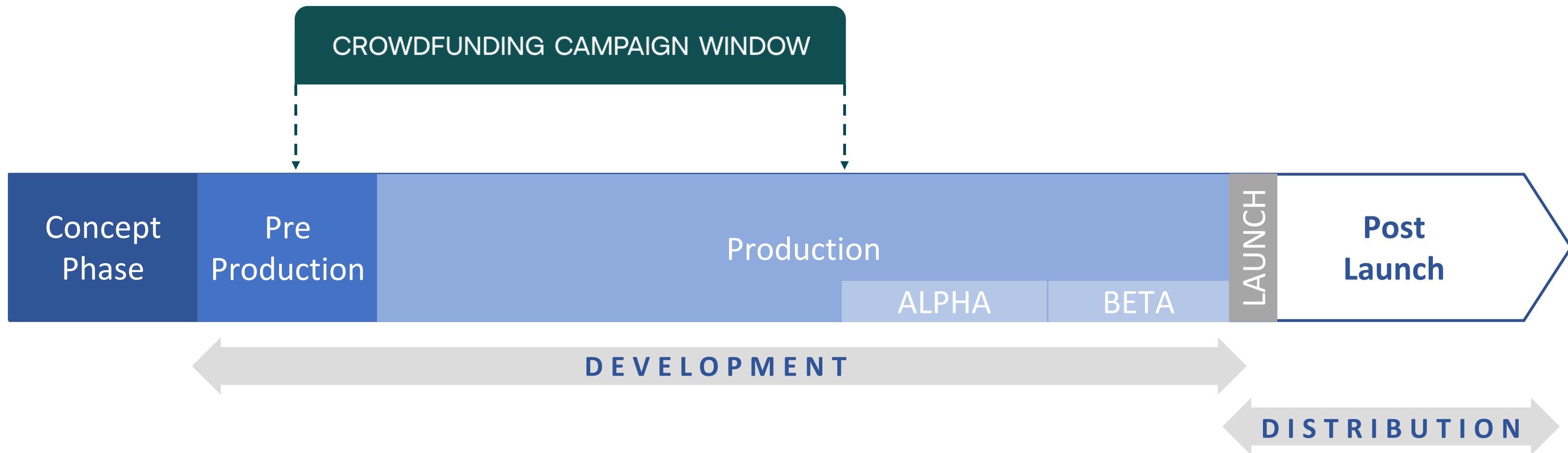
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CAMPAIGNS TIMING

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2014

Crowdfunding video games



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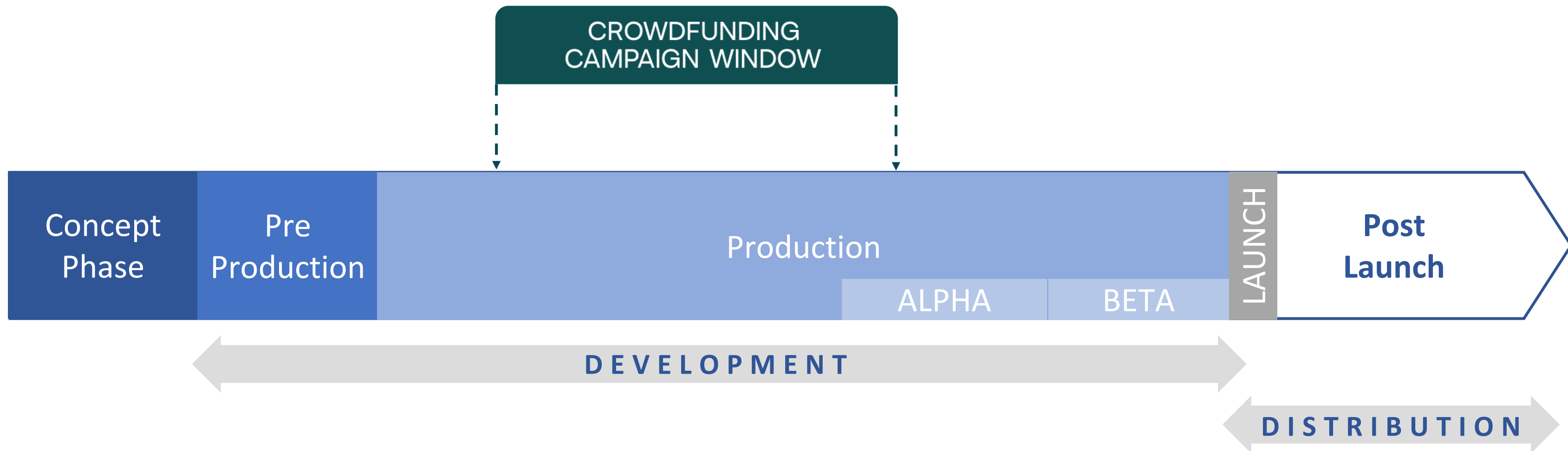
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CAMPAIGNS TIMING

GDC

2016

Crowdfunding video games



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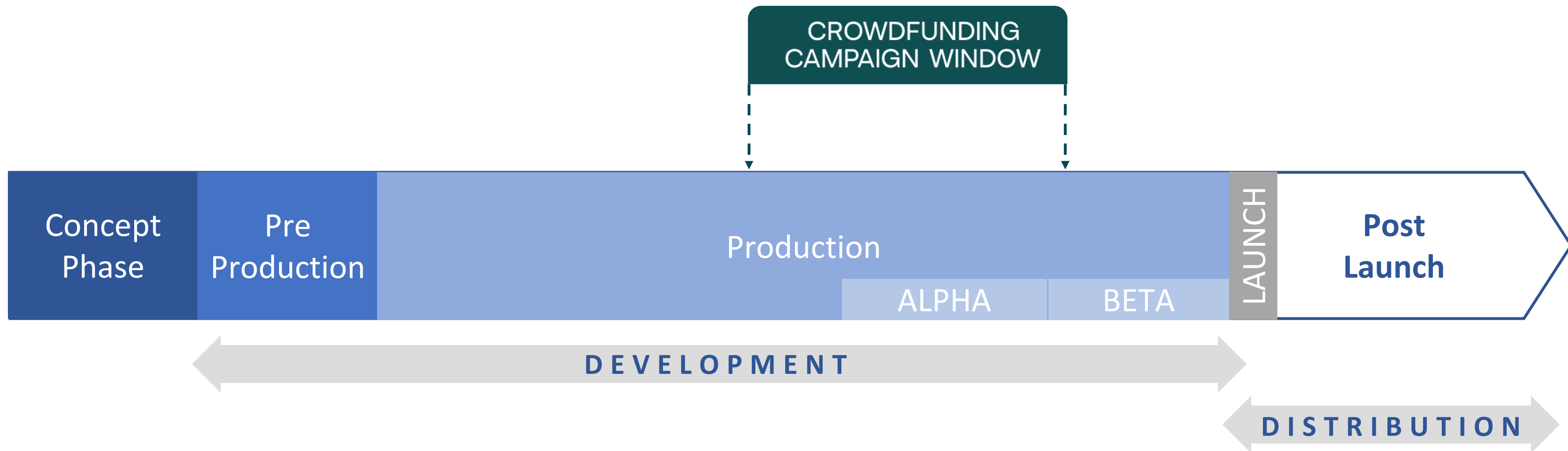
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CAMPAIGNS TIMING

GDC

2018

Crowdfunding video games



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■ **Timing has changed the paradigm:**

- Early Access biggest competitor to crowdfunding

■ **Great fit if:**

- Strong identity (themes; art direction; communicable concept)
- Existing, engaged, accessible community
- Nature of project is spoilable

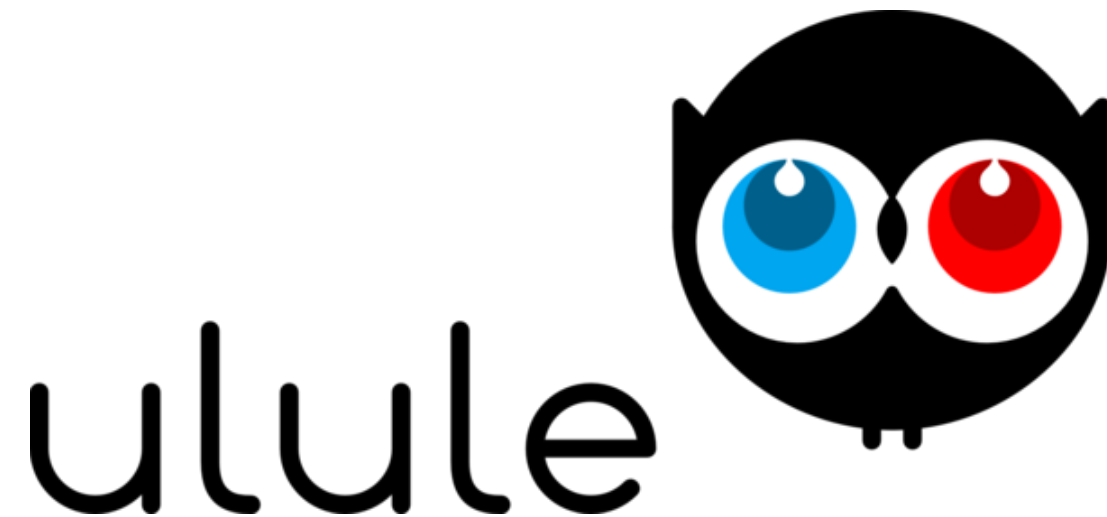
WHICH PLATFORM?

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You care about ROI for your backers?



**You have a big audience in France
but only there?**



Noob, le jeu vidéo !

Le RPG officiel dans l'univers de Noob

 Accueil

 15 news

 6377 commentaires

 17733 contributeurs



1 110 002 £

collectés sur un objectif de
80 122 £



Financé le 12 nov. 2017

Créateur



Olydri Studio

 Toulon

 3 projets créés

 13 projets soutenus

 [Envoyer un message](#)

Kickstarter is not available in your country?



Everybody else...

KICKSTARTER

KICKSTARTER

- **Kickstarter has the strongest brand awareness.**
- **Biggest backer base.**
- **... Platforms don't bring users. More about their friction than attraction.**

BEST PRACTICES

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FUNDAMENTALS - BASICS

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It is not about likes  it is about love 

Momentum principle → 20% in 48h 

Corollary → 50% midway

Games needs gameplay and/or demos 

FUNDAMENTALS – STRETCH GOALS

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 **DO NOT ANNOUNCE YOUR STRETCH GOALS** 



Launch at the beginning of a month
End at the beginning of a month
(Payday )

Best day to launch: Monday through Thursday

Best day to end: Tuesday through Friday

(Best 48 hours )



Ideal campaign length
30 to 35 days 

Use Discord (before / during / after)



FUNDAMENTALS – ADVANCED

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KICKSTARTER

Learn the Ecosystem

Project Followers

4,961


Project Followers

1,603

Converted Followers

32%

Conversion Rate



ICOTom

Superbacker

11 days ago


Just a thought for the people in charge of looking after the comments.

❤️

to you

➡️

Reply



Critical Role

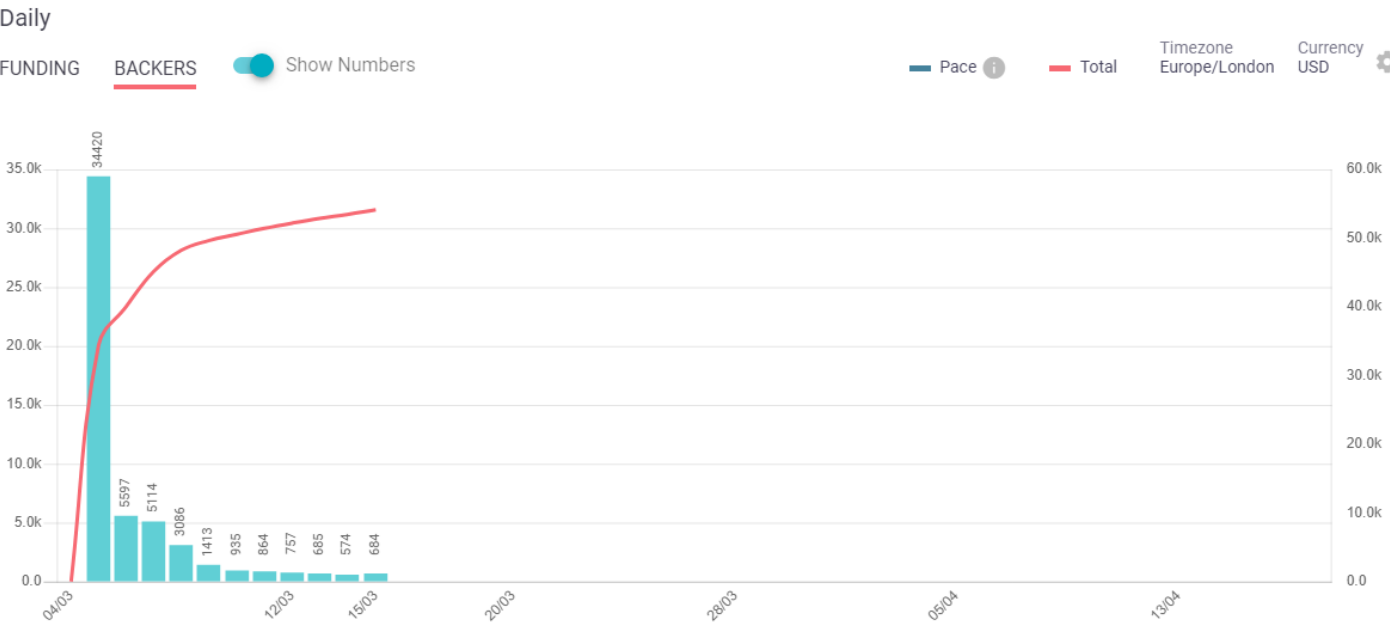
Creator

11 days ago

<3 right back at you! :D

Funding

Last Updated: 36 minutes ago



February 18, 2019

DAY 28 // 94% // Improved
dialog boxes // Support
CHAINED ECHOES

94%! WE'RE SO CLOSE! 😊

You've been absolutely incredible over the last few days. **Lunark** has received tremendous support and I am once again optimistic about the campaign's outcome! Keep... [Read more](#)

8 Comments 31 likes

Spend Money Ask for Help

February 19, 2019

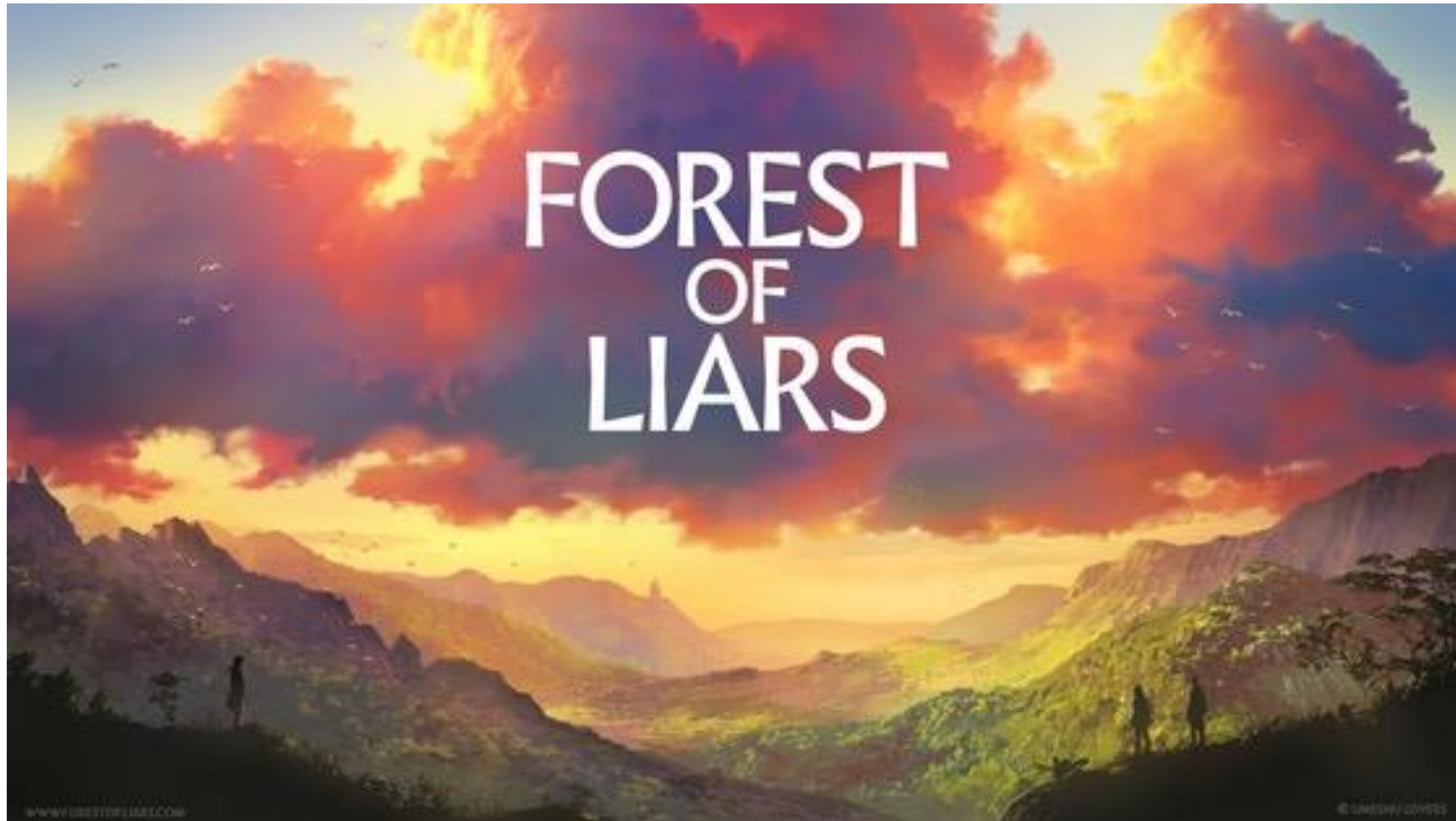
About Sky Battles, Mechs &
Airships | Support Lunark

Today I'm going to introduce you to sky battles. Sky battles are fights between you and an enemy airship, a group of monsters or incoming enemy mechs. They will be... [Read more](#)

2 Comments 29 likes

EMBRACE FAILURE

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Q & A



Thank you!

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