Getting Started on
Kickstarter for Design & Technology

Whether you're an ace at manufacturing, or you're developing a prototype for the first time, it's always good to know someone who has gone through the same challenges. We've talked to creators about the process of taking an idea from wireframes and factory floors to trade shows and online stores during Creator Hangouts. Campus is also full of advice on everything from working with manufacturers, to what software's best for creating a prototype.

Here's more advice from fellow designers and technologists that have been there, done that, and are continuously working hard at making cool things.

Sharing your story

"Spend time locking down the story of what you're trying to do," —Yonatan Raz-Friedman, co-creator of Kano

Yonatan and other creators offer pointers on storytelling in this Creator Basics clip.

Show people how they can expect to use your product.

Studio Neat shares their advice on everything from patents to stretch goals.

Planning your campaign

"Always have a plan B."
— Dave Laituri, co-creator of Fave

Focus on your core product when structuring your rewards, and other pointers.

Step one for setting your funding goal: create an exhaustive list of every single cost.

Obstacles are inevitable. Learn how other creators expected the unexpected.

During this panel, we spoke with designers about taking an idea from prototype to V1.

Developing your prototype

"If you are making a physical piece of hardware, a working prototype is a must."
— Dan Provost of Studio Neat

Our team pulled together some examples and pointers for showcasing your prototype.

The teams behind the Field Skillet and SPUR jewelry shared their prototyping process.

Creators on Campus talk manufacturers, prototyping software and more.

Reaching your audience

"Find people online who have a following...get them involved in what you're making."
—Taylor Levy, co-creator of Pen Type-A

Here's how some creators planned for press and recruited their connected fans.

These creators discuss getting your project in front of people who will back and share it.

This post outlines how you can pull together an effective outreach list.

Check out other projects

Project creators all agree, the best way to learn how to put together a great Kickstarter project is to browse and back projects similar to yours. Look at Projects We Love and the projects that we highlight on Twitter. Pay attention to how they share their creative process (nice photos and gifs!), introduce their team, and structure their rewards.

Start browsing here, and make sure to drill down by sub-category.

Campaign Development Timeline

A guide to help you plan the months leading up to your campaign.

Launch Checklist

A checklist of things to do before you hit the big green launch button.

More Resources

Kickstarter Blog
Featuring guest posts from previous creators and roundups of answers to our most common questions.

Kickstarter Tips
Follow us on Twitter for more advice on running a stellar campaign, or to ask questions.

Help center
Your step-by-step guide to getting started. Visit Campus to ask questions, or the FAQ to see what's already been asked.