

K Getting Started

Kickstarter Design & Technology

Congratulations on kicking off your project! Developing and launching a campaign is an exciting moment, but it can also feel like an overwhelming task. We've compiled some tips and resources to help you get started on everything from crafting a video, to showcasing your first prototype.

Table of Contents

- [Tips and Insights from Past Creators](#)
- [Making a Great Kickstarter Video](#)
- [Structuring Your Story](#)
- [A Primer on Prototypes and Demos](#)
- [Building Your Community Pre-Launch](#)

More Resources

[Kickstarter Blog](#)

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

[Kickstarter Invent](#)

Follow us on Twitter for news and inspiration from projects in our Design and Technology communities.

[Fulfillment Resources](#)

A list of creator-approved fulfillment companies, including a special resource from Shopify.

Tips and Insights from Past Creators

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](#).

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](#), [Blubel](#) and [SPUR jewelry](#) shared their prototyping process.

[Creators on Campus](#) talk manufacturers, prototyping software and more.

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 tried to prepare for the unexpected](#).

During [this panel](#), we spoke with designers about taking an idea from prototype to V1.

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.

Making a Great Kickstarter Video

A Kickstarter video is typically best when kept short, usually around 2 minutes. Think about how to keep your video personal and clearly directed towards your core audience. Remember to create content that others will want to share on your behalf.

Framing Your Idea

Here's an example video outline:

- **0:00-0:30** Introduce your project and vision
- **0:30-1:00** Demonstrate core features
- **1:00-1:30** Introduce your team and process
- **1:30-2:00** Dive deeper on functionality

Great Examples

Here are some great project videos to help you get some inspiration and ideas for your own effort. These six campaigns are all focused on creating new and innovative products. Their project videos do an amazing job at bringing their product to life in a way that is both emotionally and rationally compelling.

- [Floating Record](#) is a high-performance vertical turntable for design-conscious vinyl lovers. Video length 3:30.
- [Flyte](#) is a gorgeous functional lamp with a levitating light bulb, made from sustainable wood. Video length 1:27.
- [Sesame](#) is an easy to install device that lets you convert your lock into a smart lock. Video length 1:44.
- [Artiphon](#) is an instrument that provides an intuitive way to create music and play any sound. Video length 4:48.
- [Makey Makey](#) is an invention kit that lets you turn everyday objects into controls for your computer. Video length 2:11.

Things to Keep In Mind

All of these videos show their product in a beautiful, functional, or fun manner [using a tone that aligns with their brand](#). They all demonstrate the core benefits by showing the product in action out in the world. This is a crucial component in the video for any product-focused campaign.

In addition, each video highlights the team behind the campaign, giving backers a clear look at the creative process and current standing of a project. Whatever your story is, make sure your project video captures it in its best light.

Structuring Your Story

A good campaign page should excite backers and educate new audiences. Running a successful campaign relies in part on your ability to share and communicate your story. Here are a few tips on how best to structure your story within your campaign page.

Introduction

Think of the opening paragraph of your description as the first two sentences that come to mind when you tell a friend about your project. Don't bury the lede. Be authentic, descriptive and to the point! Use this opening to help outline the rest of the page.

Description

This is where you can go into more detail about your project. It's important to prioritize the content here. Bring to life the user experience and explore core product benefits and features before diving into how it works, who it's for, or details on the hardware or software. Use photographs, GIFs, videos, and sketches to help communicate details about your project. These projects are great examples.

- [Prynt](#)
- [3Doodler 2.0](#)
- [Artiphon Instrument 1](#)
- [OssicX](#)

Keep It Organized

Group together distinct aspects of the project. If you're working on a product that involves both hardware and software components, make a section to explore each one separately. Graphic headings, bolded copy, bullets, and annotated images can also make it much easier for people to scan your project page and find the information that interests them.

Include Multimedia

Use secondary videos, photos, sketches and GIFs to offer different angles and insights into your project. They help engage new audiences, and compel backers to share your project with friends. Take a look at how [Beeline](#), [Lumio](#), [OWOW](#) bring their projects to life using additional media.

Be Authentic

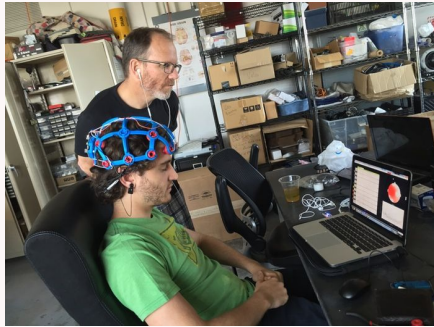
Kickstarter campaigns campaigns rely on trust between backers and creators. Every message you put out, whether it's the description of your project or an update to your backers, is a chance to strengthen and solidify this trust. Above all, be open and transparent, and be yourself.

A Primer on Demonstrating Your Prototype

If you're launching a project that aims to manufacture or distribute a physical product, you'll need to provide backers with a clear sense of where your project stands. Here's how you can use your campaign page and the prototype gallery to share a good understanding of the work you've accomplished so far and the functionality of your prototype.

Go Behind the Scenes

Include straightforward photos that highlight how your product works. The creators of [OpenBCI](#) literally showed backers what was "under the hood" of their headset.



Showcasing Hardware and Software

Your demo video needs to cover the baseline functionality of your product as outlined in your project description. For example, the [creators of MIDIS](#) dedicated a portion of their project video to demoing their product.

If your product involves hardware and software, document the interaction in a way that's seamless. Single, unedited shots work best, like [this one](#) from [the Fleye project](#).

User Experience and Testimonials

Be sure that your demo clearly communicates and shows how backers can expect to use your product in their daily lives. For example, if you're making a bike accessory, like [the Beeline](#), show it in action on the road.

For audio products or other types of technology that are difficult to communicate over the web, be sure to include [user testimonials](#).

Lifestyle Shots Work Best

Make a point to show backers how they can use your product in their daily lives. Doesn't the picture below help you visualize a [Floating Record](#) in your own living room?



Keep in mind that [photorealistic renderings are prohibited](#) on Kickstarter. If you wish to include a rendering in your campaign, these are the only acceptable forms.



Exploded View



Transparency



Wireframe

Building Your Community Pre-Launch

Every successful project creator will tell you that building an engaged audience *before* launch is the most important thing to a campaign's success — second only to the project idea and presentation itself. Here are a couple things to keep in mind as you go about building a foundation of early adopters, and hopefully lifetime fans.

Document Your Project

Not only is early documentation of your project great content to include in your final campaign page, it also allows you to build an audience pre-launch by sharing enticing photos, videos and sketches of your progress on your own site and social media. Instead of operating in “stealth mode”, be open, or consider which angles of your project you can document and share without giving away the whole surprise.

Be Outspoken in Your Community

In addition to seeking out fans for your specific project, be outspoken and engaged with topics that your community are passionate about. Participate in forums and go to events. Introduce yourself, be humble and contribute to the bigger conversations. Put yourself, your team, and your project on the map.

Share Your Project

Don't forget to share all of the documentation of prototypes and demos you've been amassing. Keep your website, blog and social media pages up to date. Start with your immediate list of friends, family and close supporters. Then share your progress with that larger community you're now active in. Set some goals when posting or talking about your project. Always link to where people can sign up for your newsletter or blog to learn more.

Identify Influencers

Think of who in your community is active and respected among your peers, and soon-to-be fans. Reach out to them. Again, be humble, and articulate your shared interests and passions related to your project topic. Let them know who you are, and why you're doing what you're doing.

Build a List

Building a mailing list before your campaign is an essential strategy for launch day. If you're strong on the points above, you will hopefully have a great list of friends, family, fans, influencers, and future partners. Remember to be intentional, and thoughtful in your emails with this group, make those emails really count. For more on this topic, [check out this blog post](#).