

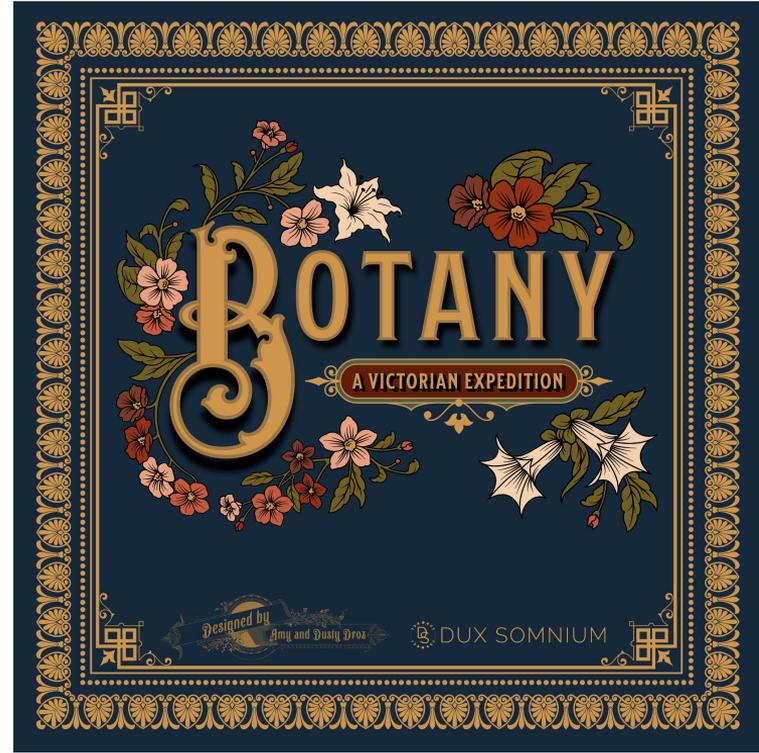


How to Sow the Seeds of a Successful Kickstarter Campaign

 DUX SOMNIUM

Botany's Challenges

- Dux Somnium was born in our car. Botany was born in our kitchen.
- Running our own successful businesses since 2009, but never anything with the potential to scale this large.
- Googled “How to Kickstarter”
- No fanbase for Dux Somnium. Small fanbase of 1700 followers for our farm that could possibly crossover.
- No idea how to manufacture.
- No idea where/how to sell it.



The Framework

- **Foundation**
 - Find Your Experts
 - Math
 - How to View Success
 - The Superfan
- **Step 1: Pre-Campaign**
- **Step 2: Campaign Page**
- **Step 3: Live Campaign Ads**
- **Step 4: Post-Campaign**



Foundation: Find Your Experts



Wealth Dynamics - Know what you're good at. Find people to help you with the things you are not good at.

- Hire Experts
- The power of the internet and people who love to give free advice!

The Wheel - Don't reinvent it. It's good to learn from your mistakes, but it's better to learn from other people who already made those mistakes so you don't have to.

We are not good at:

- Marketing Plans - LaunchBoom, Golden Goose, Kagan Productions
- Social Media Ads - LaunchBoom, Jellop
- Manufacturing - Panda
- Sales and Logistics - Golden Goose
- Our experts made our campaign a success and have also saved us
- \$175,000 in suboptimal decisions we were going to make.



Foundation: Math

Return on Investment - spend money to make money, not lose money.

- Should factor into every decision you make.
- How much did it cost to make. How many hours did it take you to make it?

Manufacturing

- Cost Per Unit
- Minimum Order Quantity
- This tells you **how much you need to make** to have a successful campaign.

Shipping

- **First Mile** - Cost to get from factory to fulfillment center. Watch out for hidden fees and product weight.
- **Last Mile** - Cost to ship from fulfillment center to backer

Every Other Expense



Foundation: How to View Success



What is Success? - It's not \$1,057,307 and 15,105 backers. For us, it was \$38,000 and 542 backers.

- We told Maria at LaunchBoom that \$10,000 would be a dream.
- Then we did the math and hoped we would make \$38,000.

Make a Plan That Scales

Customer Service - Every Backer is a Win

- Focus on each small win. Not the total.
- Five Finger Death Punch
- Show gratitude to customers and vendors.



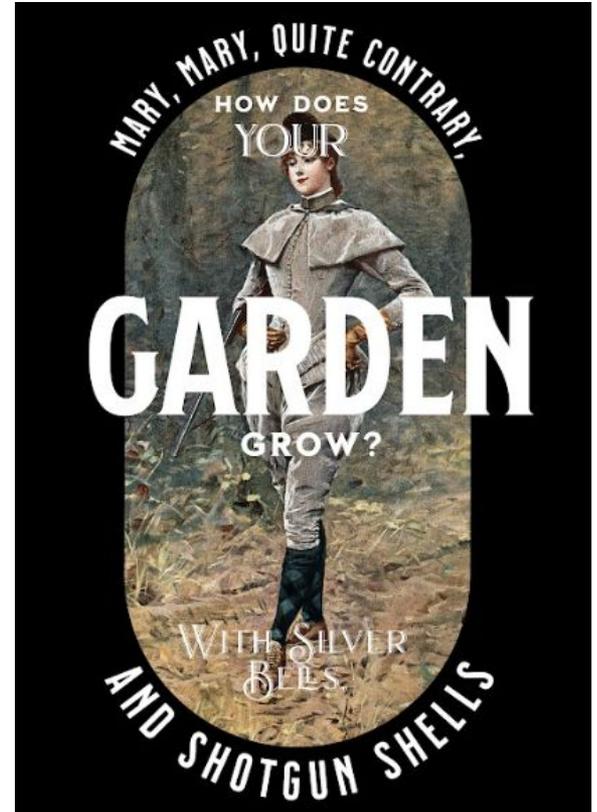
Foundation: The Superfan

Ori Kagan's Philosophy - For whom did you make this game?

The Easy Button - makes every marketing and design decision easier.

Market Share - You don't need to win the entire market. You just need to win 0.00008% (or less) of the market.

Know Your Target Market. How saturated is it? What do you need to do to stand out?



Step 1: Pre-Campaign

Pre-launch Reservations (We Use LaunchBoom)

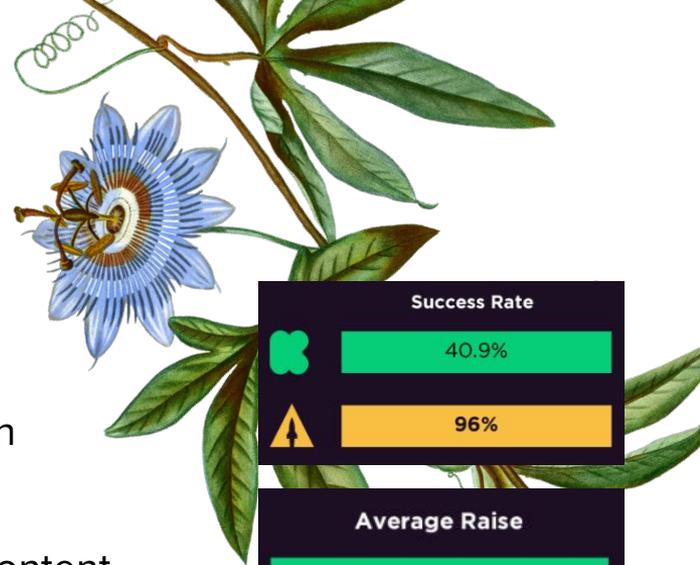
- Email / Social Media Followers Convert at 1% - 3%.
- \$1 VIP Converts at 35% to 45%
- We started with **zero followers** went into our campaign with **2600 VIPs and 9000 emails**.

VIP Mini Expansion - inexpensive way to create fun, exclusive content.

Are you actually ready to launch?

- Fantastic way to forecast Day 1 success.
- See our pre-campaign numbers above.

Ads and Target Audiences - don't be afraid to look outside board gaming.



Step 2: Campaign Page

Superfan - What does your superfan want to see? This was our first image on the page.

Overcoming Objections - What are possible objections? How do you overcome those objections?

Use Your Experts to guide you through campaign page setup and give feedback on your page. Look at other successful campaigns to see common best practices.



Step 2: Campaign Page (Cont.)

Is your pricing right?

- What is Your Profit Margin
 - Unit Cost
 - Ads
 - Are You Subsidizing Shipping
 - Did you borrow money from the National Bank of Mom and Dad?
 - Count EVERY fixed and variable expense for your campaign.
- Superfan Price Expectations

Stretch Goals - Know how they affect your profit and shipping

Communication

- How we built trust as a first time creator.
- Every comment and message gets a reply.
Ties back to customer service.



Step 3: Live Campaign Ads



Going Viral is EXTREMELY Rare - Botany did not go viral. We advertised.

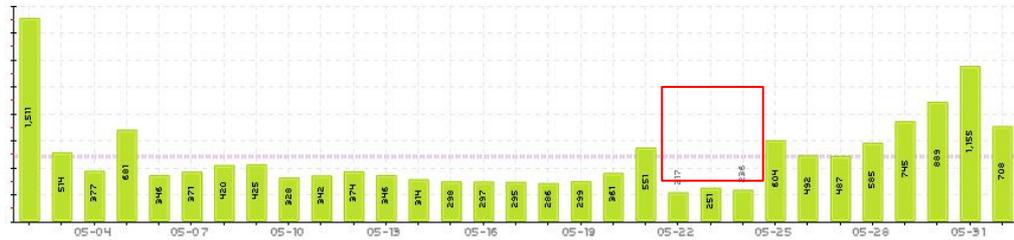
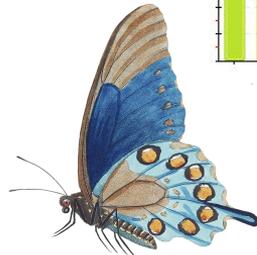
Momentum and Indirect Sales - Ads drive momentum, which results in more organic traffic as well.

- Not just profit per direct sale.
- Higher placement on lists: Magic, Popularity, Fresh Favorites, etc.

Psh, they must be advertising...

How do you do this?

- Jellop
- BackerKit
- DIY



Step 4: Post-Campaign

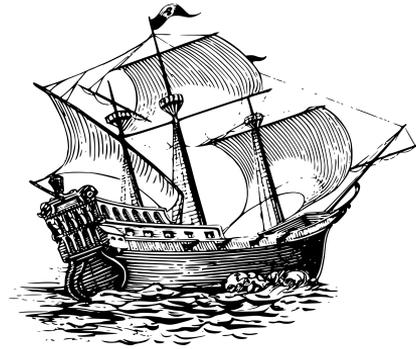
Shipping - #1 Profit Killer for Campaigns.

- Yes, I am repeating the math section again. It's VERY important.
- Charging backers vs. subsidizing.

Backer Support

- Communication
- Hand-holding
- Appreciation

Sales Plan - Thinking beyond just filling your Kickstarter orders.



Thank you!

Our Experts

- LaunchBoom
- Panda Games Manufacturing
- Golden Goose Consultancy
- Kagan Productions
- Jellop

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