# Campaign Development Timeline

KICKSTARTER

| CAMPAIGN → | Planning ↓ | Development ↓ | Pre-Production ↓ | Launch ↓ |
|---|---|---|---|---|
| **KICKSTARTER PAGE**<br>• Brainstorm initial goals and rewards<br>• Research past Kickstarter projects for presentation and community response | **KICKSTARTER PAGE**<br>• Set up Kickstarter account<br>• Draft campaign page outline<br>• Storyboard your video<br>• Develop graphics and photo assets | **KICKSTARTER PAGE**<br>• Shoot and edit your video<br>• Revise and finalize your campaign draft<br>• Finalize photographs for the campaign<br>• Build out rewards and funding goals based on quotes from suppliers | **KICKSTARTER PAGE**<br>• Share the campaign with friends for feedback<br>• Submit the project 5 days before launch<br>• Link your Google Analytics account<br>• Create a launch day plan<br>• Double check your shipping costs | **KICKSTARTER PAGE**<br>• Soft launch the campaign to family, friends, and early supporters<br>• End the day with an update to backers |
| **COMMUNITY & OUTREACH**<br>• Work on mailing list & social media presence<br>• Document your progress with photos and begin community outreach | **COMMUNITY & OUTREACH**<br>• Work on mailing list & social media presence<br>• Conduct PR research<br>• Identify and reach out to influencers<br>• Document your progress with photos video & share | **COMMUNITY & OUTREACH**<br>• Continue building mailing list and social media presence<br>• Build and send press kit to journalists<br>• Document your progress & share | **COMMUNITY & OUTREACH**<br>• Outline your first four campaign updates<br>• Warm up email list announcing the launch<br>• Follow up with journalists<br>• Document your progress & share | **COMMUNITY & OUTREACH**<br>• Update your website to drive traffic to the campaign<br>• Announce launch to your mailing list(s)<br>• Share your project across social media channels<br>• Plan to have press synchronize with your launch |
| **CAMPAIGN RESOURCES →** | | | | |
| • Creator Handbook<br>• Kickstarter Rules<br>• 96 Reward Ideas<br>• Building a list<br>• Featured Kickstarter Projects On Facebook, Twitter & Instagram | • Start!<br>• Prototypes One Sheet<br>• Creator Basics Videos, Design & Technology<br>• Creator Hangouts, Gramovox Team | • Creating a Good Video<br>• How to Get Featured On Kickstarter<br>• KickstarterTips<br>• Campus | • Google Analytics & Kickstarter<br>• 21 Tips Post<br>• Kickstarter Spotlight<br>• Launch Day Communications Plan | • Kickstarter Blog, The Importance of Updates<br>• Kickstarter Spotlight |
| **PROJECT →** | | | | |
| • Build a team<br>• R&D<br>• Build an initial proof of concept<br>• Prototype Hardware & Software<br>• Feedback from friends and family | • Finalize looks like and works like prototypes<br>• Begin working towards an engineering prototype to test with factories and suppliers<br>• Finalize your bill of materials (BOM)<br>• Request quotes from key suppliers | • Receive updated quotes from key suppliers<br>• Update projected, fixed and flexible costs as necessary, and review overall cost of goods sold (COGS)<br>• Reassess your production timeline based on your manufacturer's feedback<br>• Begin researching fulfillment logistics partners | • Plan a post-campaign landing page for e-commerce & community outreach<br>• Continue incorporating feedback on your design from community members<br>• Research backup partners for your key suppliers<br>• Double check your COGS for missing costs | • Monitor number of backers and cap reward tiers where necessary to keep production on schedule and on budget.<br>• Confirm fulfillment partners and solidify logistics plans<br>• Continue incorporating feedback on your design from community members |
| **PROJECT RESOURCES →** | | | | |
| • Bolt's Illustrated Guide To Hardware Dev<br>• Dragon Innovation Blog<br>• Audience Development Panel Discussion<br>• Building A Business Panel Discussion | • Campus, Selecting Your Manufacturer<br>• Dragon Innovation, Request For Quote Process<br>• Dragon BOM Tool<br>• Studio Neat, How To Kickstarter | • Kickstarter Resources Page<br>• Dragon Innovation Design For Manufacturing<br>• Dragon Innovation, Chinese New Year | • Creating a Quality Plan | • Ten Creators, One Question: What's Your Shipping Advice? |

*Over a time period of 8-12+ months.