



1, 2, 3... Prepare for Launch!

A Kickstarter Roll and Write Game

PUT TOGETHER FOR KICKSTARTER BY

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EVER DREAMED OF LAUNCHING YOUR OWN KICKSTARTER PROJECT?

Tens of thousands of game makers have used Kickstarter to launch successful crowdfunding campaigns for their games. In this solo roll-and-write game, you're joining the ranks of creators like Leder Games, Critical Role, and Brotherwise Games who have all launched projects on the platform.

In this game you step into the shoes of a scrappy creator trying to fund their

BIG IDEA

You'll roll dice, juggle backers, fend off disasters, and (hopefully) ride off into the sunset with a fully-funded campaign.

If you're brand-new to crowdfunding, this game doubles as a crash course on how campaigns actually work. If you're already a grizzled Kickstarter veteran, you'll get to flex your hard-won wisdom—and maybe even pick up some sneaky new strategies.

WHAT IS A ROLL-AND-WRITE GAME?

A roll-and-write game is a type of tabletop game where players roll dice (or flip cards) and then record the results by writing them onto a personal sheet, usually filling in boxes, making paths, or scoring combos. The challenge comes from how you choose to use each roll, balancing luck with clever placement to maximize your score. Classic examples include *Yahtzee* and modern titles like *Welcome To...* or *Railroad Ink*.



GAMEPLAY BASICS

Your campaign plays out across three major stages:

I. PRE-LAUNCH

Spread the word. Build hype, grow your follower list, and iron out those early hiccups before the campaign goes live.


II. CROWDFUNDING

The campaign is live. Backers are pledging, stretch goals are dangling in the air, and unexpected problems are popping up faster than you'd like.

III. FULFILLMENT

You made it. Now it's time to ship the goods, pay the bills, and see if your dream turns into a tidy profit—or just a learning experience.

At the end of each stage, you'll see how your choices paid off. Did you grow your following? Did you keep disasters under control? By the finish line, you'll know whether you're Kickstarter royalty or a one-and-done cautionary tale.



COMPONENTS

What's included:

- ✗ **STAGE SHEETS I, II, and III** – The backbone of your campaign.
- ✗ **FOLLOWER TRACK** – Keep tabs on your growing (or shrinking) fanbase.
- ✗ **RULES** – You're reading them now.

What you'll need:

- ✗ **PEN** or **PENCIL**.
- ✗ Six **FOLLOWER DICE (d6)**.
- ✗ Three **COMPLICATION DICE (d6)**.

SETTING UP THE GAME

Before you launch, do the following:

1. Start with five **COINS**—your initial budget. Use these **COINS** to purchase **MARKETING CHANNELS** and later adjust dice rolls. Track them on paper or with a phone app.
2. Choose one or more **MARKETING CHANNELS** (see the list later). You always start with Friends and Family for free. Any others reduce your starting **COIN** total. You can purchase new channels before later stages begin.
3. Finally, decide what your **BIG IDEA** is! This doesn't affect the game, but it may help you get a sense of how everything works together if you're working to fund your innovative new product.

Once that's handled:

1. Choose the Current Stage (start with **I**, then **II**, then **III**).
2. Collect the number of Complication Dice shown for that stage.
3. Build your dice pool:
 - **STAGE I: Pre-Launch** – Roll 1 Follower die + 1 Complication die. Add any extra Followers earned.
 - **STAGE II: Crowdfunding** – Roll 1 Follower die + 2 Complication dice, plus any bonus Followers.
 - **STAGE III: Fulfillment** – Roll all 3 Complication dice (no Followers here).
4. At the start of **STAGE III**, roll all the Follower dice you gained earlier. Add them together, divide by three, and that's your funding.
5. Take turns rolling the dice until you complete the stage.
6. At the end of each stage, resolve any unresolved setbacks.



THE TURN

Every turn follows three steps:

1. ROLL THE DICE

Roll the dice in your pool (depending on the stage).

2. RESOLVE UNFORESEEN COSTS

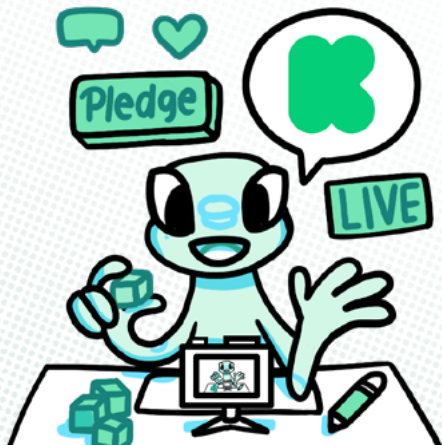
If you roll doubles on the Complication Dice, you trigger an Unforeseen Cost. The type depends on the roll. Setbacks can't occur in **STAGE I**.

3. EFFORT PHASE

Activate each die in your pool one at a time. Write its value in an unmarked white space within the reach of one of your **MARKETING CHANNELS**.

- ✘ You can't pass through Obstacles, unresolved Setbacks, or Influencers.
- ✘ Upgrades may let you tweak dice or bypass issues.
- ✘ You can spend **1 COIN** to increase or decrease a single die roll by **1**. You cannot spend more than **1 COIN** per die to do this.
- ✘ You must activate all dice, including Complication Dice.

If you create a complete path from the start zone to the finish line, the stage immediately ends.



STAGE FEATURES

SETBACKS

Every stage comes with nasty setbacks. Left unresolved, they drain **COINS** or eat up followers. To fix them, you must mark adjacent spaces with values meeting or beating their Difficulty Rating, once per point of Severity. Any unresolved setbacks carry over.

OBSTACLES

You can't normally pass barriers (🚧) unless you use an upgrade that allows you to.

WINDFALL

Mark a matching pair of numbers in the orthogonal spaces next to the 🎯 to earn a bonus **COIN**. For example, if you place a **2** above and a **2** to the left of the 🎯, you earn one bonus **COIN**.

INFLUENCERS

Placed along the Follower Track are five bonus followers you can earn. Each one is marked with a number **2** to **6**. Marking the correct number next to an influencer icon (👤) during gameplay allows you to take the corresponding die. For example, if you mark a **2** beside the influencer icon, you can take the **2** die from the FollowerTrack. Once a die is removed from the track, you can't gain that die again and must mark different numbers to gain bonus followers from the Follower Track.



MARKETING CHANNELS

Channel	Reach	Directions	Cost
Friends and Family	1	ORTHOGONAL. This marketing channel measures reach in straight lines and can change directions.	0
Social Media Following	2	STRAIGHT LINES. This marketing channel measures reach only in straight lines and cannot change directions.	1
Convention /In-Person Promotion	2	DIAGONAL LINES. This marketing channel measures reach only in diagonal lines and cannot change directions.	2
Email List, Small	2	DIAGONAL. This marketing channel measures reach only in diagonal lines and can change directions.	2
Email List, Large	3	DIAGONAL. This marketing channel measures reach only in diagonal lines and can change directions.	3
Influencer, Minor	2	ORTHOGONAL. This marketing channel measures reach in straight lines and can change directions.	2
Influencer, Major	3	ORTHOGONAL. This marketing channel measures reach in straight lines and can change directions.	3
Paid Advertising	3	FLEXIBLE. This marketing channel measures reach in diagonal or orthogonal lines and can change directions.	4





UNFORESEEN COSTS

Bad rolls mean bad news:

- ✗ Doubles on Complication Dice = lose **1 COIN**.
- ✗ Triples on Complication Dice = lose **2 COINS**.

SETBACKS

Each stage punishes unresolved setbacks differently:

- ✗ **STAGES I & II:** Lose one Follower die per unresolved setback. If you hit zero, the campaign fails.
- ✗ **STAGE III:** Lose **d6 COINS** per unresolved setback.

If your **COINS** hit zero, you can't buy more **MARKETING CHANNELS**.

End with **0** = successful but you didn't exceed your funding goal.

End below **0** = debt

UPGRADES

Upgrades give you tools to survive the chaos.

- ✗ Stretch Goals (**STAGE II**): Reroll an activated Follower die.
- ✗ Dedicated Research: Mark an obstacle.
- ✗ Gather Feedback: Reroll any dice in your pool.
- ✗ Positive Word of Mouth (**STAGES I & II**): Copy a die's result.
- ✗ Good Reputation: Resolve a Setback instantly.
- ✗ Improve Product Design (**STAGES I & II**): Discard a Follower die to double a result **±3**.
- ✗ Influencer Review (**STAGES I & II**): Mark any number in any space.
- ✗ Post Updates (**STAGES II & III**): Discard one die, add its value to another.
- ✗ Release Digital Rewards (**STAGE III**): Ignore one Unforeseen Cost.
- ✗ Project Video (**STAGES I & II**): Adjust a die roll by **±1**.

It is free to use an upgrade; however, each upgrade can only be used once per game.

You can spend **1 COIN** to adjust a die roll by **±1** at any time.



COMPLETING STAGES

You finish a stage once you create a path of connected spaces from Start to Finish. If the numbers are sequential (equal, **+1**, or **-1**), you've made a "Sequential Path."

STAGES I & II

- ✗ Sequential Path = **+1** *Follower per fully engaged column. If no dice remain, gain 2 COINS instead.*
- ✗ No Sequential Path = **no bonus**, but you keep Followers.

STAGE III

- ✗ Sequential Path = **+3 COINS** *per engaged column.*
- ✗ No Sequential Path = **no bonus**.

END OF THE GAME

The game ends early if your follower count ever reaches 0.

Add up your **COINS** and subtract the five **COINS** you started with.

Compare your result to the table below.

Coins Remaining

24
or more

MASSIVE SUCCESS! You're a Kickstarter legend. Do you think your next campaign will be as successful as this one?

9–23

HUGE SUCCESS! You really know your way around crowdfunding. We can't wait to see what your next campaign is like!

1–8

SUCCESS! You exceeded your funding goal and learned a lot. Think about what you can do better, and apply that to your next campaign.

0

YOU BROKE EVEN! Although you might not have exceeded your funding goal during the campaign, you learned a lot and can use that knowledge for your next campaign.

less than

0

YOU LOST MONEY ON THE CAMPAIGN. That's okay! You can write those losses off as learning experiences, and try again.

GLOSSARY

What do all these terms mean? Here is a quick glossary of all the crowdfunding and Kickstarter-related terms from this game.

BREAKING EVEN. When total funding equals total project cost, with no extra left over. Example: \$20,000 raised, \$20,000 spent.

COMPLICATION. A challenge that slows or disrupts the campaign but doesn't stop it outright. Example: *a prototype shipment arriving late.*

CONVENTION/IN-PERSON PROMOTION. Marketing done face-to-face at events like game conventions, trade shows, or local meetups. Useful for demos and building trust.

COSTS. All expenses related to running the campaign and producing rewards. Includes manufacturing, shipping, fees, marketing, and labor.

CREATOR. The person or team responsible for the project, its campaign, and its delivery to backers.

CROWDFUNDING. A method of raising funds from many people (backers), usually online, where supporters pledge money in exchange for rewards.

CROWDFUNDING STAGE. The live phase of the campaign when pledges are collected and the project aims to reach its funding goal.

DIGITAL REWARDS. Intangible rewards delivered online, such as PDFs, digital art, or soundtrack downloads.

EFFORT. The time, energy, and resources put into running and sustaining the campaign. Example: *daily updates, ad management, and community replies.*

EMAIL LIST. A database of potential backers' email addresses, often built before launch to send announcements, newsletters, and updates.

FEEDBACK. Responses from backers or the community that can influence campaign strategy, reward design, or messaging.

FOLLOWER. A person who signs up for campaign notifications or joins your pre-launch community; they are potential backers.

FULFILLMENT. The process of manufacturing, packaging, and shipping rewards to backers once the campaign is funded.

FUNDING. The total amount of money pledged by backers during the campaign.

INFLUENCERS. People with an audience (on YouTube, blogs, podcasts, etc.) who can promote your campaign to potential backers.

KICKSTARTER. Kickstarter is the leading crowdfunding and launch platform for creative projects of every size.

MARKETING CHANNEL. A pathway to reach potential backers, such as email, social media, influencers, or conventions.

OBSTACLES. Broad challenges that stand in the way of success. Example: *high shipping rates or fierce competition.*

POSITIVE WORD OF MOUTH. When backers share excitement about your project with others, driving new pledges organically.

PRE-LAUNCH STAGE. The preparation period before launch focused on building hype, growing an email list, and testing marketing.

PRODUCT DESIGN. The creation and refinement of the item being funded, including prototypes and visuals that show its quality.

PROFIT. Funding minus costs. The financial surplus that remains after paying all expenses.

PROJECT UPDATE. A post shared on the campaign page to inform backers about progress, milestones, or changes.

PROJECT VIDEO. A campaign video showing the product in action, helping backers understand its use and value.

REPUTATION. The creator's track record and credibility. A strong reputation builds trust and attracts backers.

RESEARCH. Gathering data on your audience, competitors, costs, and marketing strategies before and during the campaign.

REVIEW. An evaluation of your product or campaign by a third party (e.g., YouTube unboxing or a blog article). Reviews build credibility.

SETBACK. A problem that hinders campaign progress. Example: *artwork delays or failed stretch goal planning.*

SOCIAL MEDIA. Online platforms where creators share updates, visuals, and videos to build community and awareness.

STRETCH GOAL. An extra reward or feature is unlocked when funding surpasses the original goal. Example: *extra artwork unlocked at \$50,000.*

UNFORESEEN COSTS. Unexpected expenses not included in the budget, like customs fees or material shortages.



Scan the QR code to learn more key Kickstarter terms, get practical tips for launching a game campaign, read case studies, and more.



1, 2, 3...
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Launch!



Stage I

				2	
					3

Coins



Follower Dice

2 3 4 5 6




Stage II

	4				
			3		

Stage III

3					
2		3			



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