Questions and Answers

for Creators in Hong Kong & Singapore

We recently hosted a live Q&A with creators from Hong Kong and Singapore. Here's what they asked, how we answered, and how you can get ready for Kickstarter's upcoming launch in those countries.

Want to be the first to know when we launch? Follow [@KickstarterTips](#) on Twitter for more tips on running a great project, and news about launches and new features.

Eligibility Requirements for Creators

What are the requirements for running a project as an individual?

You must be 18 years or older and have an address, bank account, and government-issued ID all based in the country you're launching a project. You'll also need a major credit or debit card.

And for running a project as a business?

If you're running your project as a business, the business will need to be registered in the country you're launching a project in. A legal representative of the business that's helping with the project will also need to meet the individual requirements listed above.

If my company is based outside of Hong Kong or Singapore can I still use my business' bank account?

No. In order to use the company's details, it must be registered in your respective country.

Community and Promotion

Will there be a lot of press coverage and promotion of projects that launch?

While there is typically press coverage when Kickstarter launches in a new country, and we do our best to promote the exciting new projects that launch, neither of these things guarantee a project's success. Instead, we'd recommend planning your own launch strategy, taking the time to put together a thoughtful project page, and launching when you and your team are ready.

Are backers used to pledging to projects outside of the US?

Yes, they are! Some of the biggest projects on Kickstarter lately — the "Oi" bike bell and Dark Souls — are from outside the US and collected in non-USD.

How do we get press coverage?

The internet is your friend. Search for news outlets and blogs that cover themes closely tied to your project. Research reporters that cover these topics, too. Don't count out bloggers, local press, or smaller publications. There are more tips on this topic in our guide to spreading the word.

How do we get selected as a Project We Love or featured elsewhere on Kickstarter?

Run a great project! We'll be paying extra close attention to see what projects are launching in Hong Kong and Singapore, but we'd recommend taking the time to craft a visually compelling project page with a thorough and interesting story, uploading an interesting project video, posting great updates, and taking the time to respond to comments and messages. Read this blog post for more pointers on what our team (and backers!) looks for.

Our Rules and the Review Process

How long does the review process take?

The review process usually takes about 2 to 3 business days. If our team suggests some revisions to your project before you can launch, the process could take up to a week. There's more information about this process here.

Are there extra rules for Design and Technology projects?

If you're launching a project that plans to manufacture or distribute hardware, gadgets, or other products, we ask that you share documentation of your prototype on your project page. We also prohibit the use of photo-realistic renderings.

The more details you can share about your project's current state of development and the work to come, the better. There are more pointers on this here.

Are renderings allowed?

No; photorealistic renderings are not allowed. Under some circumstances, and if you've shared a prototype, we may permit the use of exploded view renderings, transparencies, and wireframed images.

The Tools on Kickstarter

Can I create a preview page before I launch?

Once we launch, yes, you'll be able to start drafting your project and you can share a preview with others before you launch (remind them to "star" your project and they'll get a notification when it launches).

How does the collaborators tool work? Do collaborators have the same access as a creator?

The collaborators tool allows you to assign specific permissions to members of your team to help with managing your project. You can assign them access to post updates, edit sections of your project, or grant them access to your dashboard and backer report to help with managing fulfillment.

Will there be a separate Kickstarter page for Hong Kong and Singapore? How will projects be listed?

No. All projects will be listed on Kickstarter.com alongside other projects from across the globe.

Payments

What currency will projects be listed in?

Projects from Singapore will be listed in SGD and projects from Hong Kong will be listed in HKD. Backers based in the U.S. will see a conversion to USD.

What are the fees?

If your project is successfully funded, Kickstarter charges a 5% fee, and there are payments processing fees of about 4%-5%.

How does taxation apply?

Taxes will be based on local regulations. We'd recommend consulting our Tax Guide and sharing it with your tax professional.

Can I select which currency my project is listed in?

Not at this time. There is a common misperception that USD projects do better, but we've looked into the data internally and have not found any evidence that projects listed in USD perform any better than projects listed in other currencies.

The **Creator Handbook** covers the basics of getting started on Kickstarter; a must-read for every creator.

Campus is our Q&A space for creators. Post questions about running a project or share what you've learned.

Bookmark our **Resources Compendium**. It contains many of these links and more helpful resources.