

KICKSTARTER'S BUSINESS MODEL

Kickstarter is the leading crowdfunding platform

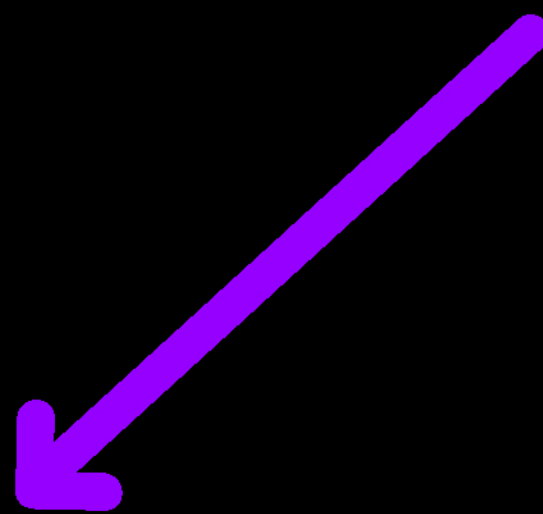


CREATORS REQUEST FUNDING BY PRESENTING THEIR IDEA

CROWDS PROVIDE FUNDING IF THEY LIKE THE IDEA



CREATORS GIVE FUNDERS A REWARD



KICKSTARTER TAKES 5% OF THE FUNDING AMOUNT IF THE FUNDING GOAL IS REACHED

