



LUKE ROBERTS

SMART LIGHTING

SUCCESSFUL CROWDFUNDING OF IOT PRODUCTS

CASE STUDY: LUKE ROBERTS

The World's First Truly Smart Lamp by Luke Roberts



The first smart design lamp where you can move the light in any direction with app and sensor control.

[Pre-Order Now](#)

Erstellt von

Luke Roberts

971 Unterstützer haben 409.782 € beigetragen, um die Verwirklichung des Projekts zu ermöglichen.

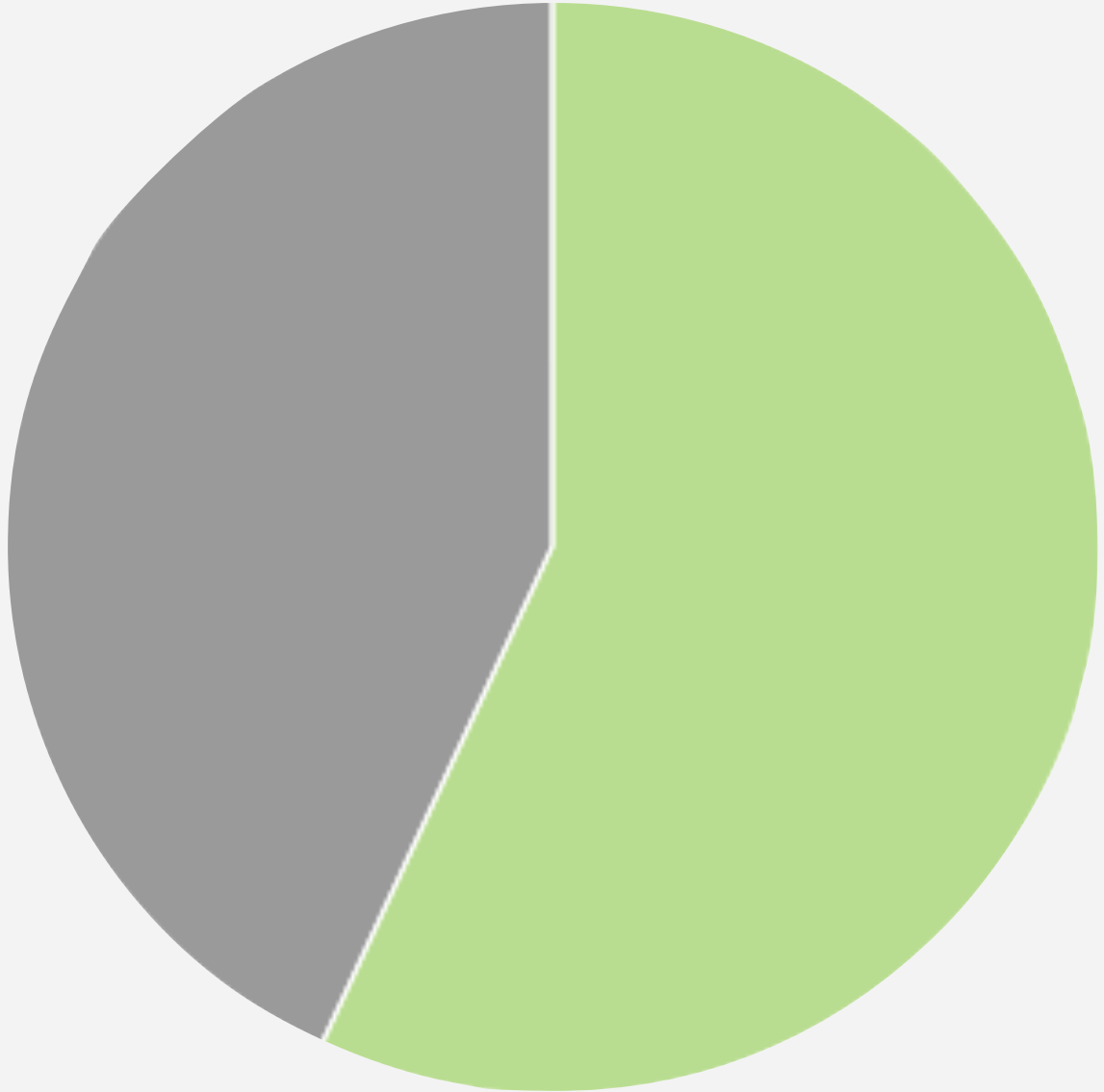
PREPARATION, PREPARATION, PREPARATION

- **START PREPARING ABOUT 6 MONTHS BEFORE YOU LAUNCH**
- **DECIDE WHICH PLATFORM IS BEST FOR YOUR PROJECT**
- **ANALYSE SIMILAR PROJECTS ON THE PLATFORM**
- **DEVELOP A PRESS LIST**
- **GET YOUR PROTOTYPES READY**
- **PREPARE A VIDEO AND MARKETING MATERIAL**
- **GET YOUR FAMILY AND FRIENDS EXCITED**
- **REACH OUT TO POTENTIAL CUSTOMERS/ BACKERS EARLY ON**

CROWDFUNDING PSYCHOLOGY

- **YOU ARE RESPONSIBLE FOR GENERATING A HYPE ON THE FIRST TWO DAYS**
- **STRANGERS DON'T BACK LOSERS**
- **THE PRESS DOESN'T WRITE ABOUT YOU AS LONG AS YOU ARE NOT SUCCESSFUL**
- **YOU ARE NOT GOING TO BE SUCCESSFUL IF THE PRESS DOESN'T WRITE ABOUT YOU**
- **REGULAR BACKERS ARE BARGAIN HUNTERS**
- **REGULAR BACKERS ARE AFRAID OF LOSING OUT**

WHY KICKSTARTER IS AWESOME



VIA KICKSTARTER 57%

VIA EXTERNAL 43%

PLEGGED VIA KICKSTARTER
€233,187

PLEGGED VIA EXTERNAL REFERRERS
€176,595

VIDEO VIEWS
110.000

WHAT ELSE YOU SHOULD KNOW ABOUT KICKSTARTER

- **NEVER LAUNCH A PROJECT ON A WEEKEND**
- **BEWARE OF SEASONAL BUYING PATTERNS**
- **FORGET THE SHORTCUTS OFFERED BY DUBIOUS AGENCIES**
- **ANALYTIC TOOLS DO NOT WORK WELL**
- **YOUR PROJECT VIDEO IS KEY TO SUCCESS**
- **DON'T FORGET TAX, SHIPPING AND FEES**

CONTACT ME IF THERE ARE MORE QUESTIONS!

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