Crowdfunding as Voice of the Consumer

Leveraging crowdfunding data to evaluate consumer trends and identify product development opportunities

The continued popularity and large number of individuals participating on crowdfunding platforms provides insights into consumer trends and preferences

Kickstarter, a popular crowdfunding platform, to date has launched over 540,000 projects and resulted in a cumulative $6.29B in pledged funding. The platform continues to increase in popularity, with around 20M total backers to date and 7M repeat backers on the platform. The top project categories include Games ($1.8B), Design ($1.4B), and Technology ($1.2B).

Generally, brands rely on customer interviews, surveys, and focus groups to identify and understand consumer trends impacting their business. What if there was another layer to supplement and validate the findings from these traditional data sources?

Given the popularity, high number of participants, and level of commitment via investment, Kickstarter and other crowdfunding platforms can provide a valuable perspective on consumer trends and product preferences associated with those trends. **In this Intelligence Brief, we highlight example consumer trends and valuable product attributes extracted from Kickstarter crowdfunding data**.

LAUNCHED PROJECTS ON KICKSTARTER
544292

CUMULATED AMOUNT OF FUNDING PLEDGED TO KICKSTARTER PROJECTS
6.29B USD

NUMBER OF UNSUCCESSFULLY FUNDED PROJECTS THAT REACHED 1-20% OF FUNDING GOAL
213,745

References:
1. https://www.statista.com/statistics/288345/number-of-total-and-repeat-kickstarter-project-backers/
2. https://www.statista.com/statistics/222455/amount-of-dollars-pledged-per-category-on-kickstarter/
3. https://www.statista.com/statistics/310218/total-kickstarter-funding/
4. https://medium.com/digital-interventions/voice-of-consumer-why-it-is-important-in-the-digital-journey-7bd32e24071e
5. https://docs.google.com/spreadsheets/d/1CLomfYM1ooGd9A0OROsToyipqdr8KdND/edit?usp=sharing&ouid=104989707295038019788&rtpof=true&sd=true

Executive Summary

TRENDS

What are the important consumer trends?

Based on an analysis of 50 successful Kickstarter campaigns for Wearables & Gadgets, PreScouter identified a prominent consumer trend associated with products focused on functionality for everyday, while an analysis of 40 successful Functional Apparel campaigns revealed strong consumer trends for *outdoor functionality and sustainable clothing*. **The trends represent areas of opportunity to focus research and development for new products**.

PreScouter observed campaigns validating Cosmetics trends including (1) personalization, (2) sustainability, (3) non-binary, and (4) men's cosmetics. Most campaigns focused on bags, watches, and custom enamel pins.

Product Attributes

What product attributes do consumers like most?

Successful campaigns (>10,000 backers and/or >$1M pledged) for Functional Apparel were associated with products offering a wide array of functionality, including device charging and hand warming as well as leveraging sustainable materials such as bamboo and merino.

Key Findings

Using Kickstarter campaigns as **a proxy for the Voice of the Consumer**, this report identifies 3 important consumer trends associated with Wearable & Gadgets and Functional Apparel products. In addition, the report showcases several campaigns **validating** known macro trends in Cosmetics.

PreScouter highlights **9 exciting Kickstarter campaigns** for the identified consumer trends that reveal product attributes consumers value. Further, the campaigns reveal successful companies that represent investment opportunities to quickly capitalize on emerging trends. Taken together, **the report highlights areas of opportunity for innovation and product development that align with consumer trends and preferences**.
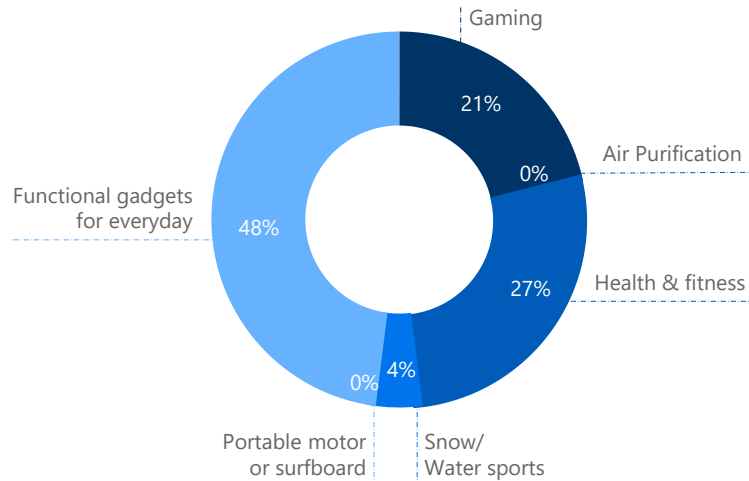
PreScouter can help you identify and understand consumer trends and preferences that are relevant to your company's product portfolio or innovation pipeline using data extracted from crowdfunding platforms.
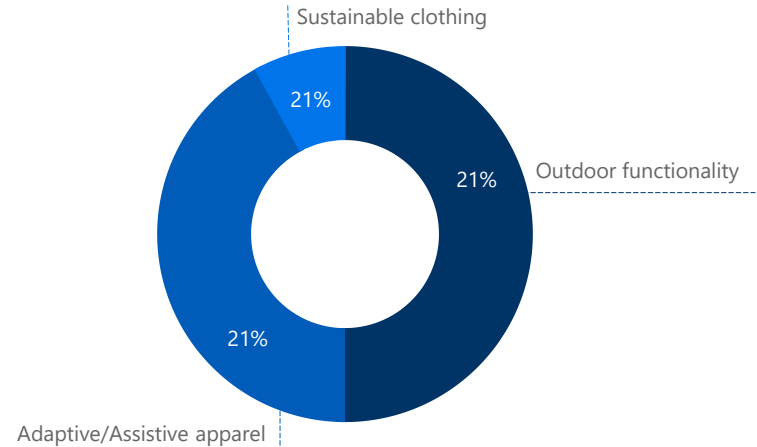
Prominent Consumer Trends Identified Using Kickstarter Campaign Data

Trends in Wearables/Gadgets

- Gaming — 21%
- Air Purification — 0%
- Health & fitness — 27%
- Snow/Water sports — 4%
- Portable motor or surfboard — 0%
- Functional gadgets for everyday — 48%

Successful campaigns met or exceeded the target funding amount

Trends in Functional Apparel

- Sustainable clothing — 21%
- Outdoor functionality — 21%
- Adaptive/Assistive apparel — 21%

Key takeaway: Analysis of successful Kickstarter campaigns reveals functional gadgets for everyday, sustainable clothing, and outdoor functionality as prominent consumer trends for Wearables/Gadgets and Functional Apparel.

9 **Exciting** KICKSTARTER CAMPAIGNS

Wearables & Gadgets

EcoFlow DELTA Pro
A smart home battery ecosystem with expandable capacity that can power almost anything

ZeTime
The first smartwatch that overlays classic mechanical analog hands with smart functions

Bird Buddy
A smart bird feeder that takes photos of birds when they visit without disturbing them

TicWatch
A smartwatch that optimizes active lifestyle promotion, and has seamless integration with Google Play

3Doodler
A pen that supports direct creation and printing of 3D objects without software or computer

The Everlast Notebook
A smart paper-and-pen notebook that's endlessly reusable and cloud-supported.

Functional Apparel

The New Adv3nture Hoodie
The first smartwatch that overlays classic mechanical analog hands with smart functions

Travel Jacket with 25 features
A lightweight travel jacket of 4 main styles with 25 built-in features

Travel Pants with 15 features
A pair of travel pants made from a blend of bamboo and merino to offer comfort and functionality

Top Campaigns Aligning with Trends in Wearables & Gadgets

	# of Backers	Pledged Amount (USD)	Category	Campaign Description	TRL	Launch Date	Company Name
EcoFlow DELTA Pro: The Portable Home Battery (link)	3,199	$12,179,651	Functional gadgets for everyday	A home battery ecosystem with expandable capacity that can power almost anything	9	Jul 15, 2021	EcoFlow
ZeTime: World's first smartwatch with hands over touchscreen (link)	26,828	$5,333,792	Functional gadgets for everyday	A smartwatch that overlays classic mechanical analog hands with smart functions	9	Mar 23, 2017	MyKronoz
Bird Buddy: A Smart Bird Feeder (link)	22,925	$4,558,703	Functional gadgets for everyday	A smart bird feeder that takes photos of birds when they visit without disturbing them and fosters our appreciation of nature	8	Nov 18, 2020	Bird Buddy

Top Campaigns Aligning with Trends in Wearables & Gadgets

	# of Backers	Pledged Amount (USD)	Category	Campaign Description	TRL	Launch Date	Company Name
Ticwatch S & E: A Truly Optimized Smartwatch (link)	19,251	$3,203,762	Functional gadgets for everyday	A smartwatch that optimizes active lifestyle promotion and has seamless integration with Google Play apps	9	Jul 11, 2017	Mobvoi
3Doodler: The World's First 3D Printing Pen (link)	26,828	$2,344,134	Functional gadgets for everyday	A pen that supports direct creation and printing of 3D objects without software or computer requirements.	9	Feb 19, 2013	WobbleWorks
The Everlast Notebook (link)	22,925	$1,823,227	Functional gadgets for everyday	A smart paper-and-pen notebook that's endlessly reusable and cloud-supported.	9	Jan 15, 2017	Rocketbook

Top Campaigns Aligning with Trends in Functional Apparel

	# of Backers	Pledged Amount (USD)	Category	Campaign Description	TRL	Launch Date	Company Name
TRAVEL JACKETS with 25 Features || BAUBAX 2.0 (link)	21,409	$3,948,547	Outdoor functionality	A lightweight travel jacket (in 4 main styles) with 25 built-in features to support travel needs	9	Feb 14, 2018	BauBax
TRAVEL PANTS with 15 Features by BAUBAX (link)	17,402	$3,127,299	Outdoor functionality	A pair of pants made from a blend of bamboo and merino to offer comfort and functionality for traveling	9	Mar 26, 2019	BauBax
Check out the NEW Adv3nture Hoodie Kickstarter! (link)	13,363	$1,851,033	Outdoor functionality	A travel hoodie with 23 pockets and features to meet various travel needs	9	Sep 7, 2016	Adv3nture

Successful Campaigns Validating Cosmetic Trends

Personalized and portable lipstick colors (link)

Backers: 941
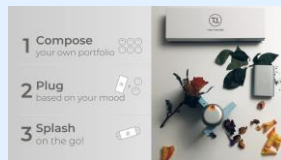Pledged: $84,628
Personalized

Non-binary cosmetic accessories (link)

Backers: 1,512
Pledged: $113,810
Non-binary

Personalizable perfumes device with consumables (link)

Backers: 140
Pledged: $20,920
Personalized

Cosmetic face removal wash for men (link)

Backers: 171
Pledged: $9,162
Sustainability

On the go makeup (link)

Backers: 405
Pledged: $56,305
Lifestyle dependent

Biodegradable makeup packaging (link)

Backers: 171
Pledged: $9,162
Sustainability

Sustainable packaging and ingredient transparency (link)

Backers: 14
Pledged: $1,000
Sustainability

Key takeaway: While no prominent trends were observed for cosmetics (>40% of campaigns), these campaigns serve to validate cosmetic trends including (1) personalization, (2) sustainable, (3) non-binary, and (4) men's cosmetics.

The strategies and information provided in this report are an example of the insights clients rely on PreScouter for.

PreScouter is helping companies implement more sustainable practices throughout the entire product lifecycle, while ensuring the safety of products for consumer health, through the services listed on the right.

![Client logos: Tupperware, P&G, PPG, Kimberly-Clark, VISA, Pepsi, Nike, Ferrero, reckitt, BASF We create chemistry, Estée Lauder Companies, Nu Skin]

PreScouter's Proven Track Record

500+
Clients Worldwide

5000+
Challenges Conquered

150K+
Hours of Research

"Working with PreScouter is like having a secret information drawer. When you need perspective and insight you can open the drawer and, presto, you have what you need."
Rowena Pullan, Strategic Innovation Leader, VP Wellness R&D at Pfizer

PreScouter's research consultancy has helped drive strategic planning and specific solution development decisions for some of the most sustainable and prominent companies in the world, for years.

1 Identifying novel biobased and/or natural sources with similar or better efficacy compared to currently sourced ingredients.
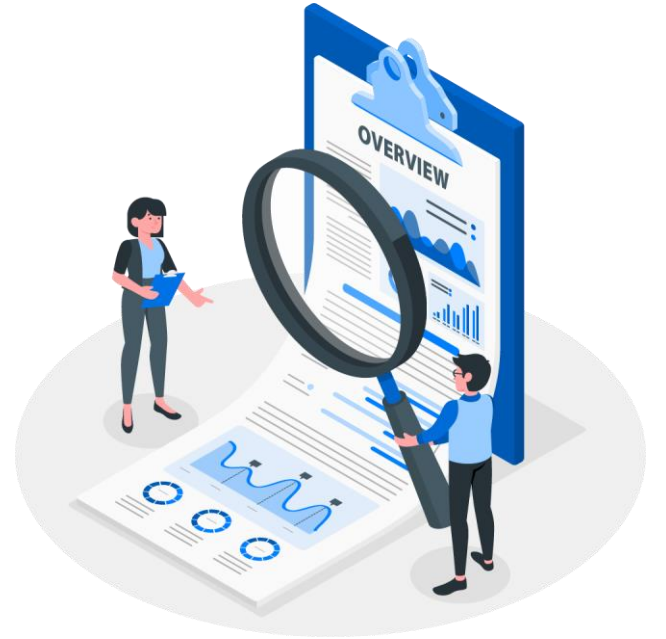
2 Assessing actionable technologies that enable consumers to tailor the use of active ingredients to their specific needs.

3 Reviewing and ranking competitor activity to determine areas of opportunity and differentiation.

KICKSTARTER CAMPAIGN

Overview

Wearables & Gadgets

EcoFlow DELTA Pro: The Portable Home Battery

Description

The EcoFlow DELTA Pro is described as the first ever portable home battery in the world, featuring expandable battery ecosystem and large output capacity, as well as solar charging.

The main selling points include power security, fast charging, heavy appliance, home backup, lower energy bills through smart energy management, multiple connection methods (including WiFi & bluetooth), and app-operable.

Website: Kickstarter link
Contact: Phone, Email, Facebook

HQ: San Francisco, CA, USA
Company size: 251 - 500 employees

Image: EcoFlow DELTA Pro Portable Power Station. *Source: Ecoflow*

CATEGORY	SCALE OF OPERATIONS	NUMBER OF BACKERS	PLEDGED AMOUNT
Functional gadgets for everyday	Commercially available (TRL 9) Selling via EcoFlow website: link for DELTA Pro	3,199	$12,179,651 (12180% of goal)

ZeTime: World's first smartwatch with hands over touchscreen

MYKRONOZ
WEARABLE DESIGNED IN SWITZERLAND

Description

ZeTime is a product of Mykronoz, and is described as the first ever smartwatch that is a blend of the best of two words: it has analog hands that tick independently (patented "intelligent hands"), and a color touchscreen for smartwatch functions.

Its main selling points are its timeless design that combines classic analog watch face with smartwatch functions, affordable price, durability (works up to 30 days on a single charge), and auto time zone adjustment.

Website: Kickstarter link
Contact: Online contact form

HQ: Geneva, Geneve, Switzerland
Company size: 11-15 employees

Image: The world's first hybrid smartwatch combining mechanical hands with a round color touchscreen. *Source: ZeTime*

CATEGORY	SCALE OF OPERATIONS	NUMBER OF BACKERS	PLEDGED AMOUNT
Functional gadgets for everyday	Commercially available (TRL 9) Selling via MyKronoz website: link for ZeTime	26,828	$5,333,792 (10668% of goal)

Bird Buddy: A Smart Bird Feeder

birdbuddy

Description

The Bird Buddy smart bird feeder not only offers feeds to birds, but also notifies you when there are visitors and can take photos without disturbing the birds.

The main selling point is to foster communication with and appreciation of the nature; The app can take pictures of birds who visit the feeder, collage them into photo feeds, and can recognize bird species.

Website: Kickstarter link
Contact: support@mybirdbuddy.com

HQ: Wilmington, DE, US
Company size: 3 employees

Image: Smart Bird Feeder.
Source: MyBirdBuddy

CATEGORY
Functional gadgets for everyday

SCALE OF OPERATIONS
Commercially available / Pre-order stage (TRL 9)
Selling via Bird Buddy website: link

NUMBER OF BACKERS
22,925

PLEDGED AMOUNT
$4,558,703 (8380% of goal)

TicWatch S & E: A Truly Optimized Smartwatch

![Mobvoi logo]

Description

TicWatches are designed to optimize the tracking, promotion, and documentation of active lifestyles.

The main selling points are seamless integration with Google Play apps (powered by Android Wear), including fitness and lifestyle-related apps, and other convenient functions to support day-to-day life. The company that developed this watch has expertise in advanced voice interaction, which is also integrated into this watch.

Website: Kickstarter link
Contact: Online contact form

HQ: Kowloon, Hong Kong
Company size: 251 - 500 employees

Image: TicWatch Pro 3 Ultra.
Source: Mobvoi

CATEGORY
Functional gadgets for everyday

SCALE OF OPERATIONS
Commercially available (TRL 9)
Selling via Mobvoi website: link

NUMBER OF BACKERS
19,251

PLEDGED AMOUNT
$3,203,762 (3204% of goal)

3Doodler: The World's First 3D Printing Pen

Description

This is a pen that can draw 3-dimensional objects. Created by WobbleWorks, LLC, the 3Doodler is envisioned to be an affordable, cut-edge item that can stimulate creativity.

The main selling point of this product is that it's the world's first and only 3D printing pen. It uses the same material (ABS plastic) as 3D printers, but it does not require software or computer support.

Image: Create+ pen.
Source: 3Doodler

Website: Kickstarter link
Contact: po@the3doodler.com

HQ: Boston, MA, USA
Company size: 11 - 50 employees

CATEGORY
Functional gadgets for everyday

SCALE OF OPERATIONS
Commercially available (TRL 9)
Selling via 3Doodler website: link

NUMBER OF BACKERS
26,457

PLEDGED AMOUNT
$2,344,134 (7814% of goal)

Rocketbook: The Everlast Notebook

ROCKETBOOK

Description

This smart notebook, when paired with the Pilot Frixion pens, is endlessly reusable. Created by Rocketbook Innovations, notes taken in the Everlast Notebook can be uploaded to cloud storage.

The main selling point is the reusability of this product, as well as a natural, smooth, smudge-free writing experience, smartphone/app-enabled cloud storage, and smart categorization with compatible storage platforms (e.g., Evernote, Google Drive, Dropbox).
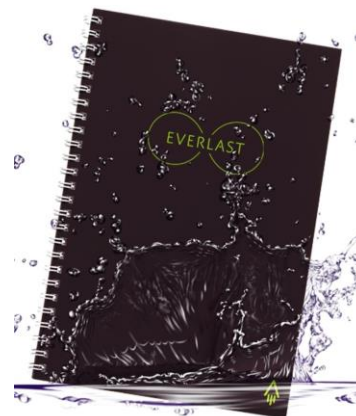
Website: Kickstarter link
Contact: hello@getrocketbook.com

HQ: Boston, MA, USA
Company size: 1 - 10 employees

Image: The Everlast Notebook.
Source: Kickstarter

CATEGORY
Functional gadgets for everyday

SCALE OF OPERATIONS
Commercially available (TRL 9)
Selling via Amazon: link, or via Rocketbook site: link

NUMBER OF BACKERS
28,138

PLEDGED AMOUNT
$1,823,227 (7012% of goal)

Functional Apparel

BAUBAX 2.0: TRAVEL JACKETS with 25 Features

Description

This jacket is introduced as the world's best travel jacket, with 25 features such as build-in neck pillow, eye mask, gloves, blanket, bottle, and utility pockets.

The main selling point of this product is its versatility to facilitate travel needs. It is also lightweight and stylish.

Image: TRAVEL JACKET with 25 Features.
Source: Kickstarter

Website: Kickstarter link
Contact: Online contact form

HQ: Redmond, WA, USA
Company size: 11 - 50 employees

CATEGORY
Outdoor functionality

SCALE OF OPERATIONS
Commercially available (TRL 9)
Selling via BauBax site: link

NUMBER OF BACKERS
21,409

PLEDGED AMOUNT
$3,948,547 (7897% of goal)

BAUBAX 2.0: TRAVEL PANTS with 15 Features

BAUBAX

Description

This pair of travel pants is claimed to be the world's best travel pant, with 15 features such as water resistance, odor control, UV protection, zipped pockets, and quick dry.

The main selling point of these travel pants is their comfort (bamboo and merino blend) and texture to facilitate traveling. It's lightweight and easily folded small.

Image: TRAVEL PANTS with 15 Features.
Source: Kickstarter

Website: Kickstarter link
Contact: Online contact form

HQ: Redmond, WA, USA
Company size: 11 - 50 employees

CATEGORY
Outdoor functionality

SCALE OF OPERATIONS
Commercially available (TRL 9)
Selling via BauBax site: link

NUMBER OF BACKERS
17,402

PLEDGED AMOUNT
$3,127,299 (6255% of goal)

Adv3nture: The NEW Adv3nture Hoodie

Description

Created by a traveler-turned-entrepreneur, Zane Lampey, this new hoodie has 23 pockets and features, such as reflective cabling, sunglasses holder, bottle-opener zipper, and foldable hand warmers. The Adv3nture hoodie is the #1 most funded fashion project ever.

Apart from its versatile functions that attract potential customers, the fame and previous Kickstarter success of Zane Lampey also cast additional spotlights on this new product.

Website: Kickstarter link
Contact: Online contact form

HQ: Redmond, WA, USA
Company size: 11 - 50 employees

Image: The NEW Adv3nture Hoodie.
Source: Kickstarter

CATEGORY
Outdoor functionality

SCALE OF OPERATIONS
Commercially available (TRL 9)
Selling via Adv3nture site: link

NUMBER OF BACKERS
13,363

PLEDGED AMOUNT
$1,851,033 (7404% of goal)

About the Authors

Daniel Morales
Technical Director

Daniel is the Technical Director of Consumer Goods at PreScouter. As an alumnus of PreScouter's advanced degree researcher' network, he has worked with PreScouter for over 7 years on over 100 projects spanning across areas such as innovation strategy and roadmapping, product and process improvement and development, sustainability, and technology trends throughout the CPG industry. Daniel earned his Ph.D. in Chemical Engineering from the NC State University, where his research focused on developing stimuli-responsive polymer networks for microrobotics applications. After his graduate studies, he completed postdoctoral work at INSA Toulouse, France where his work focused on the intersection of nanoparticle assembly, nanofabrication and microfluidics to develop novel sensors.

Garrett Wheaton
Technical Director

Garrett is one of PreScouter's Project Architects working primarily on CPG and Food/Bev projects. He has a solid background in Chemical Engineering and holds a PhD in Biochemical Engineering, from the North Carolina State University. Garrett brings to PreScouter years of experience both in academic research as well as industrial experience developing and scaling up cannabinoid biodelivery systems for food and beverage applications.

Siran He
Researcher

Siran He, PhD, MSPH, is a Health Services and Systems Researcher with the Bizzell Group, who provide scientific consultation to the Centers for Disease Control and Prevention. Siran obtained her PhD from Emory University, and her Master's degree from Johns Hopkins University, in public health. Siran's research centers around the connection between food and nutritional exposures and health outcomes, such as cardiovascular diseases and diabetes.

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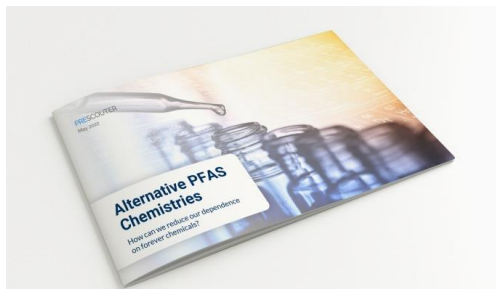
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Potential Next Steps

✓ PreScouter can help you identify and understand consumer trends and preferences that are relevant to your company's product portfolio or innovation pipeline

✓ PreScouter can have it's network of Subject Matter Experts (SMEs) validate consumer trends to help you identify emerging product development opportunities

✓ PreScouter can help you search and identify potential partnerships or investment opportunities to accelerate your product portfolio

TECHNOLOGY LANDSCAPING	**TRENDS MAPPING**	**TECHNOLOGY ROAD MAPPING**	**INTERVIEWING STARTUPS**	**IP LANDSCAPING**
SUPPLIER OVERVIEWS	**COMPETITIVE INTELLIGENCE**	**MARKET ANALYSIS**	**PARTNER OVERVIEWS**	**TECHNO-ECONOMIC ANALYSIS**

About PreScouter

PreScouter helps clients gain competitive advantage by providing customized global research. We act as an extension to your in-house research and business data teams in order to provide you with a holistic view of trends, technologies, and markets.

Our model leverages a network of 4,000+ advanced degree researchers, industrial experts, engineers and analysts across the globe to tap into information from small businesses, national labs, markets, universities, patents, startups, and entrepreneurs.

CLIENTS RELY ON US FOR:

Innovation Discovery: PreScouter provides clients with a constant flow of high-value opportunities and ideas by keeping you up to date on new and emerging technologies and businesses.

Privileged Information: PreScouter interviews innovators to uncover emerging trends and non-public information.

Customized Insights: PreScouter finds and makes sense of technology and market information in order to help you make informed decisions.

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