

# FIRST TIME ON KICKSTARTER?

## First Time Backer's Quick Guide

Congratulations! You're about to start an exciting journey by supporting a Kickstarter campaign. If you are completely new to the concept of crowdfunding and Kickstarter we recommend you start by reading this: <https://www.kickstarter.com/about>

### YOU'RE HELPING A PRODUCT COME TO LIFE

Kickstarter is kind of a pre-order platform with the difference that the product you're ordering doesn't exist yet. By making an order you give the creators the means to create the product, which will be delivered to you once it's ready. As the product is still unfinished at the time of the campaign, you also get to influence the final product. The bigger the campaign gets, the better the end product will be too.

### CHOOSE YOUR PLEDGE

The campaign offers several different **Pledge Levels**, listed on the campaign page. Take your time choosing the one that feels right for you and go with that one. Once you purchase a pledge, you are a **Backer** of the campaign! Pledging requires a credit card. Your card will only be charged if the campaign reaches its minimum goal. If it does, your card is charged at the end of the campaign.

### HELP THE CAMPAIGN GROW

One of the great things with crowdfunding is that you get to be involved with the product. You will have a great picture of how the product is progressing and you can talk about it with the community. One way to help even more is to share the campaign and take part to discussions about it!

In case the campaign is really successful and raises much more than the minimum goal, the campaign creator then has more resources at their disposal. With this growth **Stretch Goals** are unlocked. This means that you get more value for your pledge without the price increasing every time the campaign reaches a new milestone!

### NOTE THE RISKS

Kickstarter is created for people to bring ideas to life. What you see presented during the campaign is a prototype or a demo, not the final product. The campaign creator of course aims to meet, or even exceed expectations, but end result may not be exactly one to one to how it looked like during the campaign. It's also possible, that the presented timelines during the campaign vary. When you decide to pledge, please take these risks into account.

### HAVE FUN WITH IT!

Kickstarter allows you to become part of the story of a product coming to life. It's because of people like you new innovations come to life, each one making this world a little bit happier place for everyone. We applaud you and hope you enjoy the journey!