Is a Kickstarter Right for DF?
Posted by jackattack - 2012/09/28 18:21

Given the sudden popularity of kickstarter campaigns in the gaming miniatures industry, I have to ask if this is something that DF might consider for new sets or product lines.

It's very similar to the pledge idea on the forum some years ago, but now there are sites/services that take care of many of the details involved in the enterprise. Is it worth it? What kind of advantages and drawbacks are there? What kind of risks and rewards?

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Re:Is a Kickstarter Right for DF?
Posted by Harneloot - 2012/09/29 12:03

Seems like it could work to me, though the outlay of funds might be much larger than we think with a 1500 set minimum production run...

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Re:Is a Kickstarter Right for DF?
Posted by jackattack - 2012/09/30 00:11

Don't know if DF pays for the entire run up front, or if they sign a contract for an entire run and pay as they go.

Not really looking for full disclosure from DF, just pointing out that a concept brought up years ago is now a viable practice, and wondering if:
1 - DF wants to revisit the idea, and
2 - would DF forum-going customers participate in a DF kickstarter if they had one?

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Re:Is a Kickstarter Right for DF?
Posted by David Wasilewski - 2012/09/30 04:36

From a business point of view, it seems like a bit of a no brainer.
Minimal risk to the company - only wasted idea development time/artists fees.
From the community pov its good as long as its from a 'trusted' company. With Dwarven Forge's reputation, I can't see why it wouldn't work?

I'd buy into it, as long as it was a set I wanted!

Dave

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Re:Is a Kickstarter Right for DF?
Posted by jgardner44 - 2012/09/30 07:44

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I'd support a DF KS. I'd recommend that DF poll the forum members to see which of a set of projects we would support the most before actually starting the KS. That way they could be sure to see the most pledges.

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Re:Is a Kickstarter Right for DF?
Posted by Harneloot - 2012/09/30 09:43

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I'm beginning to drool just imagining the special stretch goal bonus pieces!

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Re:Is a Kickstarter Right for DF?
Posted by jackattack - 2013/03/27 17:43

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I guess it is...

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Re:Is a Kickstarter Right for DF?
Posted by CraftyShafty - 2013/03/28 09:07

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jackattack wrote:
I guess it is...

LOL

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Re:Is a Kickstarter Right for DF?
Posted by ced1106 - 2013/03/30 03:53

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Plastic injections molds cost $10K each. That's a lot of money for a small company like DF to recuperate -- it would be terrible if even ONE such mold fails to pay for itself. Better a pledge from a loyal customer, than a loan from a bank!

And if a KS for a new DF line fails, so what? DF stays in business, which we want, yet DF still gets some useful marketing data for how many people are interested in the product. If it's enough, DF launches the new product anyway, in conventional resin molds.

Here's to another 17, 34, or 170 years!

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Re:Is a Kickstarter Right for DF?

Posted by dafrca - 2013/04/13 00:23

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As someone who has bought into the Dwarven Forge line because of the Kickstarter (5 sets plus add-ons) I can only say: I am glad they elected to try a Kickstarter. I can say for sure I am going to own Dwarven Forge products because of the Kickstarter.

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Re:Is a Kickstarter Right for DF?

Posted by zazulu - 2013/04/15 21:19

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Welcome to the addiction, dafrca.

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