

**Case Title:** Kickstarter: Using Crowdfunding to Launch a New Board Game

**Unique ID:** MHE-FTR-041-1259927628

**Date:** February 9, 2016

**Abstract:** The case discusses the recognition of an entrepreneurial opportunity, the attractiveness of the identified market, and the subsequent resource acquisition process. Tim, who created a board game to teach children the basics of programming, must consider the optimal way to acquire resources for the new venture. To optimize the game's exposure with his target market of parents with young children, Tim considers whether to license the product or launch a crowdfunding campaign. Since running a crowdfunding campaign entails a significant amount of time and opportunity costs, Tim also considers the relevant decisions for launching a campaign in depth. While on the surface crowdfunding appears to be a means to acquire merely financial resources, it also constitutes a valuable way to build a community around a venture. Catalyzing such a community may also serve as an indispensable resource for Tim's future endeavors.

**Concepts:** Entrepreneurship, Resource Acquisition, Opportunity Recognition; Lean Entrepreneurship, Venture Finance, Crowdfunding; User Entrepreneurship; Market Entry; Resource-Based View

**Context:**

- Protagonist: Tim, Founder
- Country: USA
- Sector: Entertainment (Games)
- Company Employee Count: 1
- Company Revenue: N/A
- Ticker Symbol: N/A (Private Company)
- Event Year begin: 2013
- Event year end: 2015

**Teaching Note:** Available