**Kickstarter Research Project**

Kickstarter is the world’s largest funding platform for creative projects; it’s a home for film, music, art, theater, games, comics, design, photography, and more. The website is wonderful to explore new projects that are in the works by other entrepreneurs, or businesses.

For this project, you will have to go to <http://www.kickstarter.com/> and research **one (1)** new project that you would be interested in supporting. This could be an app, website, design, or device, etc. Ms. Legault must approve your project before you start. You will be answering the following questions in a Google Doc from the Kickstarter you have chosen, but you must include some additional information as well.

**Information that Must Be Included:**

* What is the project? What does your item do? Explain in detail.
* Who is the inventor or creator?
* What influenced the person or company to make this project?
* How much will this item cost?
* How much money has been invested into the project? What is their goal financially?
* How many backers are on this project? What incentives do they offer?
* How is this project going to impact people in their everyday life?
* Has this project had any success yet? If so, how much?
* What obstacles do you see happening with this product?
* Do you see this product being successful in the future?
* What are the pros/cons of this project?
* Why did you choose this product? What drew you to it?

\*Make sure to answer in complete sentences!

**Document Requirements:**

* A list of sources (Kickstarter, and others, but others aren’t required)
* Link to a video of the project (often a Kickstarter has a video to introduce the product)
* 1 picture of the company/people who created this project
* Multiple pictures of the project
* A title that refers to what project you’re writing about.
* Clear indication of what questions you’re answering.

**Due Date: February 21st, 2020**

**Assessment:** See next page

This will go in the classwork/assignments grading category.

**Student:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Rubric**

**Mechanics (Spelling, word usage, sentence fluency, etc.)** \_\_\_\_\_\_\_ 10 pts

1. What is the project? What does your item do? Explain in detail. \_\_\_\_\_\_\_ 5 pts
2. Who is the inventor or creator? \_\_\_\_\_\_\_ 2 pts
3. What influenced the person or company to make this project? \_\_\_\_\_\_\_ 2 pts
4. How much will this item cost? \_\_\_\_\_\_\_ 1 pts
5. How much money has been invested into the project? What is their goal? \_\_\_\_\_\_\_ 2 pts
6. How many backers are on this project? \_\_\_\_\_\_\_ 1 pts
7. Where will you be able to access this product? \_\_\_\_\_\_\_ 2 pts
8. Why are you interested in this project? \_\_\_\_\_\_\_ 5 pts
9. How is this project going to impact people in their everyday life? \_\_\_\_\_\_\_ 4 pts
10. Has this project had any success yet? If so how much? \_\_\_\_\_\_\_ 2 pts
11. What obstacles do you see happening with this product? \_\_\_\_\_\_\_ 3 pts
12. Do you see this product being successful in the future? \_\_\_\_\_\_\_ 3 pts
13. What are the pros/ cons of this product? \_\_\_\_\_\_\_ 4 pts
14. Why did you choose this product? What drew you to it? \_\_\_\_\_\_\_ 4 pts

**Answers are fully explained and thoroughly answered; well written \_\_\_\_\_\_\_\_**10 pts

**and structured responses. There is logical organization and good**

**transitions.**

**Are the questions answered in complete sentences?** \_\_\_\_\_\_\_\_3 pts

**Is there a list of sources, including the Kickstarter link?** \_\_\_\_\_\_\_ 2 pts

**Does their document include the following:**

1. 1 video \_\_\_\_\_\_\_\_ 1 pts
2. Pictures of the product \_\_\_\_\_\_\_\_ 2 pts
3. 1 picture of the project inventor \_\_\_\_\_\_\_\_ 1 pts
4. A title \_\_\_\_\_\_\_\_ 1 pts
5. Clearly indicates the question being answered \_\_\_\_\_\_\_\_ 2 pts

**Total: \_\_\_**\_/**72**