

FIRST TIME TO KICKSTARTER?

Don't worry! We have created this brief guide to make everything easier for you!

1. WHAT IS KICKSTARTER? WHAT IS CROWDFUNDING?

To learn about basic concepts such as these, please see this section of the Kickstarter page:

<https://www.kickstarter.com/about>

2. IS THIS A PRE-ORDER?

You could think of a Kickstarter as a particular form of a pre-order. The main difference being, during a Kickstarter campaign you can influence the project; the more money is gathered, the better final product will be.

This creates a very interesting experience, where you can become a part of a community behind the product and influence it, rather than buy and forget.

As an additional perk, you will get more stuff in your game, than you normally would in standard distribution thanks to exclusive content rewards.

3. HOW TO PLEDGE

To support the project and get the listed rewards, choose your pledge level on the right side of the campaign page and declare support with an appropriate amount of money.

Funds will be collected ONLY if the project is successfully funded. Pledging requires a credit card. If you don't want to pay this way, you can always pledge on the Pledge Manager (more on this topic later).

While the Kickstarter campaign remains active, you will be able to change the amount of money you have pledged, therefore changing the final rewards.

4. TARGET AND STRETCH GOALS

The target of a campaign is the minimum amount of money that it will take to bring the product to life. The way Kickstarter is designed, creators can gather more funds than initially planned. This way, they can offer more free stuff thanks to the economy of scale.

Our campaigns feature 2 types of Stretch Goals:

A) SOCIAL

Will be unlocked based on the amount of people spreading the word about the project.

B) MONEY RELATED

Depending on the amount of money the campaign gathers. By activating more people and pledging more, you unlock more additional free stuff across all pledge levels (especially important in this project).

5. ADD-ONS

There are also special pieces you can add to your order called "Add-ons". It can be a T-shirt, an art-book or anything "extra" that is not in the core pledge.

You can add "add-ons" to your order simply by pledging additional money. For example, if your pledge level is 70 USD and you want to add artbook for additional 15 USD, just pledge 85 USD in the 70 USD pledge level.

You will be able to choose and pick everything after Kickstarter campaign ends - this is where the Pledge Manager enters the stage!

6. PLEDGE MANAGER

The Pledge Manager is a system that helps to manage all the rewards and distribution. It is designed to resemble a shop, where you will be able to pick and choose your rewards for the credit you have contributed during the campaign.

Pledge Manager is usually opened 2-4 weeks after the campaign has ended.

7. DELIVERY AND RISKS

Kickstarter is not a store and was created to enable creators to show ideas and prototypes, not final products. If you decide to take part in this endeavor, you need to consider this fact. Products might often slightly change or be delivered later than expected.

Most Kickstarter backers take into the account the track record of the creator – in our case, we have already delivered several ambitious, excellent board games to over 40 000 happy backers!

We really hope you will see our project as worthy of your support. We will do our best to bring you an amazing game!