

BUSINESS INNOVATION SYMPOSIUM (E6)
Case Studies and Prizes in Commercial Space (1)

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FUNDING A CUBESAT ON KICKSTARTER

Abstract

In the summer of 2012 a small group of student entrepreneurs successfully raised over \$100,000 on Kickstarter to design, build, and launch a cubesat, ArduSat. This paper covers the basics of crowdfunding, the technical details of running a Kickstarter campaign, and the strategy behind successful crowd marketing. Examples from the ArduSat campaign illustrate the points covered by authors.