What is Kickstarter?

Kickstarter is a crowdfunding website that allows creators to raise funds for a project from a large number of investors or “backers”. Backers are offered different “rewards” depending on how much they pledge to the project.

In our case, the rewards are our product so, in a sense, it’s like an online store where you can order the product at a discount before it’s quite ready to ship. Your credit card only gets charged at the end of the campaign if the funding goal is reached.

How does it work?

- **We** create a project page describing our product and our plan for delivery.
- **We** set a funding goal that will enable us to successfully produce and ship the product and a duration for the campaign.
- **You** visit our page, watch the video and read about the project.
- **You** decide if you want to back our project and how much you’d like to pledge based on the reward levels.
- **You** then select a reward level available at your pledge level.
- **You** enter your credit card information in Kickstarter’s secure platform like any other online transaction.
- **Kickstarter** authorizes your credit card for that amount but does not charge it.
- **Kickstarter** waits until our campaign ends and only charges your card if we have raised enough funds to reach our goal.

Then what happens?

If we don’t reach our goal, your credit card doesn’t get billed. If we do reach our goal, Kickstarter sends us the funds (minus some fees) and we get to work making your Edge multitool. Once we’re ready to ship, we’ll send a survey to get your mailing address and the details of your order. Then we’ll ship you your reward!

Why Kickstarter?

Kickstarter is an American-based company that has been running since 2009. They have helped to raise over $7 billion for over 239,000 creative projects by getting pledges from more than 20 million backers all over the world. They have helped creators with projects ranging from paintings to video games to Hollywood movies to awesome gadgets!