

Kickstarter Preparedness Assessment (KPA)

Client Diagnostic & Scoring Worksheet

1. Game & Product Foundation

Clarity of Core Hook	Score (0–5): _____
Differentiation / Uniqueness	Score (0–5): _____
Target Audience Fit	Score (0–5): _____
Visual Appeal / Table Presence	Score (0–5): _____
Prototype Quality	Score (0–5): _____

2. Market & Positioning

Comparable Projects Identified	Score (0–5): _____
Price Point Validation	Score (0–5): _____
Audience Size Realism	Score (0–5): _____
Value Proposition Clarity	Score (0–5): _____
Backer Motivation Strength	Score (0–5): _____

3. Campaign Page Strength

Headline & First Impression	Score (0–5): _____
Visual Flow / Hierarchy	Score (0–5): _____
Video Effectiveness	Score (0–5): _____
Reward Clarity	Score (0–5): _____
Trust Builders / Credibility	Score (0–5): _____

4. Marketing Assets & Traffic Strategy

Email Capture System	Score (0–5): _____
Pre■Launch Audience Building	Score (0–5): _____
Traffic Sources Identified	Score (0–5): _____

Creative Assets Prepared	Score (0–5): _____
Strategy Clarity	Score (0–5): _____

5. Paid Ads Readiness

Tracking / Pixel Plan	Score (0–5): _____
Audience Targeting Logic	Score (0–5): _____
Ad Creative Quality	Score (0–5): _____
Budget Realism	Score (0–5): _____
Testing Strategy	Score (0–5): _____

6. Landing Page Effectiveness

Clear Call to Action	Score (0–5): _____
Focused Message	Score (0–5): _____
Visual Strength	Score (0–5): _____
Lead Incentive	Score (0–5): _____
Conversion Logic	Score (0–5): _____

7. Rewards & Stretch Goal Strategy

Reward Ladder Logic	Score (0–5): _____
Pricing Psychology	Score (0–5): _____
Perceived Value vs Cost	Score (0–5): _____
Stretch Goal Structure	Score (0–5): _____
Complexity Control	Score (0–5): _____

TOTAL SCORE: _____ / 175

Preparedness Rating Guide

150 – 175 → Launch■Ready

110 – 149 → Strong with Risk Areas

70 – 109 → High Risk Campaign

Below 70 → Not Ready for Launch