

## **Kickstarter FAQ: Funding “Robo’s World: The Zarnok Fortress”**

### **Is Kickstarter trust-worthy?**

Since the launch of Kickstarter in 2009, 6.5 million people have pledged \$1 billion, funding 65,000 creative projects, and thousands continue to use the service to date.

### **What is Kickstarter?**

Kickstarter is a “crowd funding” online platform. It is an internet based service which handles the processing of donations and funding for creators looking to get a product or service off the ground.

### **What is Crowd-Funding?**

Crowd funding is a collection of finance from supporters of a project. Rather than relying on a traditional publishing company, it allows fans of a product to support the creator directly, usually in exchange for a discount on the final product or other rewards.

### **What do I get for contributing?**

There is an entire list of Rewards available for contribution on the Kickstarter Campaign Web-Page. These include digital goods like copies of the game and musical score, and physical goods like T-Shirts.

### **Can I get a percentage of game sales for large contributions?**

No, Kickstarter does not allow this. The maximum amount any individual can pledge is \$8000 Canadian Dollars.

### **How do I pay?**

Kickstarter accepts payment through Credit Card (Visa, Master-Card, or American Express). [View a detailed guide on the following pages.](#)

### **Is my information secure?**

Yes, and kept 100% private by Kickstarter. At no time will anyone else see your credit card number, or any of your other personal information.

### **When am I charged?**

Your credit card will only be charged if the project is successful. The funding campaign ends August 9<sup>th</sup> 2014, and payments will be processed over a 2 week period following that date.

### **What is needed for Success?**

For my Campaign to be successful, I require both \$10,000 CAD in funding and 100 Backers (individual contributors).

### **What happens if you raise more than your Funding Goal?**

The Campaign continues, and I will add new features to the game.

The look of your web-browser may vary;

The campaign can be found by typing in the Web Address;

[ZarnokFortress.com](http://ZarnokFortress.com)

Page 1:

The image shows a screenshot of a web browser displaying a Kickstarter campaign page. The browser's address bar shows the URL: <https://www.kickstarter.com/projects/bluishgreenpro/robos-world-the-zarnok-fortress>. The page header includes the 'KICKSTARTER' logo, navigation links for 'Discover' and 'Start', and a search bar. The main heading is 'Robo's World: The Zarnok Fortress' by Attila Branyiczky. Below the heading, there are navigation tabs for 'Home', 'Updates 0', 'Backers 7', and 'Comments 0'. The location is listed as 'Downtown Toronto, Canada' and the category as 'Video Games'. The main content area features a large promotional image for the game, which includes the text 'OUYA', 'ROBO'S WORLD: THE ZARNOK FORTRESS', and 'AN ACTION-PLATFORMING ADVENTURE'. A 'PLAY' button is visible on the image. To the right of the image, the campaign statistics are displayed: '7 backers', '\$58.00 CAD pledged of \$10,000 goal', and '31 days to go'. A red arrow points to a green button labeled 'Back This Project' with a '\$1 CAD minimum pledge' below it. A red box highlights this button and the text 'Back this project' below it. Below the button, a warning message states: 'This project will only be funded if at least \$10,000 CAD is pledged by Sat, Aug 9 2014 11:30 PM EDT.' At the bottom right, there is a section for 'Project by Attila Branyiczky' from 'Toronto, Canada'. The browser's address bar at the bottom shows the full URL with a query parameter: [https://www.kickstarter.com/projects/bluishgreenpro/robos-world-the-zarnok-fortress/pledge/new?clicked\\_reward=false](https://www.kickstarter.com/projects/bluishgreenpro/robos-world-the-zarnok-fortress/pledge/new?clicked_reward=false).

The screenshot shows a web browser window with the URL [https://www.kickstarter.com/projects/bluishgreenpro/robos-world-the-zarnok-fortress/pledge/new?clicked\\_rewa](https://www.kickstarter.com/projects/bluishgreenpro/robos-world-the-zarnok-fortress/pledge/new?clicked_rewa). The page title is "Robo's World: The Zarnok Fortress" by Attila Branyiczky. The main heading is "Alrighty! Enter your pledge amount". A text input field contains "\$ 1", which is circled in red. A red arrow points from the annotation "1. Enter Amount (Must match or exceed cost of Selected Reward)" to this field. Below the input field, it says "It's up to you. Any amount of \$1 CAD or more." To the right, there is an "IMPORTANT" notice: "Kickstarter does not guarantee projects or investigate a creator's ability to complete their project. It is the responsibility of the project creator to complete their project as promised, and the claims of this project are theirs alone. Learn more about accountability". Below this is a "FREQUENTLY ASKED QUESTIONS" section with links: "How do I pledge?", "When is my card charged?", "So I'm only charged if funding succeeds?", "What if I want to change my pledge?", and "If this project is funded, how do I get my reward?". There are logos for VISA, Mastercard, and American Express. The "Select your reward" section has a "You selected" label above a list of options: "No reward" (selected), "\$1 CAD +", "\$4 CAD +", and "\$5 CAD +". A red box highlights the "No reward" option, with a red arrow pointing to the annotation "2. Pick a Reward (Or select 'No reward' for donations)". At the bottom, a green "Continue to next step" button is circled in red, with a red arrow pointing to the annotation "3. Click here".

Robo's World: The Zarnok Fortress  
by Attila Branyiczky

**Alrighty!**  
Enter your pledge amount

*It's up to you.  
Any amount of \$1 CAD or more.*

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[Learn more about accountability](#)

**FREQUENTLY ASKED QUESTIONS**

- ▶ [How do I pledge?](#)
- ▶ [When is my card charged?](#)
- ▶ [So I'm only charged if funding succeeds?](#)
- ▶ [What if I want to change my pledge?](#)
- ▶ [If this project is funded, how do I get my reward?](#)

**Select your reward**

You selected

- No reward** No thanks, I just want to help the project.
- \$1 CAD +** Our thanks, every bit counts! Be sure to spread the word!  
Estimated delivery: Sep 2014
- \$4 CAD +** Tunes ===== Digital Soundtrack from the game, composed by Mark Sparling  
Estimated delivery: Jul 2015
- \$5 CAD +** The Game ===== One copy of Robo's World: The Zarnok Fortress available on your platform of choice  
Estimated delivery: Jul 2015

**Continue to next step**

1. Enter Amount (Must match or exceed cost of Selected Reward)

2. Pick a Reward (Or select "No reward" for donations)

3. Click here

## Page 3:

The image shows a browser window with the URL <https://www.kickstarter.com/projects/bluishgreenpro/robos-world-the-zarnok-fortress/pledges/24713617>. The page title is "Signup — Kickstarter". The main heading is "Sign up". There is a "Log in with Facebook" button with the text "We'll never post anything on Facebook without your permission." and "or" below it. The form fields are: "Name", "Email", "Re-enter email", "Password", and "Re-enter password". There is a checkbox for "Discover projects with our weekly newsletter". A green "Sign me up!" button is at the bottom, with a link to "terms of use and privacy policy". At the bottom of the form, it says "Have an account? [Log in](#)".

1. Enter your name →
2. Enter an email you can be reached at →
3. Re-enter email →
4. Enter a Password you will remember →
5. Re-enter Password →
6. Uncheck this to avoid unwanted mail →  Discover projects with our weekly newsletter
7. Click here to finish creating account → [Sign me up!](#)

## Page 4:

After you click “Sign me up!” you will be taken to a final page to enter your Credit Card details so you can contribute your pledge.

Once you have entered your information, click the green “Pledge” button at the bottom of the page.