

**THE  
MERCURY  
PROJECT**

---

**KICKVALUE TRACKS & FACTS**  
*MONITOR THE KICKSTARTER WATCH PROJECTS*

**Q3 2019**

## **ABOUT KICKVALUE:**

Since 2009, Kickstarter is the most popular and respected crowdfunding platform on the internet for the watch industry.

Crowdfunding is the practice of funding a project or venture by raising monetary contributions from many people. Today, its practice is welcomed by new watch creators, designers or even by established watch companies.

During its life on Kickstarter, a project has a status of 'failed, successful, live, suspended or cancelled'. In 2018, about 51 % of watch projects failed to meet their minimum goal.

KickValue is a unique benchmarking service for comparing a start-up watch project with what similar projects achieved.

KickValue bespoke service provides accurate data-driven information. Measurement reveals which parts of a project are working and how. Key takeout and actionable next steps are also suggested. All of this is very meaningful and impactful for starting projects.

In short, KickValue addresses critical issues, such as:

- what is the probability of success of my watch project on Kickstarter?
- what amount of pledge should I target?
- which countries should I target ?
- what will be my official retail price?
- what is the added value of a Swiss movement to my project ?
- what is the added value of a sapphire glass to my project?
- how many references should I introduce?
- which USP should I display in my content?
- on which media should I communicate?
- how many days should my campaign stay live on Kickstarter?

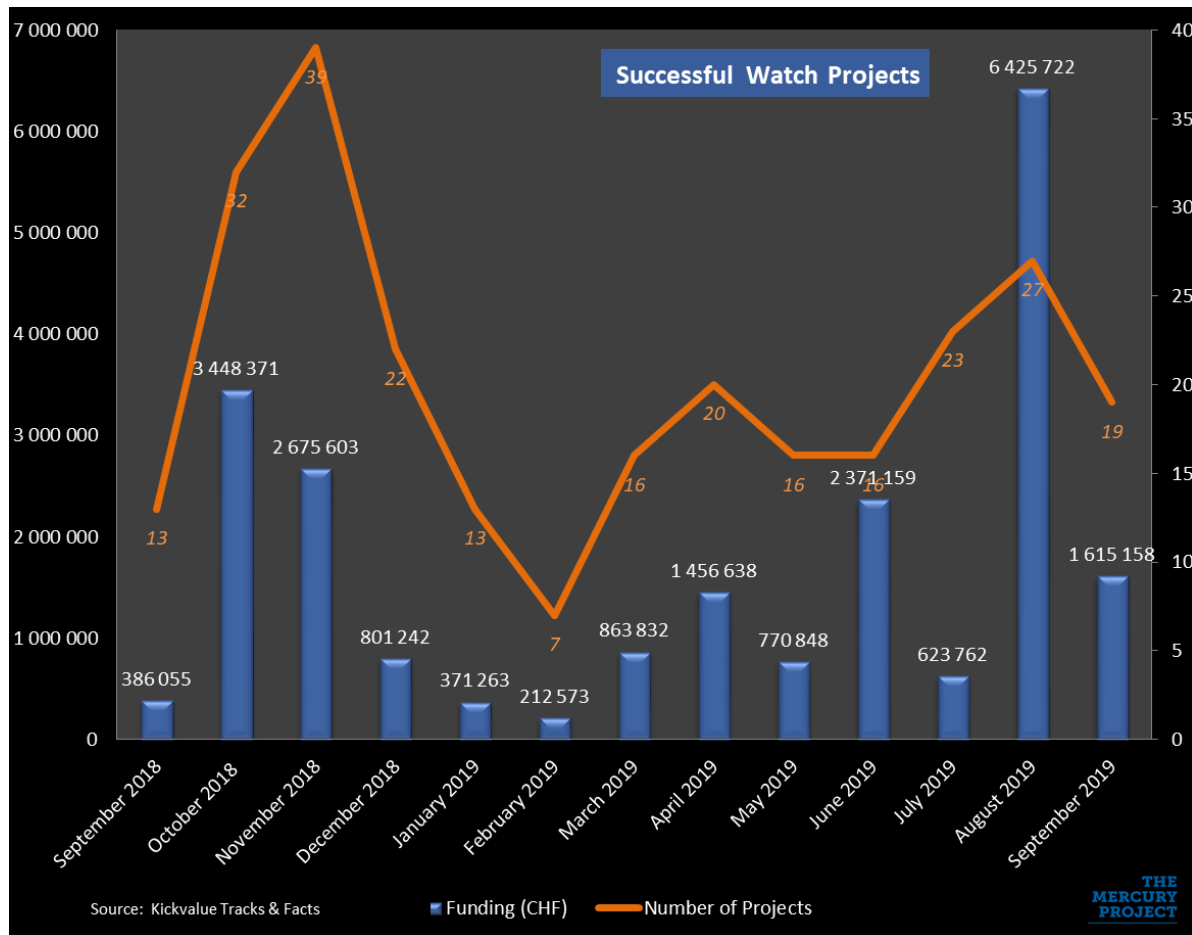
Kickvalue service is based on a dataset of more than 1300 watch projects covering benchmarking processes on a complete range of product features (17 criteria) and marketing & communications aspects (16 criteria). *To know more, visit [www.mercuryproject.ch/kickvalue](http://www.mercuryproject.ch/kickvalue)*

## **ABOUT KICKVALUE Tracks & Facts:**

Kickvalue tracks and facts is a free service offered to the watch community.

Every quarter, Kickvalue Tracks & Facts measures the valuation and the health of watch projects on Kickstarter. Information includes numbers of watch projects, funding, pledge, percentage of success and other various criteria.

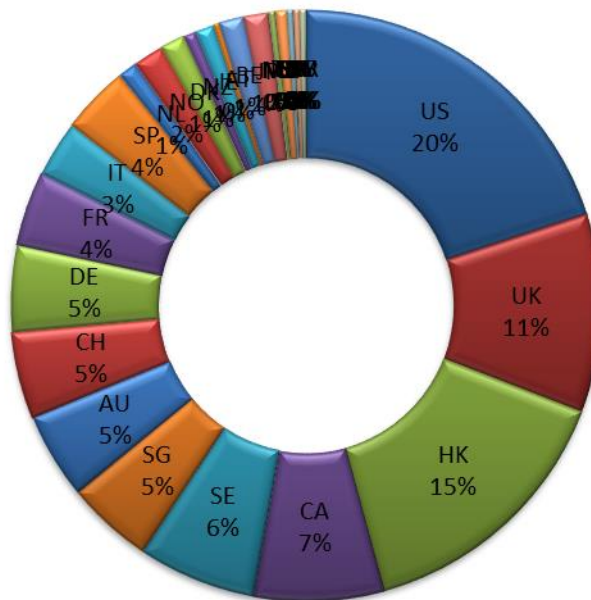
Origins of the projects and Top funded projects are also displayed.



September 2019	Total Project		Successful Projects*		% evol.	
	MTD	YTD	MTD	YTD	MTD	YTD
Number of Projects	35 100%	295 100%	19 54%	157 53%	46%	4%
Funding (CHF)	1 807 431 100%	15 939 495 100%	1 615 158 89%	14 710 954 92%	318%	23%
Backers	4 787 100%	49 982 100%	4 164 87%	46 381 93%	166%	31%
Funding/Project (CHF)	51 641	54 032	85 008	93 700	186%	19%
Funding/Backer (CHF)	377.57	318.90	387.89	317.18	57%	-6%
Goal (M CHF)	1 237 616	9 203 495	357 784	3 161 270	66%	-1%
% achievement			451%	465%		

\* Total projects, excluding cancelled or failed projects  
source: [www.mercuryproject.ch/kickvalue](http://www.mercuryproject.ch/kickvalue)

## Total Projects' origin - YTD



## Top successful Projects

TOP 2019 SUCCESSFUL PROJECTS	Funding (CHF)	Goal (CHF)	% Achieved	Backers	Pledge	Origin	Month closure
1 NASA 50th Anniversary Apollo 11 Automatic Watch	5 342 242	9 885	54044%	17 970	297.29	US	August 2019
2 YEMA Superman Heritage Bronze   Iconic Dive Watch Reissue	1 046 104	222 820	469%	1 222	856.06	FR	June 2019
3 Automatic Self-Charging Smartwatch: SuperCharger <sup>2</sup>	632 381	49 000	1055%	1 764	358.49	CH	September 2019
4 Kraken H2   Premium titanium watch without the retail markup	553 736	26 521	2087%	1 314	421.41	UK	April 2019
5 Iconic Danish watch design for a better world, by Nordgreen	420 566	14 725	2856%	2 890	145.52	DK	June 2019
6 The Mechanical Watch, Reinvented - Weird Ape	366 489	12 418	2951%	2 632	139.24	UK	June 2019
7 Axios Ironclad   Robust 500m Swiss Automatic Dive Watch	299 505	29 794	1005%	429	698.15	SG	September 2019
8 Xeric   World's First Inverted Automatic Under \$1500	250 922	10 100	2484%	511	491.04	US	May 2019
9 Vaer Automatic Watches   Timeless Design & Rugged Durability	220 301	29 655	742%	537	410.24	US	August 2019
10 The Perfect Automatic Square-shaped Watch by Depancel	212 530	72 417	293%	440	483.02	FR	June 2019

## **ABOUT THE MERCURY PROJECT:**

Mercury Project is a data-driven consulting company focusing on the watch & jewellery retail industry. It provides business intelligence information to industry stakeholders (companies, retailers and federations) through a reliable monitoring of the key aspects and trends of the markets.

Its activities are based on documented and trusted databases focusing on the watch & jewellery retail information (sell-out data, retailer database and new brand launch)

Mercury Project has an integrated service model that allows start-ups or big brands to maximise their resources while having access to specialized industry knowledge and skills.

As Mercury Project's founder, Thierry Huron brings years of experience and success in the luxury and market research industry.

While managing the international marketing strategy at TAG Heuer, he identified the need for a trusted global source of sell-out data in the watch industry and initiated numerous programs in this field.

He recently published:

- The Sell-Out Index – September 2019 (monitoring report on the sell-out of watch & jewellery retail industry)
- The 2017 Watch Retail market in Switzerland (supported by the VSGU/ASHB Swiss watch retail federation)
- Watch Retail and Digitalization (supported by the VSGU/ASHB Swiss watch retail federation)

Thierry Huron has been quoted in Le Temps, Business Montres, Europastar, WatchPro and other leading publications about the watch industry.

Follow his daily #watchretail posts on LinkedIn.

They fill a gap in the watch & jewellery industry, by contributing to the knowledge of its retailing activity.