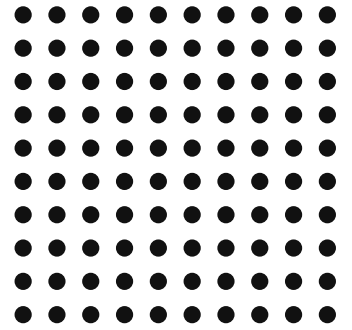# make/100

I want to make 100 _____ .

One / Draft the what, how, who, and why of your project.

Answer these questions to help shape the story you'll share with prospective backers:

What will you make, and **how** will you make 100 of it? _____

Who can help you bring your idea to life? _____

Why would someone back this project? _____

_____

Two / Think about how to show your project visually.

Sketch ideas for showing your idea in your project video or project image, and through additional media on your project page (photos, GIFs, video clips):

Three / Set your funding goal.

You don't need to reach 100 backers to have a successful Make 100 project — but you do need to reach your funding goal. Use this formula to estimate your project's baseline cost:

$ _____   **X**   # _____   **=** $ _____

Cost to make, package, and ship 1 reward   Backers you expect will pledge for that reward   Project's baseline cost

Now you can decide how ambitious you want to be and set a well-considered goal. (Also: we recommend adding about 10% for fees.)

You're now ready to start building your project page.