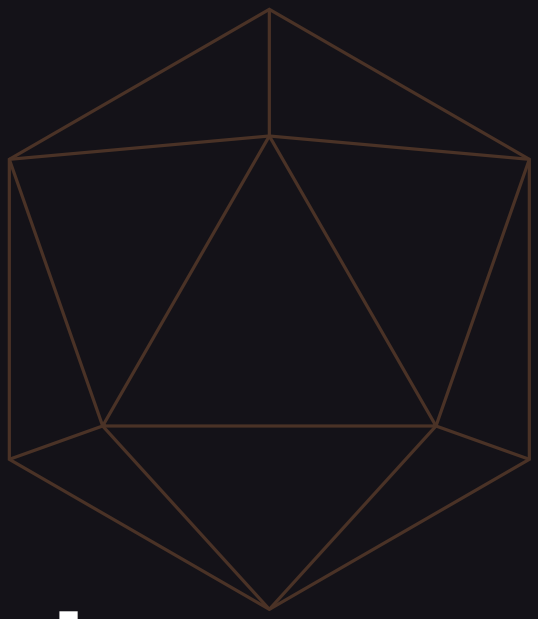
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FREE GUIDE FOR TABLETOP CREATORS

The Tabletop Launch Checklist.

Every creative asset your Kickstarter or Gamefound campaign needs, in the order you need it.

From the studio behind the launch creative for Neon Odyssey (269× its goal) and The Crooked Moon (201× its goal) by Legends of Avantris.

Book a free launch call

Your launch, stage by stage.

12–6 MONTHS OUT

Forge the world

- [ ] Decide platform, campaign length (30 days or less is recommended) and funding goal
- [ ] Write a short world bible: tone, factions, visual language
- [ ] Commission key art in 16:9, square and vertical crops
- [ ] Design logo, title treatment, colors and type for the page
- [ ] First renders of box and hero components

6–3 MONTHS OUT

Gather your backers

- [ ] Open the Kickstarter pre-launch page (or the Gamefound Upcoming phase)
- [ ] Produce 5–10 short teasers: loops, 360° minis, component close-ups
- [ ] Create a lead magnet (print-and-play, lore booklet, early-bird list)
- [ ] Start small ad tests with 3+ hooks and keep the winners
- [ ] Plan region-friendly shipping and choose your pledge manager

8–4 WEEKS OUT

Prepare launch day

- [ ] Lock the trailer script; produce the trailer plus 15” and 6” cut-downs
- [ ] Render every component, pledge level and add-on
- [ ] Build page visuals: hero, what’s in the box, how it plays
- [ ] Design stretch goal graphics (locked and unlocked states)
- [ ] Send preview copies or videos to reviewers and creators

Your launch, stage by stage (cont.).

LAUNCH & CAMPAIGN

Roll for initiative

- [ ] Have launch-day emails, social posts and ads ready before you press launch
- [ ] Reply to comments fast in the first 48 hours
- [ ] Reveal stretch goals with renders, not text
- [ ] Post updates regularly with new visuals

AFTER THE CAMPAIGN

Claim the loot

- [ ] Open the pledge manager: addresses, shipping, taxes, add-ons
- [ ] Turn on late pledges and reuse your key art and renders
- [ ] Prepare retail and distributor assets from the same visual system

Benchmarks to plan around.

80%

of tabletop projects launched on Kickstarter in 2024 were funded

Source: Kickstarter, 2025

25–35%

typical pre-launch follower-to-backer conversion

Source: Kickstarter × TCF webinar

8–10%

of your raise for platform + payment fees

Source: Kickstarter help center

30 days

or less: Kickstarter's recommended campaign length

Source: Kickstarter Creator Handbook

Assets checklist

- [ ] Key art (3 crops)
- [ ] Box & component renders
- [ ] Launch trailer + cut-downs
- [ ] Page visuals & GIFs
- [ ] Stretch goal graphics
- [ ] Email & social templates
- [ ] Logo & title treatment
- [ ] Miniature renders / 360° turntables
- [ ] How-to-play video
- [ ] Pledge level & add-on cards
- [ ] Ad creatives (vertical + square)
- [ ] Late pledge store visuals

Want a creative plan for your campaign?

Book a free 15-minute launch call with the IAS team.

[YOUR-DOMAIN]/contact · info@iasatelier.com