SUCCESSFUL CROWDFUNDING: LEVERAGING DIGITAL RESOURCES ON KICKSTARTER

Sana Maqbool

&

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KICKSTARTER

- Key source of crowdfunding used by entrepreneurs

- Arts and Digital Media related projects

- All-or-Nothing (AON) model

- Factors that impact a project’s credibility and chances of success are becoming increasingly important?
RESEARCH QUESTIONS
1. Does the probability of using social media and portfolio websites increase the probability of completing a successful campaign?
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2. Does the type of project affect the type of website used to promote the campaign?
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1. Does the probability of using social media and portfolio websites increase the probability of completing a successful campaign?

2. Does the type of project affect the type of website used to promote the campaign?

3. Are entrepreneurs who are located closer to the creative clusters in Canada more likely to create portfolio websites and take advantage of the digital economy?
METHODOLOGY: TYPES OF PROJECTS

Digital Project:

projects that require only digital skills
METHODOLOGY: TYPES OF PROJECTS

Digital Project:
  projects that require only digital skills

Physical project:
  Projects that do not require digital skills
METHODOLOGY: TYPES OF PROJECTS

Digital Project:
projects that require only digital skills

Physical project:
Projects that do not require digital skills

Mixed Media Project:
Projects requiring a mixed set of skills (both digital and otherwise)
We are holding a charity art show to raise money for the new arts program at the local school. We will display the student’s artwork. All the money that we raise will go towards improving the facilities.
Sana and Lidia’s Art Gallery
An event to celebrate the arts and sell some of our work

£44,306
pledged of £25,000 goal
872 backers
21 hours to go

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Sana has been as a user experience designer at Microsoft for the past 10 years. Before this, she worked at Apple as a software developer. Lidia is the chief economist at the Bank of Canada and worked at RBC and TD as the head economist.

In their spare time, Sana and Lidia like to go camping and cook. They have a pet cat and a fish.

**Websites**

www.SanaMaqbool.com  
www.facebook.com/artshow  
www.twitter.com/artshow
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Biography

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We've got a new winner! Call it Dawn. One lucky girl tonight... Our newest winner of a Soberdough Sample Pack!!

Food and drinks company in Nashville, Tennessee

5.7 ⭐⭐⭐⭐⭐

Very responsive to messages.

Invite friends to like this Page


5,230 people like this and 5,172 people follow this

8 places have been here

Soberdough

Call it Dawn! We need you to message us so we can send you your prize! If you know Callit, please tell her she won.

Like: 1, Reply: 0
10 February 2014 at 10:00

Callit Dawn on you... Thank you for messaging me this is awesome

Like: 0, Reply: 2
12 February 2014 at 16:00

(drum roll) ... and tonight's lucky winner is... Noah Moskow! Come on over, you're our next winner of a Soberdough Sample Pack!!

Like: 0, Comment: 0
1 February 2014 at 18:00

Nancy Dotson

Love this bread! I purchased the standard mix at Shara Ridge Winery... Sooo nice

2 Likes

Debbie White Kransac

Couldn't find my loaf pans so used this flax cast iron.

3 Likes 1 Comment

Nancy Grant Magdzewski

We were very disappointed in this bread. We are so looking forward... See more
THE ROCKETBOOK WAVE

- The way you take notes is about to change -

**Blast your notes to the cloud**

The Rocketbook Wave provides the freedom of a traditional pen and paper notebook, while instantly blasting your notes into the cloud using your smartphone.

**Erase and Reuse**

When you use Pilot FriXion pens with the Wave notebook, you can erase your notes using your microwave oven and re-use your notebook. Seriously.
RESULTS
RESULTS

Physical Projects

- Videos are the significant digital resource
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Physical Projects

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Mixed Media

- Portfolio websites increase their odds of success by a factor of 1 success by using a portfolio website
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Physical Projects

- Videos are the significant digital resource

Mixed Media

- Portfolio websites increase their odds of success by a factor of 1 success by using a portfolio website

Digital Projects

- Increase their odds of success by 1 factor by using a mixture of social media and portfolio websites
Total Use of All Websites By Census Metropolitan Area
LIMITATIONS

• Data from 2009 to 2014: later years comprise a greater share of the observations

• Effect of time as a variable on project funding success

• Changes in project success due to spillover effects or increasing availability of digital resources
WHY IS THIS IMPORTANT?
THANK YOU