SUCCESSFUL CROWDFUNDING: LEVERAGING DIGITAL RESOURCES ON KICKSTARTER

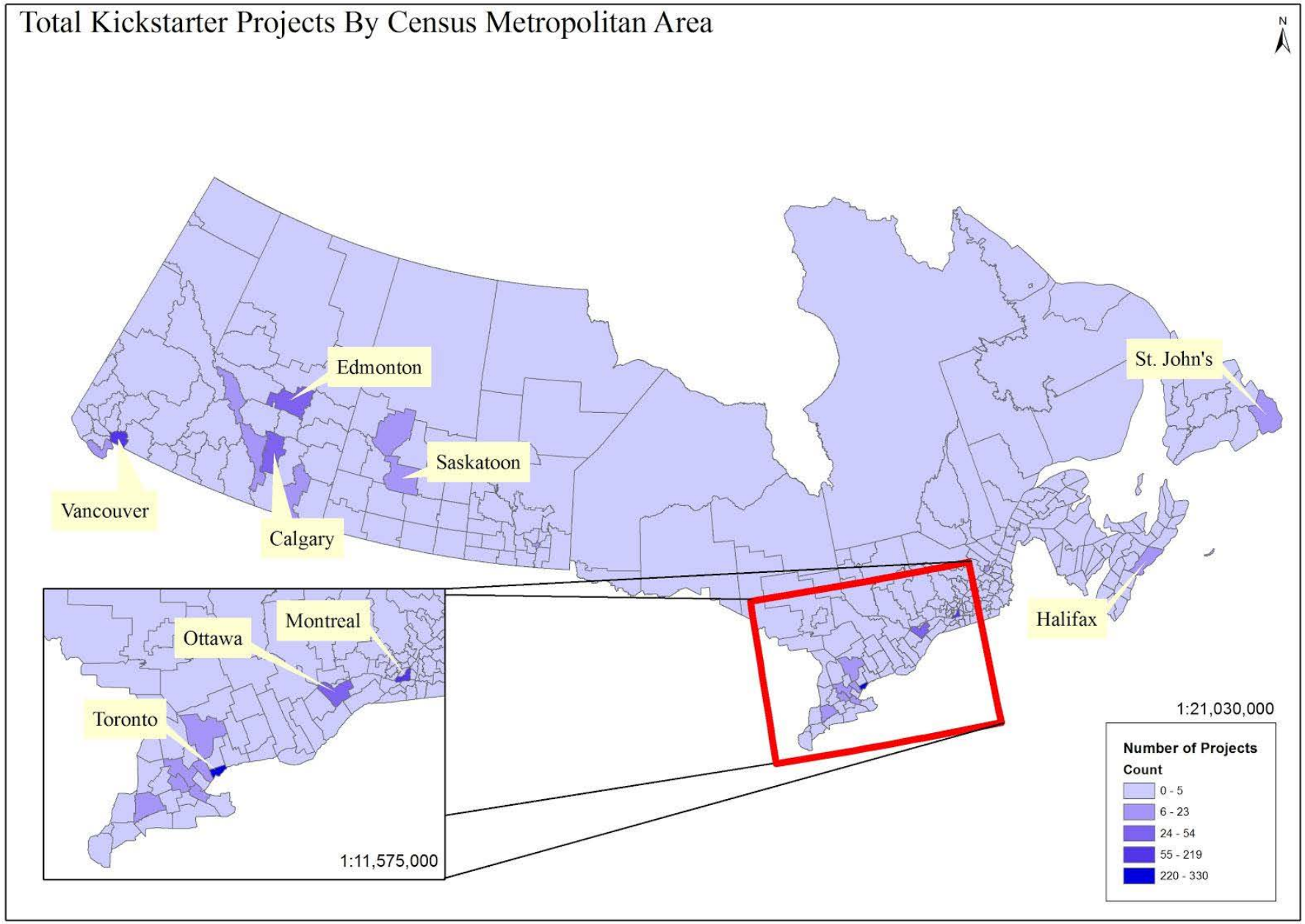
Sana Maqbool

&

Lidia Skenderi

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?


Total Kickstarter Projects By Census Metropolitan Area
N
Edmonton
Saskatoon
Vancouver
Calgary
St. John's
Halifax
Ottawa
Montreal
Toronto
1:11,575,000
1:21,030,000
Number of Projects
Count
0 - 5
6 - 23
24 - 54
55 - 219
220 - 330

RESEARCH QUESTIONS

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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?

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

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projects that require only digital skills

Physical project:

Projects that do not require digital skills

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Digital Project:

projects that require only digital skills

Physical project:

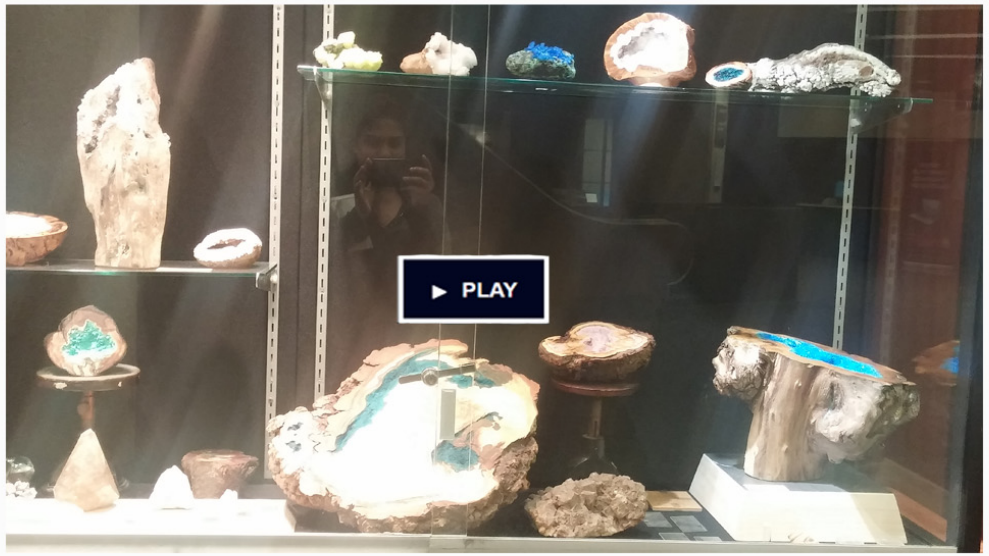
Projects that do not require digital skills

Mixed Media Project:

Projects requiring a mixed set of skills (both digital and otherwise)

Sana and Lidia's Art Gallery

An event to celebrate the arts and sell some of our work



Project We Love Chiptune London, UK

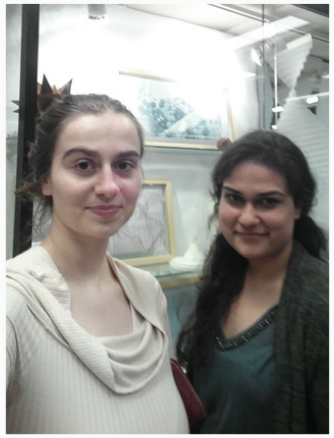
£44,306
pledged of £25,000 goal

872
backers

21
hours to go

Back this project

Save Share



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 imporving the facilities.

Pledge £35 or more

Album Download PLUS EXTRAS

Full quality FLAC & MP3 Digital download of the complete Reformation 2 album. PLUS download access to 24 bit 96k recordings of all album tracks, digital versions of the Vinyl master cut, WIP mixes including alternate versions/mixes from the production process, production notes and access to the full interview video I gave last year. Standard FLAC & MP3 downloads will be May 2018 delivery as per other tiers but the rest of the extras download package will be July 2018. PLEASE NOTE ALL VIP or HIGHER REWARD BACKERS WILL RECEIVE THIS REWARD AT NO EXTRA COST.

ESTIMATED DELIVERY
Jul 2018

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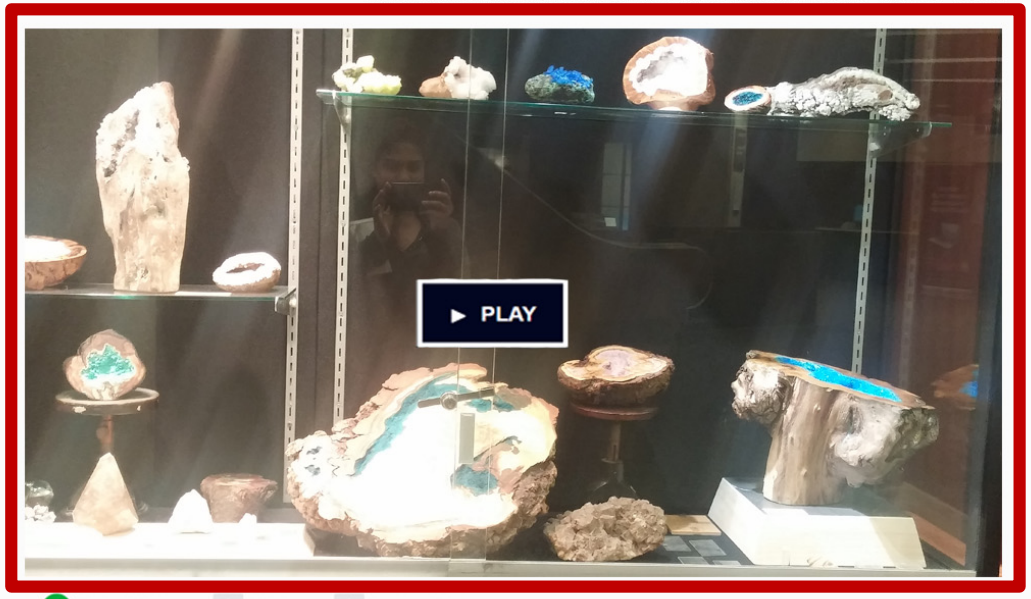

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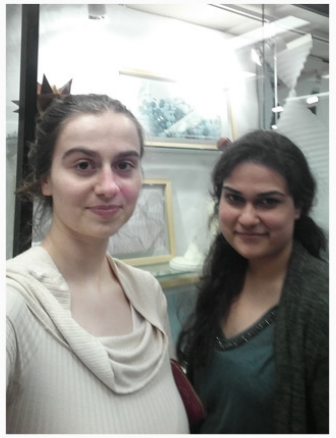

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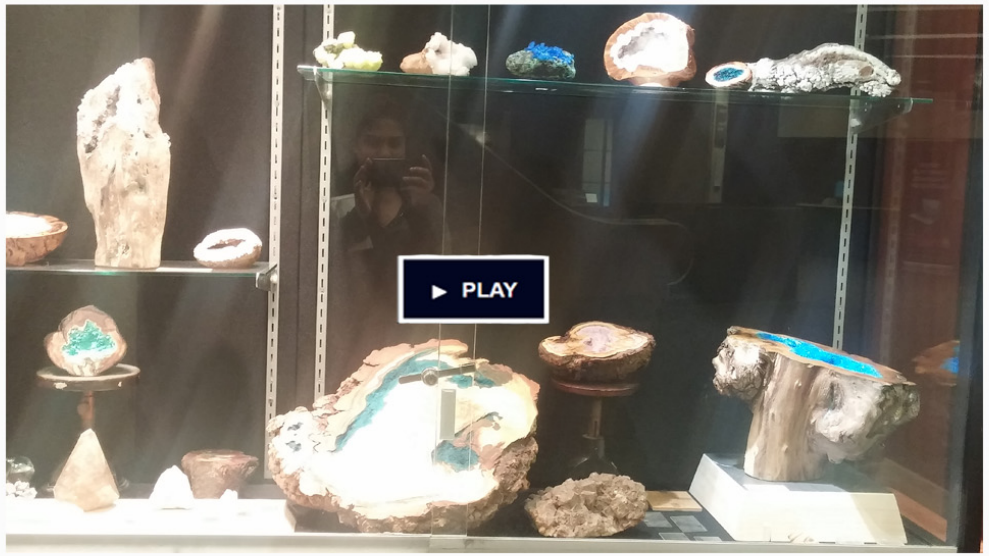

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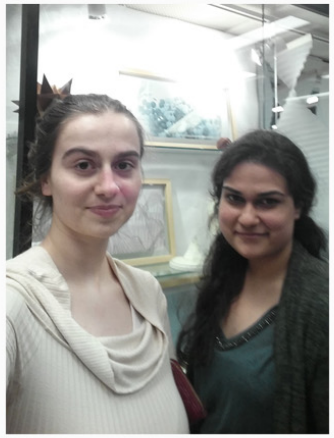

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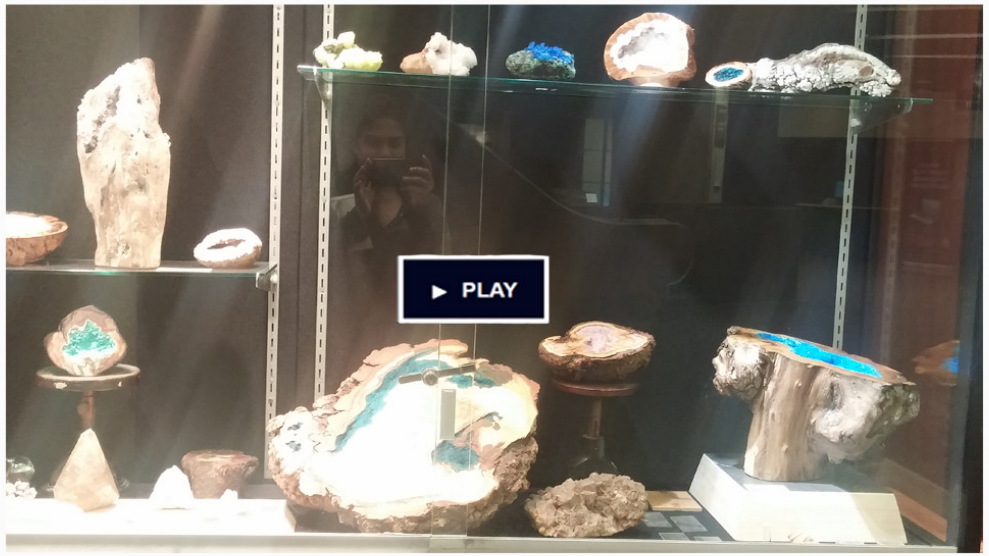

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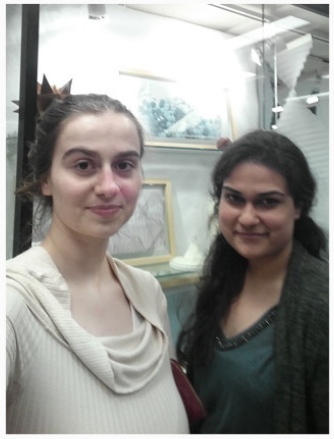

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ESTIMATED DELIVERY
Jul 2018

SanaMaqbool

Backed 12 projects · Joined Aug 2014

Biography

2-time creator

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

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www.facebook.com/artshow
www.twitter.com/artshow

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Soberdough

@Soberdough

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Reviews
Likes
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About
Events
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Instagram feed
Photos

Create a Page

Soberdough
9 February 2014 ·

We've got a new winner folks!! Caitlin Downs is one lucky girl tonight... our newest winner of a Soberdough sampler pack!!

Like · Comment · Share

8 Chronological

1 share

Soberdough Caitlin Downs, we need you to message us so we can send you your prize!!!! If you know Caitlin, please tell her that she won.
Like · Reply · 1 · 10 February 2014 at 18:56

Caiti Downs Oh wow!!! Thank you for messaging me this is awesome!
Like · Reply · 2 · 12 February 2014 at 16:00

Write a comment...

Soberdough
6 February 2014 ·

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

Food and drinks company in Nashville, Tennessee
4.7 ★★★★★

Very responsive to messages

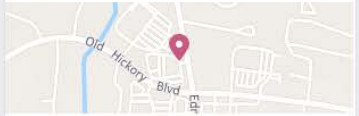
Invite friends to like this Page

The best bread! Add a beer, stir & bake. No baking skills needed. Nashville made. www.soberdough.com

5,239 people like this and 5,172 people follow this

8 people have been here

About See All



5515 Edmondson Pike, Ste 121
37211 Nashville, Tennessee

+1 615-775-3329

Typically replies within minutes
Send message

www.soberdough.com

Food and drinks company

Visitor Posts

Nancy Dotson
6 April at 11:13

Love this bread, I purchased the standard mix at Sierra Ridge Winery... See more

2 Likes
Like · Comment

Debbie White Kranzusch
18 February at 19:32

Couldn't find my loaf pans so used this #6 cast iron.

3 Likes 1 Comment
Like · Comment

Nancy Grant Mazgajewski
15 February at 10:48

We were very disappointed in this bread. We were so looking forward ... See more

TWEETS 6,288 | FOLLOWING 293 | FOLLOWERS 544 | LIKES 2,682 | MOMENTS 1

Follow

The Thane of Vare

@varethane

Ally Rom Colthoff: executive officer in charge of radishes. Team Instinct!!

Canadaland
chirault.sevensmith.net
Joined May 2009

666 Photos and videos

Tweets | Tweets & replies | Media

Pinned Tweet

The Thane of Vare @varethane · Apr 26

IT'S HERE, Volume 3 of Chirault is up on Kickstarter! :D 300 pages of monster battles, monster friendships, & elves

Chirault: Volume 3!

Printing Volume 3 of Chirault, an epic fantasy graphic novel!

kickstarter.com

3 22 20

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- **SpiderForest Comics** @SpiderForest
- **Alyssa** @Aayemae

Worldwide Trends

#JoshuaKlitchsko

VOLUME 3
KICKSTARTER

Well...
...
Kiran?
Do you need to stop?
No...
Do you... see anything over there?
?
No, why? Do you--
!!
Whoa!
Kiran!
!

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Erase and Reuse

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

RESULTS

RESULTS

Physical Projects

- Videos are the significant digital resource

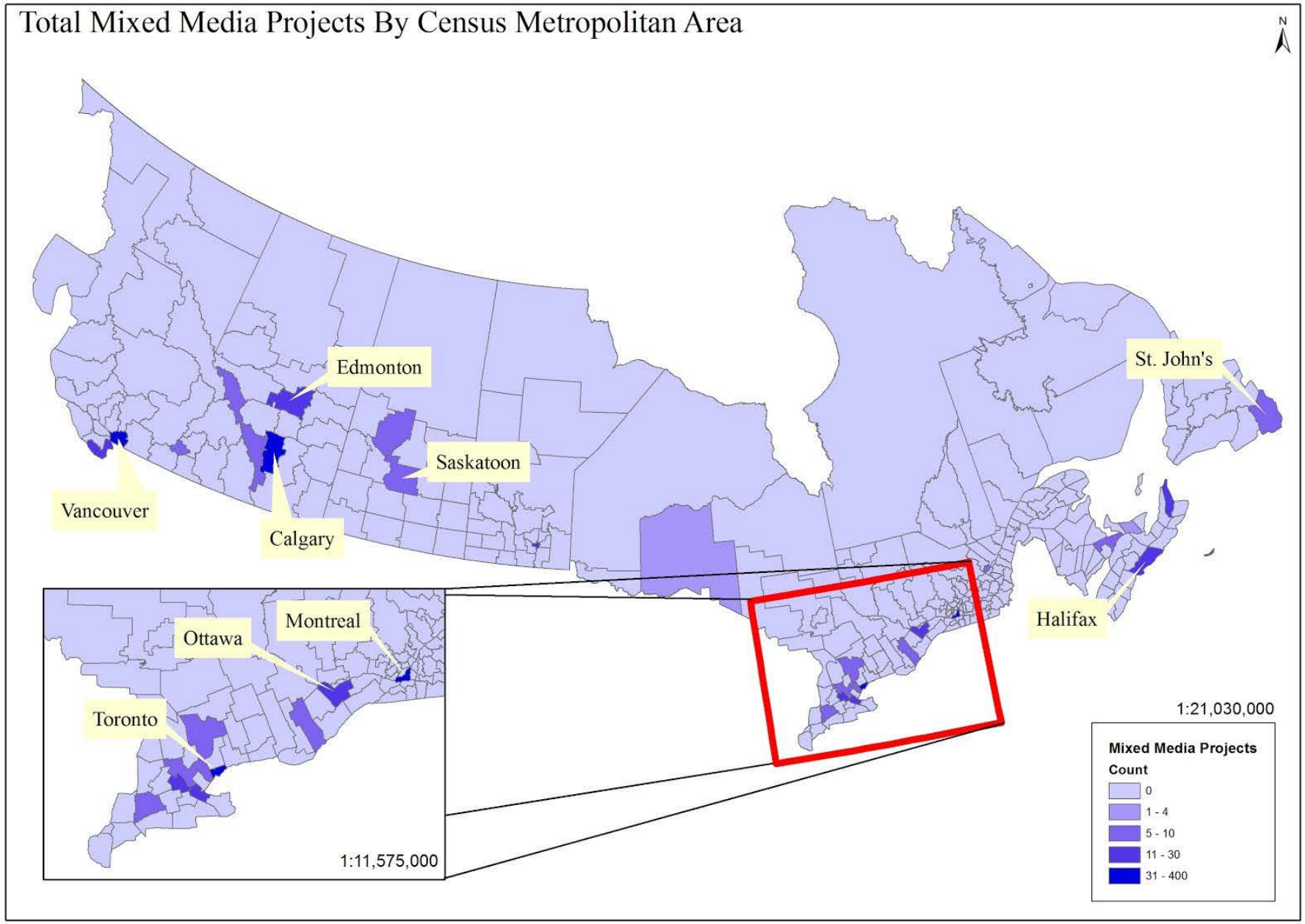
RESULTS

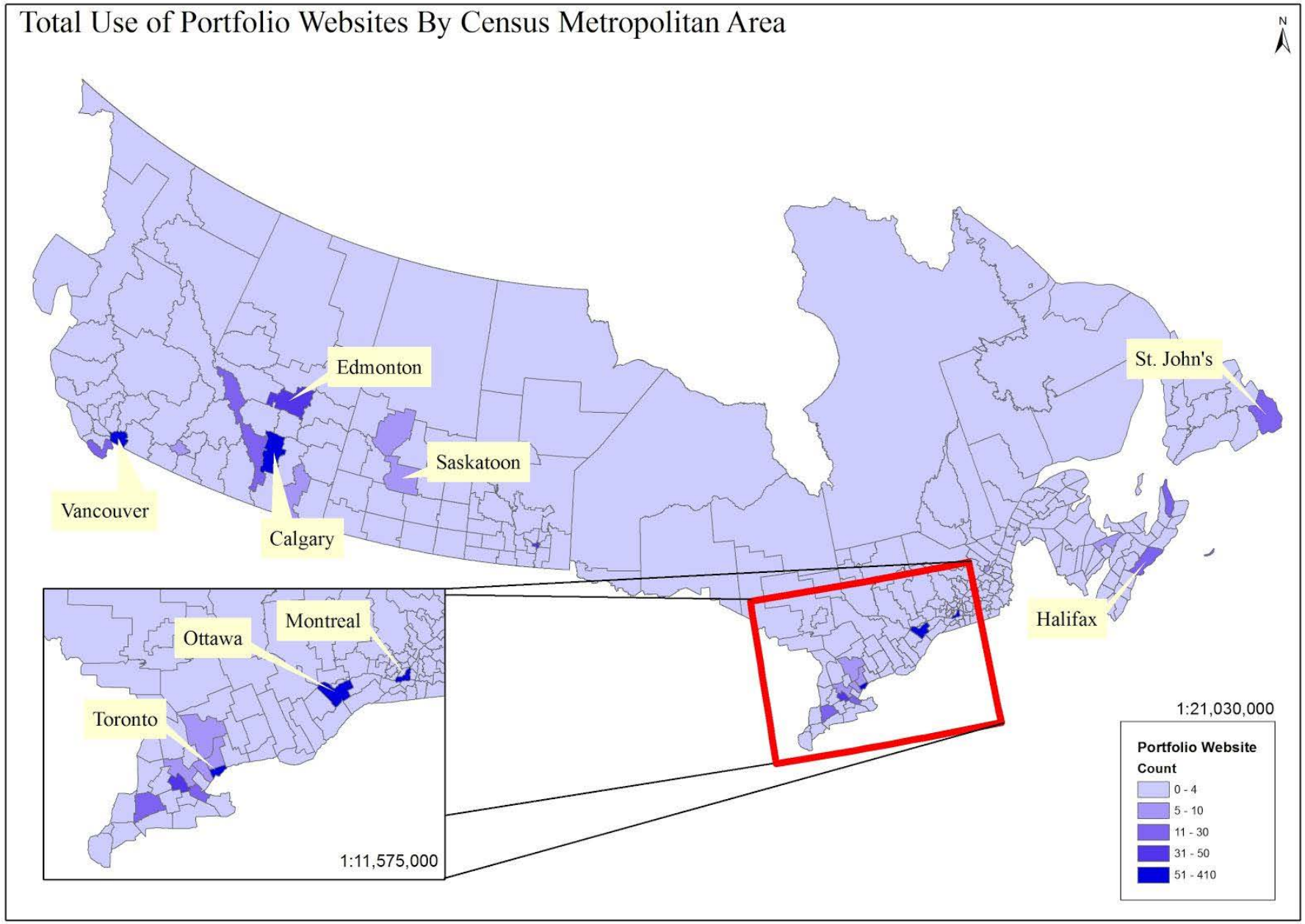
Physical Projects

- 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


Total Mixed Media Projects By Census Metropolitan Area
N
Edmonton
Saskatoon
Vancouver
Calgary
St. John's
Halifax
Ottawa
Montreal
Toronto
1:11,575,000
1:21,030,000
Mixed Media Projects
Count
0
1 - 4
5 - 10
11 - 30
31 - 400


Total Use of Portfolio Websites By Census Metropolitan Area
N
Edmonton
Saskatoon
Vancouver
Calgary
St. John's
Halifax
Ottawa
Montreal
Toronto
1:11,575,000
1:21,030,000
Portfolio Website Count
0 - 4
5 - 10
11 - 30
31 - 50
51 - 410

RESULTS

Physical Projects

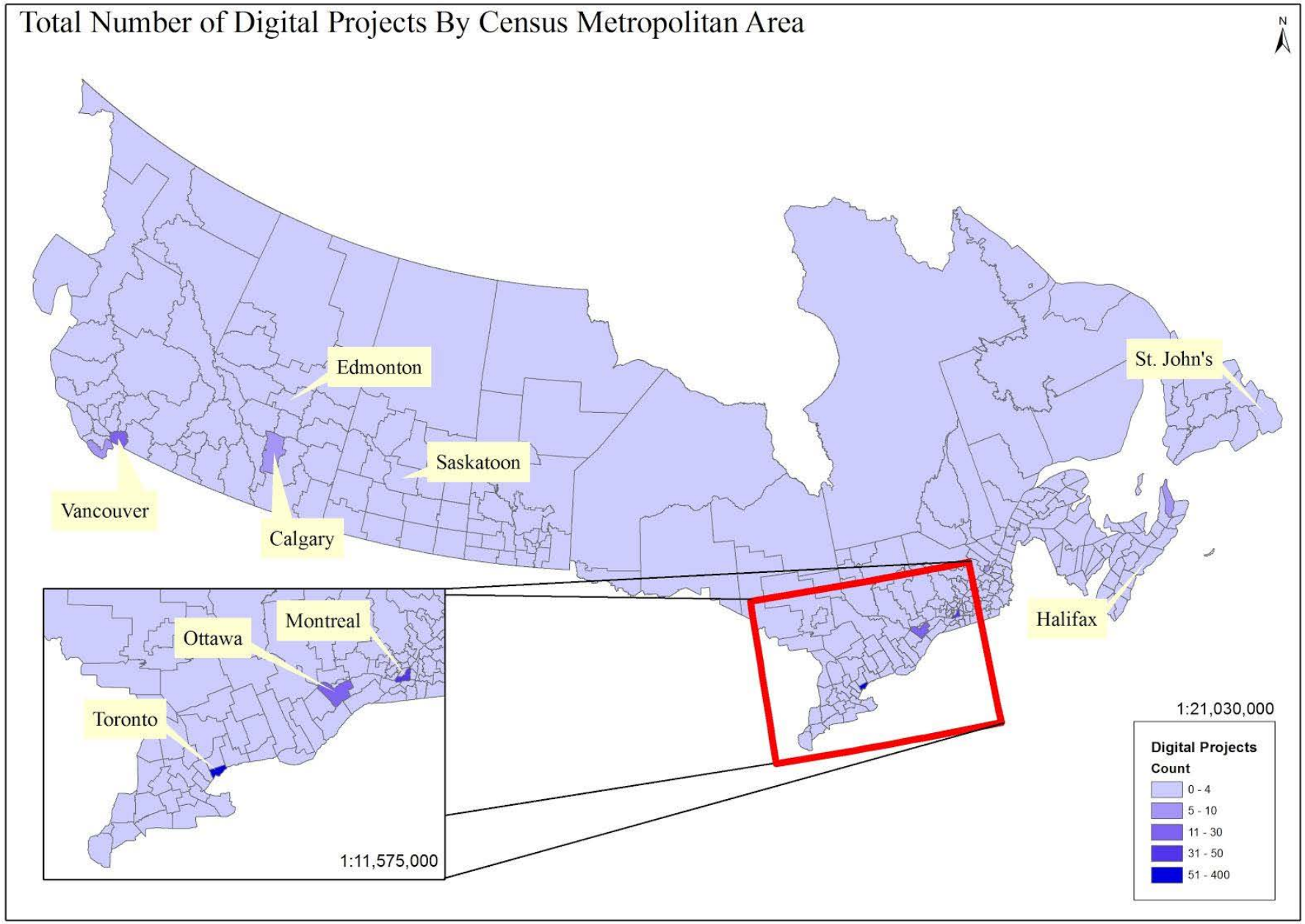
- Videos are the significant digital resource

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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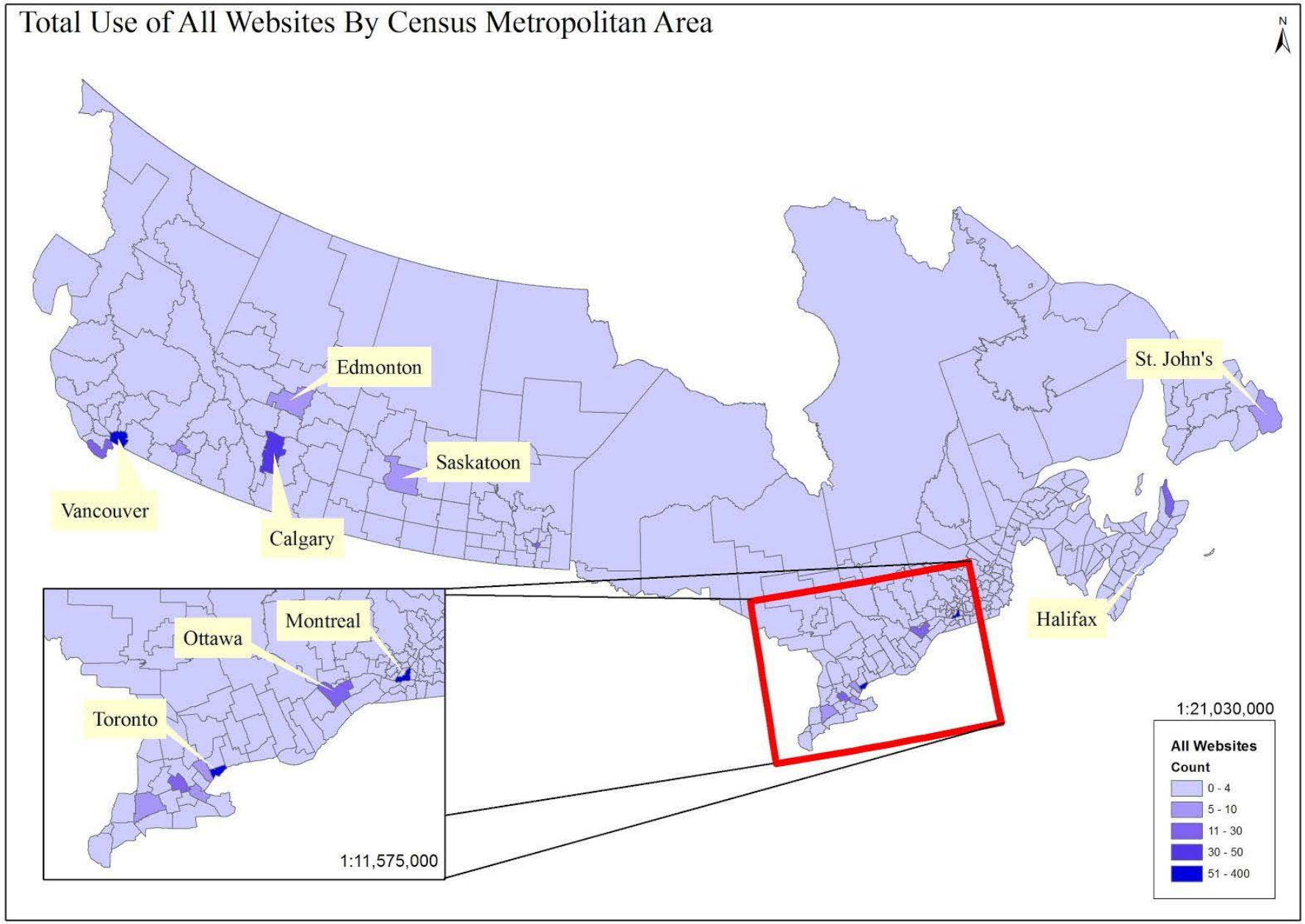
Total Use of All Websites By Census Metropolitan Area
N
Edmonton
Saskatoon
Vancouver
Calgary
St. John's
Halifax
Ottawa
Montreal
Toronto
1:11,575,000
1:21,030,000
All Websites
Count
0 - 4
5 - 10
11 - 30
30 - 50
51 - 400

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