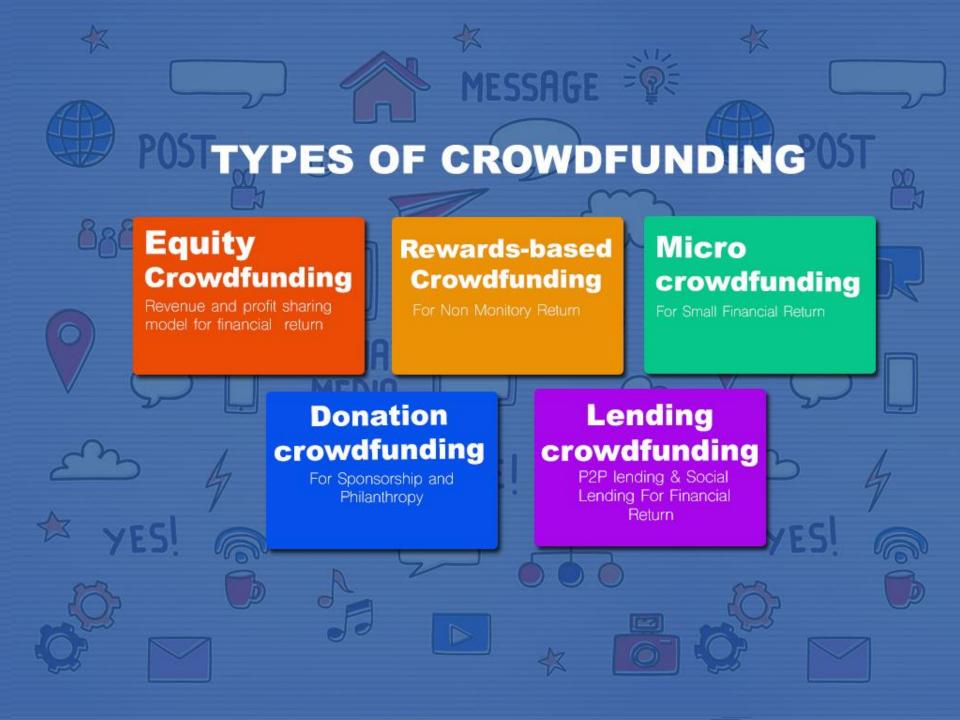




What is **Crowdfunding?**

- Crowdfunding is a method of raising capital through the collective effort of friends, family, customers, and individual investors.
- It's means of funding that allows individuals to make their ideas a reality with the power of the crowd.
- The funding campaign are conducted online through crowdfunding sites like kickstater.







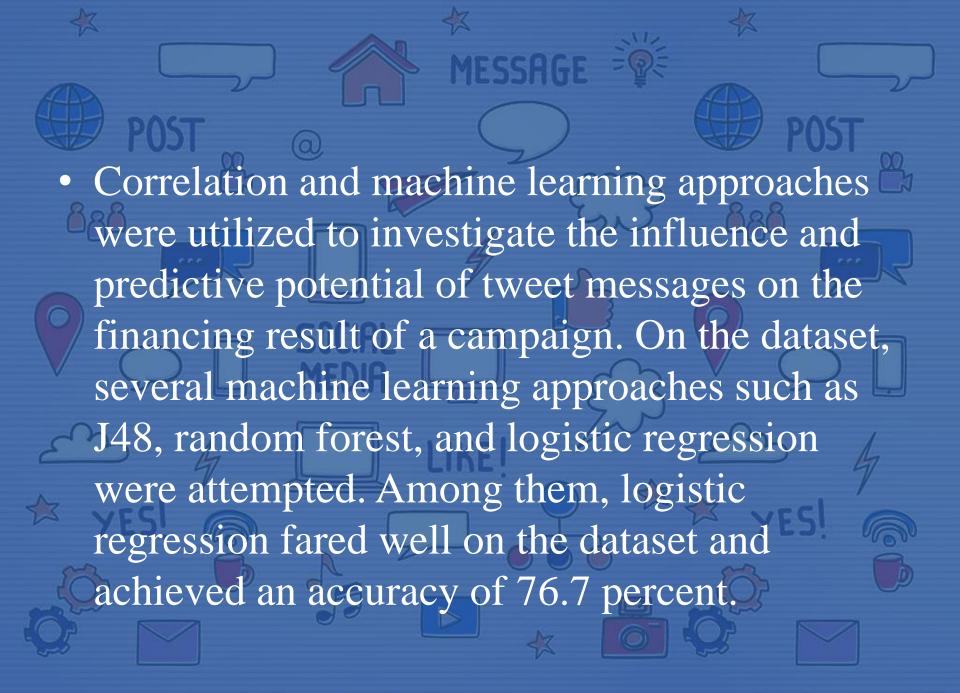


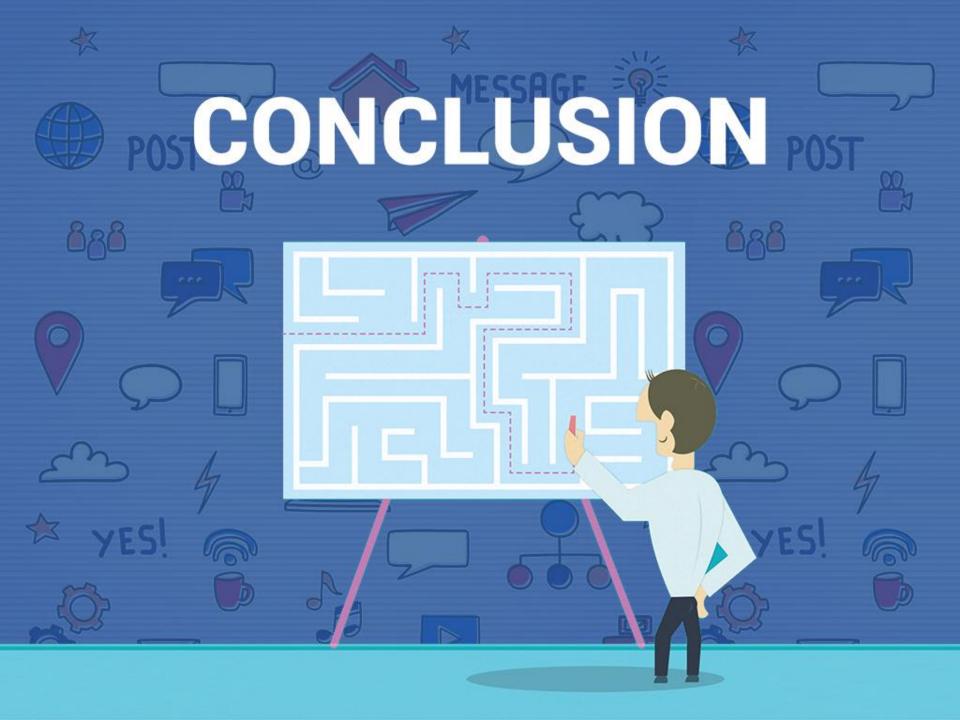


Review of literature

- Mollick et al. suggested that large number of friends on online social network is positively associated with success. He argued that social interactions such as frequent updates bring greater success.
- Giudici et al. analyzed impact of social capital on success of a project. Asymmetry Individual social capital had significant positive effect on likelihood of success of a project and diffused territorial social capital had no significant effect on success of a project.
- Hekman and Brussee et al. The link between campaign success and social network and media activities was explored, and it was revealed that successful creators have more friends but a sparse network, and unsuccessful creators had a dense network. They claimed that a project's success is aided by sparse and diverse networks.







Conclusion

- Social Media is the most effective and important part of the success of the crowdfunding campaigns.
- Concentrate on creating attractive content and focus on educating the people on social media so that you can quickly reach new audiences.
- evaluated the effects of social network connections and the amount of messages floating on the Twitter platform on the campaign's ultimate result in the suggested study

