

## 8. Appendix

### 8.1 Appendix 1 - Tables

Table 3: Table of project data variables per project category

<i>Category</i>	<i>Percentage of successful versus unsuccessful projects</i>	<i>Percentage of Projects in each category</i>	<i>Average Funding Period of Successful Projects</i>	<i>Average Funding Goal of Successful Projects</i>	<i>Average Number of Backers of Successful Projects</i>	<i>Average Donation per Backer</i>	<i>Average Amount Raised</i>
Art	60,8%	9,7%	31	\$4 271,82	81	\$101,87	\$4 922,93
Comics	65,4%	2,5%	32	\$6 036,20	243	\$65,74	\$7 904,44
Crafts	50,0%	1,2%	29	\$3 020,95	91	\$76,00	\$4 804,35

Dance	71,4%	0,7%	31	\$4 617,37	65	\$94,68	\$4 936,69
Design	80,0%	5,6%	33	\$15 645,91	500	\$188,94	\$33 949,13
Fashion	44,1%	3,4%	31	\$10 938,91	249	\$248,02	\$18 537,66
Film & Video	70,2%	19,0%	32	\$11 560,16	153	\$127,58	\$10 111,72
Food	37,5%	4,0%	31	\$13 841,78	174	\$135,30	\$15 397,72
Games	66,3%	9,2%	31	\$13 464,93	631	\$71,91	\$23 989,13
Journalism	42,9%	0,7%	30	\$9 578,34	159	\$78,28	\$9 544,74
Music	73,6%	19,7%	34	\$5 115,00	91	\$99,72	\$5 439,61
Photography	50,0%	1,5%	30	\$7 402,38	124	\$97,76	\$10 476,85
Publishing	56,7%	12,7%	32	\$5 612,75	137	\$85,97	\$6 758,75
Technology	36,7%	7,9%	33	\$26 376,03	568	\$220,00	\$51 047,31
Theater	73,7%	1,9%	30	\$5 345,02	73	\$94,22	\$5 430,90

## Appendix

Table 4: Table of creator data variables per project category

<i>Category</i>	<i>Percentage of successful versus unsuccessful projects</i>	<i>Percentage of creators-backers of each category</i>	<i>Percentage of creators that back others of the same category</i>	<i>Average number of updates of successful projects</i>	<i>Average number of comments of successful projects</i>	<i>Percentage of repeat creators of each category</i>	<i>Percentage of successful repeat creators of each category</i>
Art	58,7%	67,5%	57,3%	43	80	32,1%	15,5%
Comics	59,6%	56,9%	26,3%	10	5	19,3%	8,8%
Crafts	45,2%	41,1%	12,3%	14	8	27,3%	8,2%
Dance	71,9%	64,3%	51,6%	11	3	17,1%	7,1%
Design	80,5%	70,6%	50,3%	20	38	32,9%	15,3%
Fashion	44,2%	37,9%	5,1%	9	2	19,5%	5,3%
Film & Video	71,4%	47,0%	24,5%	6	0	25,6%	17,2%
Food	37,5%	41,6%	23,0%	9	4	14,3%	2,3%
Games	65,6%	74,4%	59,8%	33	22	42,9%	24,8%
Journalism	42,2%	46,7%	20,3%	13	13	18,6%	6,3%
Music	74,6%	54,7%	41,9%	7	2	12,5%	6,2%
Photography	50,0%	48,7%	19,5%	10	3	22,4%	7,4%
Publishing	55,5%	60,6%	31,9%	14	7	18,6%	6,9%

Technology	32,2%	47,4%	30,8%	18	43	16,8%	3,7%
Theater	75,0%	49,7%	23,6%	6	1	24,9%	16,0%

## 8.2 Appendix 2 - Interviews

### Initial approach

Hi [name of the entrepreneur],

My name is Alexandra and I am currently working on my master thesis on crowdfunding, and I'd like to ask you 4 quick questions regarding your activity as project creator inside Kickstarter. Would you be willing to help me?

### Standard questions

1. Backing History - I know you usually back projects by other creators. Do you think such actions have impacted the success of your projects?

2. Backing History - I've noticed you back other creators in Design. Do you think there's a sense of community in the category? Do creators support each other by donating money?

3. Creation History - I've noticed you've created more than one successful project. Do you think you have improved your chances of success after your first successful launch?

4. Network Activity - I've noticed you comment frequently your own projects and projects by others. I've also noticed that you post frequent project updates to your campaigns. Do you think such actions have positively impacted the success of your projects?

### Farewell note

Thank you for your time and cooperation. Best of luck to all your future endeavors.

Best regards,

Alexandra Mateus