ABSTRACT

More and more entrepreneurs are turning to crowdfunding to finance their creative ideas. Of the many factors influencing the results of the crowdfunding project, video presentation has been considered to be the most essential one. We conduct an exploratory study to examine what entrepreneurs should include in their video. Employing social presence theory and signaling theory and using 150 kickstarter.com projects as our sample, we find the use of picture and music in the video have a positive effect on the attractiveness of the crowdfunding project. Further, our finding indicates that male speaker receives more attention than female.

KEYWORDS: Crowdfunding video, Attractiveness, Non-verbal behaviors, Picture, Music