

Accepted Manuscript

What explains the success of reward-based crowdfunding campaigns as they unfold? Evidence from the French crowdfunding platform Kisskissbankbank

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PII: S1544-6123(17)30505-6
DOI: [10.1016/j.frl.2017.11.005](https://doi.org/10.1016/j.frl.2017.11.005)
Reference: FRL 821

To appear in: *Finance Research Letters*

Received date: 22 August 2017
Revised date: 8 November 2017
Accepted date: 22 November 2017

Please cite this article as: Mikael PETITJEAN , What explains the success of reward-based crowdfunding campaigns as they unfold? Evidence from the French crowdfunding platform Kisskissbankbank, *Finance Research Letters* (2017), doi: [10.1016/j.frl.2017.11.005](https://doi.org/10.1016/j.frl.2017.11.005)



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HIGHLIGHTS

- This is the first empirical study on reward-based crowdfunding in Europe, using hand-collected data.
- We show that success factors evolve as the campaign unfolds.
- The first week of the campaign is of particular interest.
- We validate most of the conclusions drawn for reward-based crowdfunding in the US, but we do not find that online social networks, geographical or population factors are associated with success.

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