

After the Campaign: Outcomes of Crowdfunding

**Venkat Kuppuswamy,
University of North Carolina**

Abstract

We conducted a survey of large design, technology, and video games projects that attempted to raise money using Kickstarter before mid-2012. We found that reward-based crowdfunding can support more traditional entrepreneurship: a very high percentage (over 90%) of successful projects remained ongoing ventures, and that 32% of all these reported yearly revenues of over \$100,000 a year since the Kickstarter campaign and added an average of 2.2 employees per successful project. The survey also suggested that crowdfunding provided many potential benefits beyond the crowdfunded money itself, including helping provide access to customers, press, employees, and outside funders. Consistent with other research (Mollick, 2014), many projects were delayed for a variety of reasons, and 37% went over budget.

Speaker's profile:

Venkat Kuppuswamy is an Assistant Professor of Strategy and Entrepreneurship at UNC, Chapel Hill. He researches the boundaries of the firm, diversification, mergers and acquisitions, and strategic alliances.

His research focuses on the performance consequences of firm scope choices – encompassing vertical integration choices and corporate diversification choices made by firms. His industry focus includes entertainment (movie and music industries), the automobile and healthcare.

Dr. Kuppuswamy is also exploring the firms' choices made in contexts where institutions are weak and market failure is prevalent. For example, he examined how the value of corporate diversification differs across the world, as well as the effect of corruption on local firm strategy and on firm competitiveness, more generally.

He teaches courses in corporate strategy, technology strategy, and strategy in entertainment industries. He worked at the IBM Toronto Lab for a year as a DB2 Performance analyst. He received his DBA from Harvard Business School and an Honors Bachelors of Science with high distinction from the University of Toronto, in computer science.

<http://www.kenan-flagler.unc.edu/faculty/directory/strategy-and-entrepreneurship/venkat-kuppuswamy#sthash.Lh47PYh3.dpuf>