

Success in the management of crowdfunding projects in the creative industries

Article

Supplemental Material

Table 2

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Table 2.
Pitch Analysis Ratings

Rating	Attributes
<i>1</i>	Lack of passion demonstrated. Pitch description limited in detail.
<i>2</i>	Limited amount of passion evident. Pitch description provides a good understanding of the project
<i>3</i>	Pitch description goes into detail about the project. There is evidence of passion from the project
<i>4</i>	Pitch description is substantial and coherent and provides the reader with an understanding of both the project and campaigners. Passion for the project is demonstrated
<i>5</i>	There is a high level of detail within the pitch document giving the reader a clear and coherent understanding of the project and the campaigners. The campaigner has demonstrated clear evidence of their passion for the project.