Revue du Contrôle de la Comptabilité et de l'Audit
ISSN: 2550-469X
Volume 8 : numéro 1

Crowdfunding : Alternative Financing for Entrepreneurs

Crowdfunding : Une Alternative de Financement pour les Entrepreneurs

BOUZIANI Lamya
Doctorante
Ecole Nationale de Commerce et de Gestion (ENCG)
Université Ibn Tofail - Kénitra
Laboratoire de recherche en science de gestion des organisations
AZEGAGH Jalal
Enseignant chercheur
Ecole Nationale de Commerce et de Gestion (ENCG)
Université Ibn Tofail- Kénitra
Laboratoire de recherche en science de gestion des organisations
Maroc

Date de soumission : 11/02/2023

Date d'acceptation : 26/03/2024

Pour citer cet article :

MAKANI. S. (2024) «Les déterminants de la gestion des données comptables : une étude sur les PME industrielles camerounaises », Revue du contrôle, de la comptabilité et de l'audit « Volume 8 : numéro 1 » pp : 200-235.

Abstract
The article thoroughly examines the evolution and growing impact of crowdfunding as an alternative source of funding for entrepreneurs. By shedding light on key entrepreneurship concepts and exploring the deep motivations that drive individuals to choose this path, the article provides a solid foundation for understanding the context in which crowdfunding thrives. By delving into various forms of crowdfunding, such as donation, reward, loan, and investment, as well as the processes involved in each modality, it offers a comprehensive overview of this rapidly expanding phenomenon. Additionally, by analyzing the key success factors that determine the effectiveness of crowdfunding campaigns, the article enlightens entrepreneurs on best practices to maximize their chances of success. However, it does not merely highlight the positive aspects of crowdfunding; it also explores the challenges and obstacles faced by entrepreneurs. By providing a balanced and in-depth analysis of these different aspects, the article offers readers a holistic understanding of the crucial role that crowdfunding plays in supporting entrepreneurship and promoting economic innovation.
Keywords: Crowdfunding; entrepreneur; entrepreneurship; alternative financing; motivations; key success factors.

Résumé
L'article examine en profondeur l'évolution et l'impact grandissant du crowdfunding en tant que source alternative de financement pour les entrepreneurs. En éclairant les concepts clés de l'entrepreneuriat et en explorant les motivations profondes qui incitent les individus à choisir cette voie, l'article fournit une base solide pour comprendre le contexte dans lequel le crowdfunding prospère. En se penchant sur les différentes formes de crowdfunding, telles que le don, la récompense, le prêt et l'investissement, ainsi que sur les processus impliqués dans chaque modalité, il offre une vue d'ensemble complète de ce phénomène en pleine expansion. De plus, en analysant les facteurs clés de succès qui déterminent l'efficacité des campagnes de financement participatif, l'article éclaire les entrepreneurs sur les meilleures pratiques à adopter pour maximiser leurs chances de réussite. Cependant, il ne se contente pas de mettre en évidence les aspects positifs du crowdfunding ; il explore également les défis et les obstacles auxquels sont confrontés les entrepreneurs. En fournissant une analyse équilibrée et approfondie de ces différents aspects, l'article offre aux lecteurs une compréhension holistique du rôle crucial que joue le crowdfunding dans le soutien à l'entrepreneuriat et dans la promotion de l'innovation économique.

Mots clés : Crowdfunding ; l'entrepreneuriat ; l'entrepreneur ; alternative de financement ; motivations de l'entrepreneur ; facteurs clès de succès.

Introduction

Crowdfunding is not an absolute novelty, but rather an extension of a fundraising system that has been around for centuries (Tavi, 2014). An emblematic historical example of crowdfunding is illustrated by the base on which the Statue of Liberty rests.

Although the statue itself was a diplomatic gift from France, the granite base was to be financed by New York. However, at the time, Governor Grover Cleveland refused to use city funds for the project, and the U.S. Congress failed to pass a budget bill that included funding for the plinth. New York therefore risked losing the Statue of Liberty, as Baltimore, Boston, San Francisco and Philadelphia had all offered to build the plinth in exchange for moving the statue to their cities. It was then that Joseph Pulitzer, through his newspaper, the New York World, launched an appeal to readers to support the construction of the plinth, offering various rewards depending on the amount donated, such as a decorative gold coin for large donations. The remaining $100,000 was raised, the plinth was built and New York became the permanent home of the Statue of Liberty (Pitts, 2010).

One of the major challenges entrepreneurs faces when launching a start-up is finding adequate financing to support their project. Even when they do manage to secure financing from banks, it may prove insufficient to cover the costs involved in starting up or growing their business. In the absence of potential investors or personal resources to bridge the financial gap, it becomes difficult to initiate the creation of a business. The search for financing thus represents a major challenge for entrepreneurs, and the options available may seem limited or non-existent. Faced with this reality, entrepreneurs need to explore alternatives and consider new possibilities.

This is how crowdfunding has become a response to this need for financing, opening up new prospects for start-ups (Belleflamme, Lambert and Schwienbacher, 2013). Start-ups have shown particular interest in crowdfunding, which has become a significant alternative source of funding for entrepreneurs (Mollick, 2014; Lehner et al., 2015). Online crowdfunding, which involves raising small amounts of money from a large number of contributors, has become a booming trend. It solves funding problems for entrepreneurs and offers them the opportunity to simultaneously attract and engage a potential group of investors (Fallon, 2015).

Since 2009, crowdfunding has gained in popularity and its growth has been exponential in the financing of new businesses or organizations. Its expansion is remarkable, with an estimated total value of $3.3 billion per year (Tomczak and Brem, 2013).

The aim of this article is to study crowdfunding as an alternative source of finance from the point of view of entrepreneurs. This study therefore aims to analyse the opportunities offered by crowdfunding for entrepreneurs and the challenges they may face by addressing the following objectives:

- To analyse entrepreneurs' initial perceptions and motivations for considering this alternative funding method, highlighting the perceived advantages over traditional funding methods.
- To examine the specific challenges faced by entrepreneurs when considering crowdfunding as a financing option.

Given the lack of knowledge about crowdfunding from the entrepreneurs' perspective, few previous studies have been conducted and no clear conclusions about the motivating forces that influence entrepreneurs' participation in this activity have been established. The main objective of this article is to discover what motivates entrepreneurs to participate in crowdfunding, to identify the challenges and to determine the key success factors for crowdfunding projects. Based on the research objective and aims, the article question for this study can be formulated as follows: What are the perceptions, motivations and challenges of entrepreneurs regarding the use of crowdfunding as an alternative means of financing their start-ups and SMEs?

Given the limited research on the subject of participatory financing from the entrepreneur's point of view, the collection, analysis and synthesis of existing work on the subject adopted as the appropriate research methodology for this study.

The article is structured in several sections aimed at exploring in depth the role of crowdfunding as a financing alternative for entrepreneurs. First, the article lays the groundwork by defining key concepts related to entrepreneurship, providing an in-depth understanding of the context in which crowdfunding operates. The article then explores crowdfunding, detailing its definition, its operating process and the different typologies that characterize it. Particular attention is paid to entrepreneurs' motivations for using crowdfunding as a source of finance for their projects. The article then examines the challenges faced by entrepreneurs when they opt for crowdfunding, highlighting the potential obstacles and risks associated with this method of financing. To support this analysis, the article proposes a theoretical and conceptual framework, offering academic and practical perspectives on the subject. Finally, the article concludes by summarizing the main findings and highlighting implications for future research and entrepreneurial practice.

1. Key concept definitions

1.1. The concept of entrepreneurship

The concept of entrepreneurship has been well established since the late 1700s. It is widely recognized as the "lifeblood" of future economic prosperity. A growing number of researchers support the positive relationship between economic development and entrepreneurship (Deakins and Freel, 2009).

Curran and Stanworth (1989, p.12) assert that "Entrepreneurship refers rigorously to the creation of a new economic entity centered on a product or service that is new or, at the very least, significantly different from products or services offered elsewhere on the market."

According to Onuoha (2007, p.20), entrepreneurship is "the practice of creating new enterprises or revitalizing mature ones, especially new ventures, usually in response to identified opportunities".

Onuoha sees entrepreneurship as a holistic approach that takes into account an individual's will, knowledge, challenges and action as the practice of identifying market opportunities to launch a new business. He explains that entrepreneurship is not always about creating a new business, but rather a process of hard work, creative ideas, adapting to a changing environment and combining existing resources to create innovative new products or re-establish an existing business.

1.2. Entrepreneur

In recent years, entrepreneurship research has defined "entrepreneurs" from different perspectives, with researchers from a variety of disciplines understanding the phenomenon in different ways. However, they share the idea that an entrepreneur is defined as "one who demonstrates initiative, creative thinking, generates innovation and stimulates economic development through the creation of new products" (Hisrich, 1990 cited in Eroglu and Picak, 2011).

However, in a broader sense, Mwobobia (2012) defines an entrepreneur as someone who is able to recognize perceived opportunities in their environment, gather the necessary resources and recombine existing resources into something different by accepting risks and challenges. They are therefore the main drivers of economic development.

Entrepreneurs' actions can also be studied from cognitive perspectives, which have attempted to differentiate entrepreneurs by "the way they think and process information differently" (Sanchez, Carbello and Gutierrez, 2011, p.433). Research in this field believes that individuals use their knowledge to determine the actions they will take, rather than focusing on the behaviors and personalities of entrepreneurs.

However, an operational definition is essential to describe what is meant by the term "entrepreneur" in this study. Whichever definition is chosen, it is imperative that an individual performs certain actions to be considered an entrepreneur. An individual must identify an opportunity and engage in its exploitation to create a successful business (Shane and Venkataraman, 2000). Consequently, this study operationally defines an entrepreneur as "an individual who recognizes an opportunity in the marketplace to explore his or her ideas and generate economic value to create a successful business".

1.3. Entrepreneurial motivations

Entrepreneurs are driven by necessity and generally try to identify market opportunities through different dimensions of innovation, i.e. environmental, technical or organizational innovation (Mothe et al., 2015). In addition to entrepreneurial motivation, Wassermann (2006), in his "King Vs Rich" study, rightly asserts that the most influential motive in entrepreneurial motivation is related to either the "control motive" or the "profit motive". He argues that the control motive, known as the "King" motive, often consists of a desire to control one's project, and that entrepreneurs thus want to become masters of their own destiny. Secondly, the profit motive, known as "Rich", is an entrepreneur's desire to accumulate as many resources as possible and thus create a large sum of money (Wassermann, 2006). The money earned through an entrepreneur's skills, knowledge and hard work can be considered his or her income. It should be noted, however, that money is not the only motivating factor for entrepreneurs. They also have many other reasons for solving problems and improving performance (Shane et al., 2003). Here are some of the human motivations that influence entrepreneurial activities:

- the need for achievement
- sense of control
- vision
- Desire for independence
- Risk-taking
- Passion and self-efficacy
- Drive

The above human motivations are among the most common identified by McClelland (1961, cited in Shane et al., 2003). These are just a few of the human motivations found in entrepreneurs trying to satisfy their needs. But entrepreneurs' motivations can vary, because every individual is different. On the other hand, entrepreneurial motivation is also influenced by external factors such as politics, economics, the market and resources. Many researchers agree, directly or indirectly, that these factors have a significant influence on the entrepreneurial process; it is therefore essential to understand the effect of motivation on the entrepreneurial process (Shane et al., 2003; Vaghely and Julien, 2010).

2. Crowdfunding: definition, operation and typologies

2.1. Definition of crowdfunding

Finding a distinct definition of crowdfunding has been an unachieved goal, as stated by Mollick (2014, p. 2): "a broad definition of crowdfunding is therefore elusive, not least because crowdfunding covers so many current (and probably future) uses across many disciplines." This thesis aims to offer such a broad definition by challenging existing definitions and creating a more focused, precise and informed definition. To do this, it first critically examines existing definitions of crowdfunding and the underlying restrictions imposed by each, then proposes an alternative method for defining crowdfunding, based on the interactions between creators, backers and the platform.

2.1.1. Feature 1: number of crowdfunding participants

One of the key features used in existing definitions of crowdfunding is the concept that funds are raised via a large group of people, as shown in the non-exhaustive list of examples below:
"The idea of crowdfunding is to raise funding from a large group of people where each individual provides a small amount, instead of raising funds from a very small group of experienced investors." (Voorbraak et al, 2011, pg V)
"Crowdfunding can be defined as the raising of funds, usually through a web platform, from a large number of backers to finance an initiative." (Wilson and Testoni, 2014, p. 1).
"The basic idea is always the same: instead of raising funds from a very small group of savvy investors, entrepreneurs try to raise them from a broad audience, where each individual will provide a very small amount" (Belleflamme et al, 2010, p. 1).
In all these definitions, we find the same characteristic, namely that a large number of participants is key to the crowdfunding process. The author considers that a large number of participants in crowdfunding can refer to two different scenarios: firstly, it can refer to a large number of backers who directly support the project; secondly, it can refer to a project that must have the potential to be supported by a large number of backers, whether or not the project is

backed by them. As the first condition is more restrictive than the second, it was the first to be examined.

2.1.2. Feature 2: an online aspect of crowdfunding.

One of the characteristics used to define crowdfunding is the use of the internet, as shown in the non-exhaustive list below:

"Crowdfunding is an emerging internet-based fundraising mechanism that solicits capital from the online crowd to support innovative projects" (Li and Duan, 2014, p. 2).

"Crowdfunding is a relatively new phenomenon that combines modern social web technologies with project-based fundraising" (Wash, 2013, p. 631).

"Crowdfunding is a new funding practice whereby people, often living in different geographical areas, contribute to the funding of a project in which they share an interest. The money is raised via online platforms, thus using Web 2.0 technologies" (Borello et al, 2015, p. 1).

There is no doubt that the internet is key to today's form of crowdfunding, as demonstrated by the extensive network of online crowdfunding platforms; for a specific list of platforms, please see (Röthler and Wenzlaff, 2011, p. 52). Although this is not an exhaustive list of platforms, as they can be added or removed from the web at any time, it is difficult to determine the exact size of the online crowdfunding network. Nevertheless, it does demonstrate the wide variety of sites involved in crowdfunding.

However, the use of the Internet as an implicit element of a broad definition of crowdfunding is misguided because of the way crowdfunding has unfolded historically. The pedestal on which the Statue of Liberty stands is a striking example of historical crowdfunding.

The money needed to build the pedestal was raised by a New York newspaper, which asked its readers to donate a sum of money and in return received a wide range of rewards based on the amount donated, including a small statuette of the statue, thus providing a historical example of reward-based crowdfunding (Pitts, 2010).

A second example is that of Alexander Pope who, in 1713, wanted to translate 15,693 lines of ancient Greek poetry. To do so, he asked for two gold guineas and, in return, those who supported his project were quoted in a first edition of the book (Kazmark, 2013). The translation of the poems gave rise to an English version of Homer's Illiad, which endures to this day. Even the greatest musicians in history have used crowdfunding. Mozart's first attempt to use crowdfunding to finance the creation of his concertos failed. It was only on his second attempt that he succeeded (Kazmark, 2013). A more general example is that of charities that have used donation boxes to enable people to support their cause anonymously.These donation boxes can be placed in streets or public places to attract attention and funds from the crowd (Perrine et al, 2000). It may also be noted that offline crowdfunding is not only historical, but can also occur within a modern company, Muller et al (2013) demonstrated, both theoretically and through a trial system within a large multinational company, that participatory funding could be used within a company, allowing employees to spend their money on specific organizational needs. However, in demonstrating offline crowdfunding by a multinational company, the company used its internal intranet as a substitute for the Internet in this case, still highlighting the theoretical possibility of modern offline crowdfunding.

Crowdfunding using the internet is therefore not desirable within a broad definition of crowdfunding; however, the internet has enabled crowdfunding amounts to increase considerably. Cumming et al (2014, p. 25) assert that "thanks to the emergence of internet platforms, crowdfunding has become accessible to a large number of entrepreneurs as an alternative form of financing". This growth has led the crowdfunding market to be worth over $16.2 billion in 2014, with a forecast of $32 billion in 2015 (Massolution, 2015). So, while crowdfunding often uses the internet, it doesn't need to use the internet and, as such, shouldn't be used as a key characteristic in its definition.

This distinction can be noted in the crowdfunding literature, where new additions to the literature add the suffix online when referring to crowdfunding that takes place on the internet (Li and Duan, 2014; Meer, 2014; Althoff and Leskovec, 2015).

2.1.3. Feature 3: Drawing on the concept of crowdsourcing

One suggested way of framing the definition of crowdfunding is to use the already existing form of crowdsourcing, as shown in the non-exhaustive list of definitions below; "The concept of crowdfunding has its roots in the broader concept of crowdsourcing, which uses the "crowd" to obtain ideas, feedback and solutions to develop business activities. In the case of crowdfunding, the aim is to raise money for investment (Belleflamme et al, 2010, p. 1).

"The term crowdfunding is itself derived from the better-known term crowdsourcing, which describes the process of outsourcing tasks to a large number of, often anonymous, individuals, a "crowd of people" (here: the Internet community) and using their assets, resources, knowledge or expertise. In the case of crowdfunding, the objective is to obtain money." (Ibrahim, 2012, p. 392)

However, using crowdsourcing to obtain a broad definition of crowdfunding, when examined in detail, shows that it can lead to a specific set of restrictions. This is demonstrated by Estellés-Arolas and González-Ladrón-De-Guevara (2012), Definition of crowdsourcing:

"Crowdsourcing is a type of online participatory activity in which an individual, institution, non-profit organization or company offers a group of individuals of varying knowledge, heterogeneity and number, via a flexible open call, the voluntary realization of a task. The completion of the task, of variable complexity and modularity, in which the crowd must participate by contributing their labor, money, knowledge and/or experience, always implies a mutual benefit. The user will receive the satisfaction of a given type of need, be it economic, social recognition, self-esteem or the development of individual skills, while the crowdsourcer will obtain and use to his advantage what the user has contributed to the enterprise, the form of which will depend on the type of activity undertaken." (Estellés-Arolas and González-Ladrón-De-Guevara, 2012, page 197).

This definition was characterized by eight key characteristics, which were then examined across multiple platforms self-identifying as crowdsourcing sites, with the majority supporting at least half of these characteristics. This demonstrates that even a very sophisticated definition of crowdsourcing is not consistently applied across all crowdsourcing sites. The characteristics to be used in the process of defining crowdfunding therefore remain uncertain.

In addition, one of the key characteristics is being online, which has already proved unnecessary in the context of crowdfunding. Demonstrating that the key differences between crowdfunding and crowdsourcing need to be identified. Using crowdfunding to define crowdfunding poses a fundamental problem, as it requires an implicit understanding of what crowdfunding is. This can only be achieved by creating a definition of crowdfunding. Consequently, crowd-sourcing can be used as a source of characteristics for crowdfunding, but fundamentally cannot be used to create a definition in itself.

2.1.4. Feature 4: use of the crowd concept.

Another term that has been used in many definitions is "the crowd". As the non-exhaustive list of definitions below shows:

"Crowdfunding is an emerging Internet-based fundraising mechanism that solicits capital from the online crowd to support innovative projects. (Li and Duan, 2014, p. 2)

"Entrepreneurs and companies can use the crowd to get ideas, raise money and solicit product feedback, which overall fosters a collective decision-making environment and allows companies to connect with potential customers."

"Crowdfunding is an emerging ecosystem for early-stage innovation and financing, which allows companies to use the crowd to obtain resources. For example, ideas, money and product feedback" (Scholz, 2015, p. vii). If the term "crowd" is to be used as part of the definition, it must be clearly defined. However, the definition of the crowd changes depending on the environment in which it is found, as shown by Ibrahim (2012), who considers the crowd to be the Internet community, while crowds have also referred to the social group surrounding young adults (Cross and Fletcher, 2009). Using the term as part of a broad definition creates uncertainty about its meaning, as it can refer to multiple different definitions.

We can therefore consider that the inclusion of the term "crowd" merely transforms the problem of a general definition of crowdfunding into a general definition of the crowd. The author believes that this reformulation of the problem makes the search for a general definition even more difficult, given that the term "crowd" can be used with multiple different meanings, as indicated above. Consequently, the inclusion of a crowd term is not seen as an aid to creating a broad definition of crowdfunding.

2.1.5. The three stakeholders in crowdfunding

Fundamentally, focusing on the characteristics of crowdfunding networks does not provide a succinct definition of crowdfunding, which would enable a distinction to be drawn between crowdfunding and traditional financing methods. For this reason, instead of considering the characteristics of crowdfunding platforms themselves, the author proposes a different approach. Kromidha and Robson's (2016) article on signaling within crowdfunding notes that there are two different parties active within the crowdfunding platform, the creators of crowdfunding projects and the backers (those providing the funds) of the crowdfunding project. In addition, these parties both use the platform to signal to potential future backers that they support the project they have backed or created. This interaction is discussed in detail in the development of the theoretical framework of this thesis, but the important point for the development of a key definition of crowdfunding is that the concept of crowdfunding contains three distinct parties, the backers, the creators and the platform itself, these three different parties initially described in Ordanini et al (2011). The author proposes to define crowdfunding by considering the interactions between these groups. Before examining the interaction, it is necessary to clearly define each group, the author defines the groups as follows:

1) "Creators/entrepreneurs" are at the heart of crowdfunding. They are a person or group seeking money for a business, task, idea or concept, and who decide to use a platform to raise that money.

2) "Backers" are the providers of funds; they provide money via the platform to support the creators. Backers can support projects for any reason.

3) The "platform" exists to link creators and funders; each platform can set its own rules for creators and funders, allowing money to be transferred without the need for a direct link between funders and creators. However, a platform does not make funding decisions (who receives the funds), as these are made by the backers.

The author considers that a definition of crowdfunding can only be created by considering the relationship between these three parties. More precisely, for crowdfunding to exist, it is sufficient that backers are able to provide funds to creators using a crowdfunding platform. We can therefore formally define crowdfunding as follows:

Crowdfunding is the interaction between three parties: creators, backers and a platform. Creators seek funding for a project, backers provide that funding, and the platform acts as an exchange between backers and creators, without making any funding decisions itself.

According to this definition, creators can be anyone looking to finance any project for any purpose. The same applies to backers, who can be long-term investors or people who have never invested before. Platforms can be anything, the only condition being that they allow backers to support creators without specifically deciding who receives the funds. This last condition is extremely important, as it enables a clear distinction to be drawn between crowdfunding and traditional financing. This condition stems from the concept that crowdfunding can be dissociated from traditional financing thanks to disintermediation, i.e. the elimination of intermediaries between producers and consumers (Beaulieu et al, 2015). This condition is necessary for backers to be able to choose which projects succeed and which fail, making it possible to assert that crowdfunding democratizes access to financing (Nasrabadi, 2016).

2.2. Crowdfunding in practice

Prior to the actual crowdfunding procedure and its five stages, the project owner must prepare a solid document before submitting it to the platform. Indeed, having a good project is not enough to make a success of your crowdfunding operation. The particularities of the internet and crowdfunding mean that you need to think about how your project is presented on the platform in order to make it as attractive as possible. According to Véronique Bessiere and Eric Stephany: "The information communicated must meet, the expectations of the sponsors, so that they can assess the project and the entrepreneurial team. The communication tools used must answer the following questions: Why this project? Why is it relevant? In what way is the project leader competent to carry it out? How much money has been raised and for what purpose? What is the return on investment? "

In fact, these questions are similar to those generally asked during due diligence, as is often the case when investing in companies.

However, in this interactive and interconnected environment, specific arrangements should not be overlooked, such as the use of demonstration videos, which can greatly enhance the success of a project.

Finally, at a strategic level, Véronique Bessière and Eric Stephany have identified three areas of focus:

- **The pace of communication:** A crowdfunding campaign generally gets off to a strong start, thanks to the support of the entrepreneur's friends and family and the public already aware of the project. This is followed by a period of calm, during which the project creator and the crowdfunding platform (if agreements have been made with the entrepreneur) promote the project. Finally, there is a period of renewed dynamism shortly before the end of the campaign, if adequate public communication has been achieved. The entrepreneur must adapt his communication strategy accordingly to reduce the duration of the lull phase by stepping up promotion.
- **Communication targets:** The audience targeted by the entrepreneur during the crowdfunding campaign can be divided into three levels according to their proximity to the project creator. First, there's the circle of close family and friends, then those who can be considered relations of the first circle (friends of friends) and finally the general public. Depending on the target audience, the entrepreneur needs to adapt his or her communication so as to allocate his or her time and promotional resources exclusively to that audience.
- **Communication relays:** The entrepreneur must be active in the media and social networks, adopting communication strategies adapted to each platform used (for example, videos on YouTube, short, catchy messages on Twitter, full descriptions and promotional activities on Facebook, or a more professional approach on LinkedIn). Using these social networks will also enable the entrepreneur to receive feedback on his or her communication efforts.

2.2.1. Project submission and selection by the platform

Project submission formalities vary according to the platform chosen by the entrepreneur. However, certain constants can be identified. First and foremost, the platform will pay close attention to the quality of the proposal submitted, the preliminary information provided by the entrepreneur, and the project's eligibility. Criteria such as the originality of the project, its consistency with the desired funding and its ability to reach the widest possible audience will be taken into account by the platform during the project selection process. An entrepreneur who already has a good information and communication network will be more likely than another to use social networks and internet information, and will have an advantage if he or she already has a certain audience to help promote his or her project.

The entrepreneur's choice of platform is also crucial, and forms part of the overall strategy to increase his chances of success. Not all platforms offer the same support services or rates. Some platforms have a reputation in the crowdfunding field that others, particularly newer or less visible ones, cannot offer the entrepreneur. Similarly, experience in this fast-growing field is an important factor for the entrepreneur to consider, as is specialization.

Indeed, some platforms have chosen to focus exclusively on one of the types of crowdfunding mentioned above. Consequently, in addition to the research required for his own project, the entrepreneur must gather information from different platforms in order to choose the appropriate partner with which to launch his crowdfunding campaign.

2.2.2. Project acceptance on the platform

Once the project has been submitted, the platform evaluates it on the basis of the above-mentioned criteria. If the project meets its expectations, the platform negotiates with the entrepreneur the various logistical services it can offer to help him or her realize the project. These services can include support and advice on presenting the project on the platform, advice on communications (social networks, etc.), and help in choosing and evaluating the quid pro quo to be offered to investors (loan or equity). In France, there are also specific partnerships between certain platforms and project support organizations (for example, La Poste has entered into an agreement with the KissKissBankBank platform whereby if a project reaches a certain predetermined threshold, La Poste will provide additional funding).

Once the agreement has been signed, the platform provides the entrepreneur with a dedicated web page on which to publicize his or her project. This page generally includes the following information

- A video presentation of the project
- A draft business plans
- CVs of entrepreneurial team members
- Planned use of funds raised

- A reward table based on the amount of funds contributed (for reward-based crowdfunding). In the case of equity crowdfunding, return on investment is achieved through future dividends and share appreciation when shares are sold.

This page is the main source of communication and reference for the project. It needs to be meticulously created and carefully presented. The project name and description must be clear and concise, so as to directly target the intended audience. They should avoid excessive technicality to appeal to a wider audience and, above all, the project should appear attractive to the public.

2.2.3. Communication and financial participation during the crowdfunding campaign

This is the heart of the crowdfunding campaign, and the actual crowdfunding phase. During this period, the public can subscribe to the project presented by the entrepreneur via the crowdfunding platform. It generally lasts around sixty days, but can vary according to the type of funding sought and the platforms used. "For the project creator, this is a period of intense communication and interaction with the members of his future crowd. As the progress of the project is represented on the platform by an indicator showing the amount of funds raised, the total amount to be reached and the time remaining, it is essential to generate the famous buzz inherent in social networks and the Internet. The entrepreneur's network of acquaintances plays a key role right from the start of the campaign, supporting, promoting and highlighting the project. "People who don't know about the project will only pay attention if the funding gauge has already started to rise, indicating that others have already contributed." What's more, on some platforms, the most popular projects are highlighted on the home page, enabling them to potentially reach the final stage and raise the remaining funds needed. Needless to say, this highlighting technique can also be done in exchange for remuneration from the crowdfunding platform.

2.2.4. Payment of funds raised by the platform to the project creator

At the end of the funding period, two scenarios are possible. Either the amount of funding desired by the entrepreneur has been reached, or the project has not generated sufficient interest and the expected amount has not been raised on the crowdfunding platform. If the funding target is reached, the platform transfers the funds to the entrepreneur, enabling him or her to carry out the project as planned at the launch of the campaign, after deducting a percentage as remuneration. This funding model used by crowdfunding platforms also explains why the projects that generate the most interest from the public is also promoted by the platform itself, with the aim of amplifying the buzz around the project and achieving a higher return on investment. If, on the other hand, the desired amount is not reached, the funds are generally returned to the various members of the public who invested in the project. This is known as the "all-or-nothing" rule, which means that if the announced amount needed to finance the entrepreneur's project is not reached, the money is redistributed to those who contributed. This operating principle prevails on most crowdfunding platforms. The other possibility is the "keep it all" rule, which ensures that the money invested by the public goes to the entrepreneur, whether or not the initial funding target set at the start of the crowdfunding campaign is reached. In the context of company financing, the "keep it all" rule is less relevant, as investors are generally looking for a return on their investment. However, it can be used to support an artist, or as part of a donation or sponsorship. Most platforms operate on an all-or-nothing basis to meet the needs of those seeking a return on their investment. However, platforms such as INDIEGOGO, one of the world's largest, leave the choice to the project creator. This freedom for the project creator is not without interest, since the platform's remuneration is higher for projects submitted under the "keep all" rule than under the "all or nothing" rule.

2.2.5. After completion of the project and depending on the results, the project creator compensates the members of the crowd according to the conditions generally established when the project is accepted on the platform.

When the funds raised are handed over to the entrepreneur at the end of the crowdfunding campaign, the platform also provides a list of all investors and their respective contributions to financing the project. It is then up to the entrepreneur to remunerate the investors according to the type of reward chosen at the launch of the crowdfunding campaign. In the case of business start-ups, this may initially involve paying interest or dividends, then repaying the capital financed by each investor at a predefined date in the case of crowdlending, or when the investors exit the capital in the case of equity crowdfunding.

The entrepreneur is also responsible for the realization of the project he or she has presented on the crowdfunding platform and for which people have invested. The platform is not responsible for the success of the project as described, nor for compensating investors. The only consequence for the platform would be a reduction in its reputation and a negative perception, as it should be noted that it is the platform that decides to select or reject the project submitted for the crowdfunding campaign. Since reputation has a value for platforms, they are rigorous and serious when selecting projects, and cases of fraud on the part of entrepreneurs are fairly rare. Cases of fraud on the part of entrepreneurs are fairly rare. However, it has been observed that contractors are often late in delivering the rewards promised to investors.

2.3. Crowdfunding types

Crowdfunding can be subdivided into many different categories, the main approach to crowdfunding classification having been proposed by Giudici et al (2012).

According to this author, each crowdfunding platform is administered according to different and individual rules that affect the set of permitted actions for backers and creators of innovation projects and that can be divided according to backers' participation rights, leading to the creation of four main categories:

i. Donation-based crowdfunding, where no physical return is given to the backer; it is mainly used for charitable causes.

ii. Reward-based crowdfunding, in which the backer receives a reward, based on the amount of their donation, which can be, for example, a product, a work of art, a game. The reward can be anything specified by the project creator. (adapted from Giudici et al, 2012, p. 8) This method of subdivision can be used to identify the different sections of the crowdfunding literature.

iii. Loan-based crowdfunding (debt), where backers receive an interest payment for their support.

iv. Equity-based crowdfunding, where a backer is entitled to a share in the company or product they are supporting, and is therefore entitled to residual income from the product or security.

2.3.1. Donation Based-Crowdfunding

Donation-based crowdfunding is in some ways the simplest form of crowdfunding as backers receives no compensation for their support, funds are given freely with no additional requirements for creators (Belleflamme et al, 2013).

It was the first non-financial model of crowdfunding and remains the most popular (Lehner, 2013; Meyskens & Bird, 2015). In donation-based crowdfunding, investors support a specific project for a good cause without expecting any financial or promised reward in return for their investment (Harrison, 2013; Mollick, 2014). Investors generally have a philanthropic motivation for donating, as they consider the company's core values and ideas (Ekedahl and Wengstrom, 2010). The key aspect of donation-based crowdfunding is that participants are not seen as investors, but rather as philanthropists (Firth, 2012). Donors can sometimes acknowledge their contribution in a variety of ways, such as a message of gratitude, a dinner or a symbolic gift.

This model is exploited for social and charitable causes. Entrepreneurs and participants who invest do so within the framework of a shared common vision, and believe that their contribution is intended for the well-being of society. Unlike other types of crowdfunding, the donation process in donation-based crowdfunding is very straightforward and low-risk. As Lehner (2013) explains, entrepreneurs in the donation-based model do not lose any shares and therefore remain full owners of the project. However, Belleflamme et al (2013) argue that, due to the rise of various crowdfunding platforms, donation-based crowdfunding is becoming less common in practice. Similarly, Lehner (2013) points out that donation-based funding will become rarer as this model becomes highly competitive, with most other crowdfunding models offering a financial or non-financial return.

2.3.2. Reward-Based Crowdfunding

Reward-based crowdfunding is considered the most important in 2017 and can be identified by the fact that creators do not have to provide financial incentives to backers in exchange for their funds, instead backers receive a specific reward based on the amount of funds donated to the project (Bi et al, 2017). On the other hand, with regard to the participation rights of backers, they are entitled to a specific reward based on the amount of funds donated to the project. Any legal product or service can be funded on a reward-based crowdfunding platform. For example, reward-based crowdfunding on Unbound.com can only be used to fund books (Unbound, 2019). Rewards can be any legal product or service, and are often grouped into reward tiers, which contain a set of rewards. A project can set several rewards or reward levels, and backers are free to choose between any of them. The literature considers rewards to be one of the main motivators for reward-based platforms (Bretschneider and Leimeister, 2017). Counterparts need not be provided during the project. This can be compared to the pre-order phenomena seen in video games and the technology market: users buy a project knowing that they won't receive the product for a certain amount of time, which can be extended due to production delays (Hernandez and Handan, 2014). This expected timeframe means that reward-based crowdfunding can be divided into two different sections: the funding period and the delivery period; the funding period takes into account when the project raises its funds, and the delivery period takes into account when the rewards are delivered, both of which can occur at the same time or at different times.

In reward-based crowdfunding, entrepreneurs must gain the trust of individuals and attract them enough to pay a pre-order fee in order to raise enough capital for their project. Crowdfunders are considered the first customers of reward-based crowdfunding, as founders invite them to pre-order the product at an early date by offering them a better price and other special benefits before their product is officially launched on the market. Therefore, Belleflamme et al (2013) suggest that entrepreneurs need to consider price discrimination based on consumer intent and behavior. The level of funding determines the reward from lenders. The level of risk is lower in this model, for both founder and backers. Despite its appealing simplicity, founders may, for various reasons, be unable to offer backer rewards.

However, backers support the project because they are driven by their intrinsic, prosocial motivations (Tomczak & Brem, 2013; Mollick,2014; Belleflamme et al., 2013).

2.3.3. Crowdlending

In the case of loan-based crowdfunding, backers lend money to creators with the expectation that the money will be returned to them in the future. The rate at which money is repaid and interest accrued depends on the platform and the project (Meyskens and Bird, 2015). The funder's money is therefore at risk, because if the loan is not repaid, the platform may not cover the debt (Everett, 2015). Two periods can therefore be envisaged, the initial delivery of funds and the return of funds.

Investors in peer-to-peer lending are not professionals, so lenders bear more risk than the project founder, as no collateral is offered for loans (Lee and Lee, 2012). This is more advantageous for entrepreneurs, as they don't have to give up a stake in their business to obtain capital. Similarly, Moss et al. (2015, p. 28) believe that "the lack of credible and reliable information about borrowers poses serious problems for lenders".

According to Harrison (2013), this lending model focuses more on increasing a company's liquidity for growth than on product development. It is a more expensive crowdfunding model, since the initial interest on the investment tends to be over 25%. Profits are distributed among investors according to their collaborative efforts.

In this model, the more the investor invests upfront, the more profits he or she will receive in the future (Lo Nigro et al., 2011). However, profits are not shared until the product/service for which the founder requested funds has been sold, making the company unattractive to investors.

2.3.4. Equity-Based Crowdfunding

Equity crowdfunding or ECF is one of the latest forms of crowdfunding and a new asset class available on the venture capital market (World Bank, 2013). It is considered a commercially and technically interesting model. However, it is less widespread than the other three models mentioned above (Massolution, 2015; Meysken & Bird, 2015; Mollick, 2014).

ECF is a sub-category of crowdfunding in which companies seeking financing issue financial securities to meet their capital needs and finance their overall development, without these funds being earmarked for specific products or services (Hemer, 2011). It is similar to traditional investment: the founder offers backers a stake in the company in the form of shares, income/dividends, profits on future project revenues or voting rights (Hermer, (2011); Harrison, 2013; Guidici et al., 2013).

The motivation for backers to choose this model is the financial return and equity given as a reward for the investment made by the "crowd". The investor thus has a sense of ownership of the project, but the benefits are linked to the success of the company in which he invests. It has been noted that, in most cases, costs and risks per investor are significantly higher in equity crowdfunding than in other financing models (Ordanini et al., 2011). By acquiring an equity stake in the company, investors expect to share in profits and sometimes have voting rights (Hornuf et al. Chewenbach, 2015).

Hagedorn and Pinkwart (2013) define an ECF as: "A method of financing start-ups that raises capital through the coordinated sale of different types of shares to an undefined group of potential investors via virtual social communities".

The main disadvantage of equity crowdfunding is the inability to correctly assess the value of a company due to differences of opinion among investors in valuing the business. According to Mollick (2014) and Hermer (2011), this model is subject to a high level of regulation and is the most complex and difficult branch of crowdfunding. Consequently, Lehner (2013) concludes that equity-based crowdfunding is less preferable in most countries, as rules, regulations and legal issues vary from country to country (Moritz & Block, 2014). For this reason, equity crowdfunding has received greater attention from a legal perspective.

In recent years, equity crowdfunding has grown rapidly and established itself as one of today's financial innovations that enable even smaller projects to raise capital (Shiller, 2013) by appealing to investors large and small (Riedl et al., 2013). This model therefore attracts a large number of backers from different disciplines, with divergent interests and experience.

3. Entrepreneurial motivation for crowdfunding

Research into why entrepreneurs use crowdfunding as a financial tool is relatively scarce. Studies that have attempted to investigate entrepreneurs' motivations have focused mainly on the negative reasons for crowdfunding.

According to Schweinbacher & Larralde (2010, p. 3), crowdfunding is "often presented as an option for entrepreneurs to finance their business". In their view, this is probably due to the fact that it is less costly, entails less administrative stress and has other advantages such as marketing and communication, in addition to being a means of obtaining financing that might not be available to them through other traditional methods.

Similarly, Belt et al.'s (2012) survey of crowdfunding motivations in the United States of America found that lack of access to traditional sources (banks, venture capitalists and business angels), frustration, the cumbersome nature of raising capital through traditional methods and the need for an equity gap are all reasons why entrepreneurs seek funding through crowdfunding.

According to Hermer et al. (2011, p.30), crowdfunding offers potential entrepreneurs the opportunity to access the funding needed for their project, and thus mitigates the gap between them and the start-up phase. In addition, it is also noted that entrepreneurs turn to crowdfunding due to a lack of pre-existing resources, to avoid information asymmetry and to control preferences.

On the positive side, the use of crowdfunding maximizes entrepreneurs' chances of promoting their project, exchanging ideas and information, building a social network, tapping into a crowd, i.e. the "power of the crowd", to test approval, knowledge and feedback for their product.

These are some of the reasons cited in favor of crowdfunding (Hui et al., 2012, p. 3; Belleflamme & Lambert, 2014, p. 3). In Gerber et al. (2012), an exploratory study of participants' motivation to use a reward-based platform identified five motivating factors for entrepreneurs (founders):

- Raising funds,
- Building relationships,
- Replicating the success of others,
- Increasing awareness and
- Receiving validation to assess product potential and enrich trust

In addition, crowdfunding research authors Lambert and Schwienbacher (2010); Mollick, (2014); Belleflamme et al. (2010); Hermer et al. (2011); Macht & Weatherston, (2014) have identified:

- Speed and flexibility of funding,
- Product testing, price discrimination,
- Social networking,
- Obtaining feedback and information, and

- Market demand

As other motivations for entrepreneurs. Crowdfunding is a very useful tool, and its potential to stimulate innovation and create jobs in developing countries has not gone unnoticed. Although the crowdfunding market is still in its infancy, its implementation in developing economies has the potential to overtake traditional capital market structure and financial regulatory regimes (World Bank, 2013). The potential benefits of crowdfunding are numerous and can vary due to the diversity of projects and crowdfunding platforms. This section focuses on the seven main benefits of crowdfunding, particularly for start-ups, backers and crowdfunding intermediaries.

4. Key factors in crowdfunding success

What makes a crowdfunding campaign successful is a question asked by many researchers. Entrepreneurs have also tried to answer this question, but the problem has not yet been solved. In a recent scenario, crowdfunding has been widely used by start-up entrepreneurs to alleviate their problem of funding sources. Research to date on the factors determining the success of crowdfunding projects is also very limited. However, a few authors (Mollick, 2014; Belleflamme, Lambert and Schwienbacher, 2010; Wheat, Wand, Byrnes and Ranganathan, 2013; Zheng et al., 2014; Kraus et al., 2015; Forbes and Schaefer, 2017; Mamonov and Malaga, 2018) have attempted to examine some of the success factors associated with crowdfunding campaigns.

Previous studies that have identified a number of crowdfunding-related success factors are reviewed.

4.1. Reward

A reward is an attractive element that draws someone to you. In crowdfunding, material rewards for backers are important in attracting potential backers to support the project. However, unlike business angels and venture capitalists, crowdfunding generally involves raising a small amount of money from a large group of people (Ordanini et al., 2011) who do not necessarily have a specialist investor familiar with the crowdfunding sector and the crowdfunding project. Many young entrepreneurs embarking on crowdfunding often find it difficult to make the crowd and investors understand the value of their proposed venture. Therefore, to succeed in a crowdfunding campaign, the project founders, the "entrepreneurs", must present both an appropriate crowdfunding reward and create a campaign tailored to that product (Forbes and Schaefer, 2017).

4.2. Objectives

In addition to creative rewards, setting a realistic objective and target amount is essential to the success of a campaign. Setting a realistic goal boosts potential investors' confidence in the campaign. If the target is too high or too low, they think it's unrealistic or too difficult to achieve, so they won't contribute (Bessler et al., 2008). This fact may not be realized by all entrepreneurs, but it indirectly has a significant impact and should not be overlooked.

According to Belleflamme, Lambert and Schwienbacher (2010), the type of crowdfunding platform based on reward and the all-or-nothing payment model does not allow young entrepreneurs to succeed in crowdfunding. Campaigns using the "all-or-nothing" funding model reduce the risk to the crowd, because in this model, the amount paid by investors is reimbursed to them if the project fails to reach its target on time. The objective set for the project is essential to its success. The study by Mollick (2014) revealed that setting a realistic target amount has a significant impact on the campaign's prospects of success.

4.3. Social network and social media

The entrepreneur's personal network is an additional factor influencing the outcome of crowdfunding (Kuppuswamy and Bayus, 2015). Mollick (2014) and Giudici et al. (2013) analyze the impact of social capital on project success. The size of the network of capital seekers seems to be linked to crowdfunding success, meaning that creators of successful projects have lots of friends.

According to Agrawal et al (2010), the social network of entrepreneurs, i.e. friends and family, plays a key role in promoting success. They become the first backers of their project and help to reach a wider audience, particularly at the start of a campaign, so that the project stands out from other projects. The study also revealed that the initial investment in their project came from family and friends. In addition to financial support, the early investment of these friends and family acts as a signal and increases the success of the financing. On the other hand, for a campaign to be successful, it must be widely publicized and promoted on social media. Social media are widely used in crowdfunding campaigns to promote and acquire funds to ensure the success of the project. The study conducted by Kaur and Gera (2017) on the effect of social media connectivity on the success of crowdfunding campaigns, to research its impacts on success, confirms that social interaction and connectivity have a positive impact on the success of a campaign. Thus, they also concluded that campaign success largely depends on the networking skills and efforts of entrepreneurs.

4.4. Project quality

Mollick (2014) first conducted an empirical study of crowdfunding campaign success factors and explains that good pitch quality indicates crowdfunding campaign success, which is confirmed by Courntey et al. (2017) and Parhankangas and Renko (2017) in their studies. Quality signals predict success, and signals such as the presentation video and effective communication to engage customers and project presentation are associated with crowdfunding campaign success. Producing a clear video is a powerful communication channel to connect with the crowd that signals a high-quality project to the crowd that perceives the project positively (Mollick, 2014).

4.5. Trust and transparency

When studying trust in crowdfunding projects, research into managing trust between entrepreneur and investor has been ignored by previous researchers. However, due to the asymmetry of information between entrepreneurs and investors, creating trust and persuading the crowd can be another challenge. In order to develop trust, the reason for raising funds through crowdfunding must be practical, and certain reliable aspects must be included in the appeal to the public. The study conducted by Zheng et al (2016) on the influence of trust management in fundraising performance in reward-based crowdfunding indicated two significant factors:

1) Entrepreneurs' creditworthiness; and
2) The interaction between entrepreneur and investor linked to crowdfunding success.

This means that entrepreneurs' presence and activities on the platform homepage or their credit history have a significant effect on fundraising performance.

However, it was also concluded that dynamic personal interaction proved more effective than success history in building trust.

5. The challenges of crowdfunding

As the wise man says, "all that glitters is not gold". As well as offering great potential, crowdfunding as a source of finance also presents a number of challenges and barriers (Turan, 2015). Some of these important barriers are discussed below.

5.1. Uncertainty and risk

Most businesses (start-ups and early-stage companies) seeking capital through crowdfunding, particularly through the equity model, are often associated with uncertainty and a risky profile (Dorff, 2013). This uncertainty and risk typically stem from information asymmetries (where investors lack valuable information about the capabilities of the entrepreneur and the project) which are thought to be particularly high in these ventures (Belleflamme et al., 2013). On the other hand, crowdfunding also carries a risk of fraud. In his study, Siegel (2013) states that various researches and tests have shown that people involved in crowdfunding as investors are mostly inexperienced and are not able to estimate risks and uncertainties, which could affect the crowdfunding community.

5.2. Lack of prior resources

Previous research on other forms of external financial support has shown that venture capitalists or business angels generally add value to the entrepreneurial initiative, such as sector knowledge or status, because they have expertise as investors (Hsu, 2004). But crowdfunding investors are generally less experienced and trained in market and investment decision-making, and are therefore less likely to bring such benefits to entrepreneurs. As a result, they show less interest in the project and make less effort to pass on their knowledge to the founders (Agrawal et al., 2013).

5.3. Issues/regulations

Legal issues relating to monetary regulations are one of the biggest challenges for many businesses, especially when fundraising activities take place between private companies and the public. According to Schwienbacher and Larralde (2010), due to the ambiguous nature of crowdfunding to date, crowdfunding is considered to be a general solicitation of public savings. The crowdfunding activities of private companies are governed by regulations relating to the issue of shares, with the funding being raised from the crowd.

5.4. Information asymmetry

One of the biggest problems in financing, whether traditional or new, is information asymmetry. This asymmetry arises because the key players have access to varying amounts of information. Since a crowdfunding campaign is based on an online platform, personal interaction between entrepreneurs and investors is considerably reduced. Most crowdfunding participants do not have sufficient professional knowledge and experience in a specific sector. As a result, entrepreneurs have more information about the project and investors are less likely to learn more about the entrepreneurs and the project idea. In this situation, entrepreneurs do not reveal their commercially sensitive information to the general public (Gleasure, 2015) in order to secure their ideas and avoid risks (Gabison, 2015).

5.5. Moral risks

Due to the presence of deep information asymmetry in crowdfunding, information flows and interaction between entrepreneurs and the crowd are very limited. Mollick (2014) suggests that investors face information flow risk. Investors receive only a small amount of information about the start-up project and its valuation. Crowdfunding platform providers believe that only an informed investor can assess the value of a project (Schweinbacher and Larralde, 2012). Thus, the lack of valuable information will make it difficult for the crowd to track the project's value performance for those who rely on self-reported information from the entrepreneur (Turan, 2015). Consequently, crowds are subject to moral hazard.

6. Theoretical framework

Belleflamme et al (2013) point out that crowdfunding research requires a theoretical position on a number of issues before it can move forward, as it is still in its infancy. The increasing importance of crowdfunding has led to a growing interest in theorising its causes and consequences. However, the current literature on crowdfunding still lacks underlying theories and theoretical support. Thus, the diversity of the phenomenon and the limited number of published works call into question the ability to develop comprehensive theories in this field. Previous literature on crowdfunding has focused on some of the key theories that impact and are systematically linked to access to finance for small and medium-sized enterprises (SMEs). Some of these key theories include: agency cost theory (Jensen and Meckling, 1976; Ross, 1973), stakeholder theory (Ackermann and Eden, 2011; Freeman, 1984), signalling theory (Ross, 1977; Spence, 1973; Weiss, 1995), information asymmetry, social capital (Zheng et al. 2014), network exchange (Zvilichovsky, Inbar and Barzilay, 2014) and hierarchical order theory (Frank & Goyal, 2003; Myers, 1995) that explain the motivation of crowdfunding participants. Thus, in the following section, these factors will be examined in light of existing theories.

Tableau 1 : Récapitulatif des théories

THEORIES	BASES DES THEORIES	COMPOSANTS
SIGNALLING THEORY Arkelof (1970) and Spence (1973)	- La théorie de la signalisation repose sur l'attribution d'un coût aux activités d'acquisition de l'information, qui permet de résoudre l'asymétrie de l'information (Spence 2002). - La théorie de la signalisation propose que les	• Expérience et formation • Histoire de l'entreprise • Qualité des produits et des services • Informations actualisées telles que les blogs et la

	initiés (entrepreneurs, gestionnaires, propriétaires, fondateurs de l'entreprise) aient accès à des informations confidentielles plus que les outsiders (clients, investisseurs) (Connelly et al. ; 2011). Par conséquent, la signalisation est une idée selon laquelle une partie transmet de manière crédible ses informations privées à une autre partie afin de réduire l'asymétrie d'information entre elles.	couverture médiatique
SOCIAL CAPITAL THEORY Coleman (1990) and Putnam (1995)	- Le capital social est en gros la bonne volonté (confiance, sympathie, indulgence, ressources, cadeaux offerts par des amis) engendrée par le tissu des relations sociales et qui peut être mobilisée pour faciliter les actions" (Alde et Kwon, 2002). - Cette théorie suggère que le capital social est une ressource implantée dans le réseau social d'une personne qui peut être accessible, mobilisée ou échangée par le	• Confiance • Les retours d'information • Cadeaux et récompenses • Sentiment d'appartenance • Mise en réseau

	biais de liens de réseau (Lin, 2008).	
PECKING ORDER THEORY Myers and Majluf (1984)	- La théorie de l'ordre hiérarchique postule que le coût du financement augmente avec l'asymétrie de l'information lorsque les dirigeants/propriétaires connaissent la valeur réelle de l'entreprise contrairement aux investisseurs (Myers et Majluf, 1984). - Cette théorie suppose que les entreprises hiérarchisent leurs sources de financement en fonction du coût de financement, en préférant le financement interne aux fonds propres pour financer leurs activités (Frank et Goyal, 2007). - Elle montre également la hiérarchie des méthodes d'accès au financement. Il existe donc un ordre de priorité pour le financement d'un nouveau projet (Chen et al. ; 2011)	• Financement interne • Liens étroits avec des réseaux tels que la famille et les amis • Financement externe tel que la banque
STAKEHOLDER THEORY Freeman (1984), Donaldson and Preston (1995)	- Selon Freeman et al. (2004, p. 364), la théorie des parties prenantes part de l'hypothèse que "les valeurs font	• Membres de l'équipe • Relations entre les entrepreneurs et les

	nécessairement et explicitement partie de la conduite des affaires et demandent aux dirigeants d'articuler le sens partagé de la valeur qu'ils créent et ce qui rassemble leurs principales parties prenantes". - La théorie des parties prenantes affirme que "quel que soit l'objectif de la société ou d'une autre forme d'activité commerciale, les dirigeants, les entrepreneurs doivent tenir compte des intérêts légitimes des groupes et des individus qui peuvent affecter (ou être affectés par) leurs activités (Donaldson et Preston 1995 ; Freeman 1994)".	bailleurs de fonds/investisseurs • Rôle de la plateforme de crowdfunding
SOCIAL EXCHANGE THEORY (SET) Blau (1964); Cropanzano and Mitchell (2005); Homans (1961)	- Selon Blau, 1964, la théorie de l'échange social est définie comme "une théorie des interactions sociales et des relations interpersonnelles" (Cropanzano et Mitchell, 2005 p.874). - La théorie de l'échange social met l'accent sur le fait que les récompenses et les	• Échange de matériel (argent/ressources) • Retour d'information et recommandations • Récompenses

	coûts déterminent les décisions en matière de relations et que les gens participent généralement à l'échange social en raison de la rareté des ressources ; par conséquent, en recueillant les informations nécessaires auprès des autres parties, ils assument des responsabilités les uns envers les autres et dépendent les uns des autres (Cropanzano et Mitchell, 2005).	

Source : Adapté et modifié de Kalpana 2020

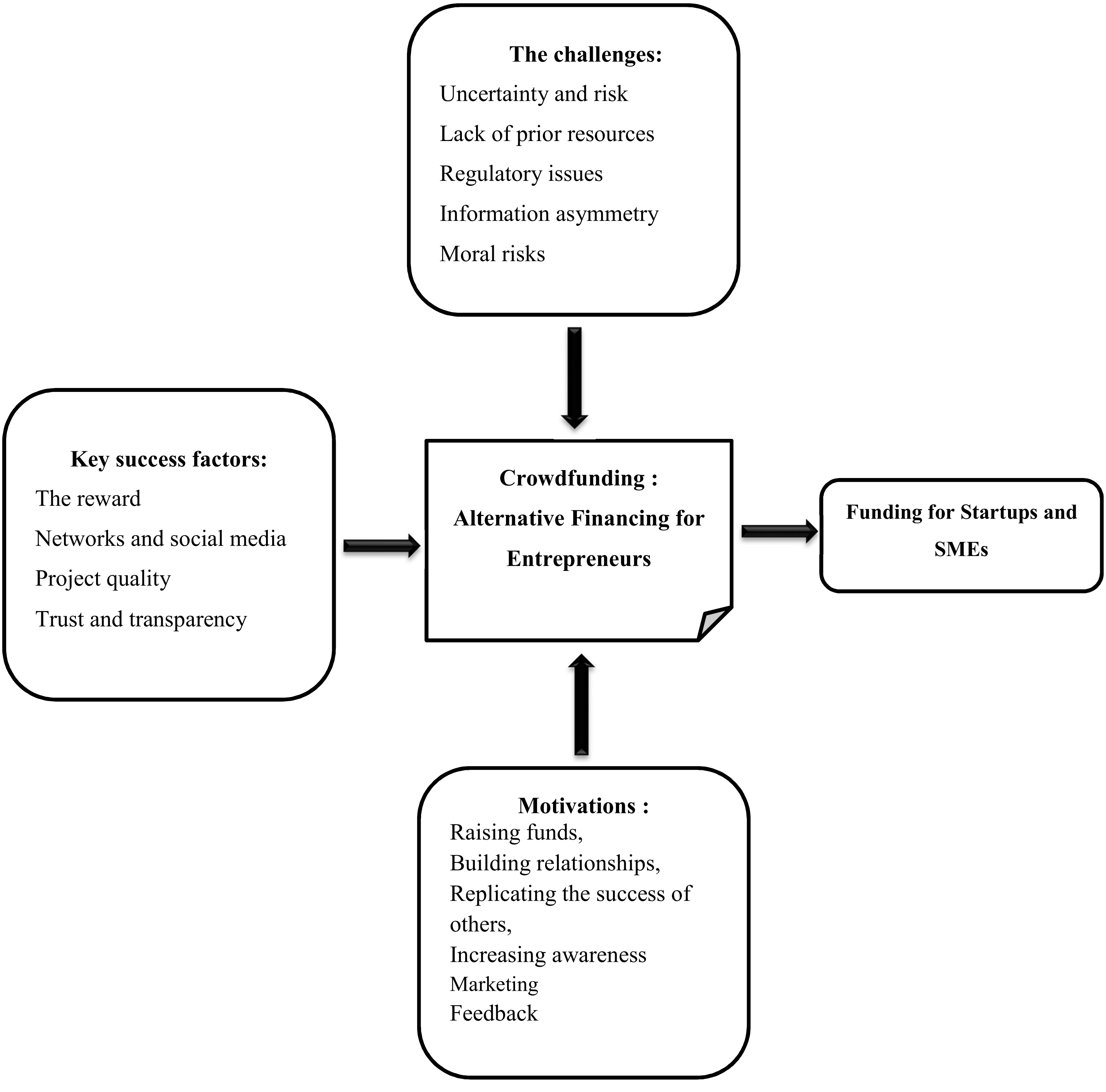
7. Conceptual framework

Miles and Huberman (1994, p. 18) define the conceptual framework as follows:

"Explains either graphically or in narrative form the main elements to be studied - the key factors, concepts or variables."

Similarly, Business Dictionary (2013) defines conceptual framework as:

"A theoretical structure of assumptions, principles and rules that holds together the ideas that make up a general concept"



Source : Généré par le chercheur

CONCLUSION

In conclusion, this article underscores the transformative potential of crowdfunding in reshaping the landscape of entrepreneurial finance. By democratizing access to capital and bypassing traditional barriers to funding, crowdfunding serves as a catalyst for innovation and entrepreneurship across diverse sectors and regions. The multifaceted nature of crowdfunding platforms, spanning various models such as donation-based, reward-based, debt-based, and equity-based crowdfunding, offers entrepreneurs a plethora of avenues to secure funding tailored to their specific needs and preferences.

Furthermore, the analysis of entrepreneurs' motivations for embracing crowdfunding sheds light on the dynamic interplay of factors driving their decision-making processes. From the allure of rapid funding to the desire for market validation and community support, entrepreneurs leverage crowdfunding as a strategic tool to propel their ventures forward. Moreover, the identification of critical success factors, including effective project presentation, transparent communication, and robust engagement with backers, underscores the importance of strategic planning and execution in crowdfunding campaigns.

Looking ahead, the future research agenda in crowdfunding holds considerable promise for addressing key unanswered questions and exploring emerging trends. Investigations into the long-term impact of crowdfunding on economic development, job creation, and social empowerment are essential for gauging its transformative potential fully. Additionally, deeper scrutiny of the regulatory landscape and institutional frameworks governing crowdfunding activities will inform policymakers and stakeholders about the necessary measures to foster a conducive environment for sustainable growth and innovation.

Despite its undeniable potential, crowdfunding is not without its limitations and challenges. Concerns regarding investor protection, fraud mitigation, and platform accountability underscore the need for robust regulatory oversight and risk management mechanisms. Moreover, the accessibility and inclusivity of crowdfunding platforms for marginalized communities and underrepresented entrepreneurs warrant further examination to ensure equitable access to funding opportunities.

In essence, while crowdfunding has emerged as a disruptive force in the entrepreneurial ecosystem, its true impact and scalability hinge on addressing these critical issues and harnessing its transformative power for the collective benefit of society. Through collaborative efforts among policymakers, industry stakeholders, and academic researchers, crowdfunding can evolve into a potent catalyst for driving economic growth, fostering innovation, and advancing financial inclusion on a global scale.

BIBLIOGRAPHIE

Belleflamme, P., & Lambert, T. (2010). Crowdfunding: Some Empirical Findings and Microeconomic Underpinning. *Revue Bancaire et Financière, 4*, 288-296.

Belleflamme, P., Lambert, T., & Schwienbacher, A. (2013). Individual crowdfunding practices. *Venture Capital: An International Journal of Entrepreneurial Finance, 15*(4), 313-333.

Belleflamme, P., Lambert, T., & Schwienbacher, A. (2013b). Individual Crowdfunding Practices. *Venture Capital,, 15*(4), 313-333.

Belleflamme, P., Lambert, T., & Schwienbacher, A. (2014). Crowdfunding: Tapping the right crowd. *Journal of Business Venturing, 29*(5), 585-609.

Belleflamme, P., Lambert, T., & Schwienbacher, A. (Venture Capital: An International Journal of Entrepreneurial Finance). Individual crowdfunding practices. *2013, 15*(4), 313-333.

Belt, B., Brummer, C., & Gorfine, D. (2012). *Crowdfunding: Maximising the Promise and Minimising the Peril. A Roundtable Discussion. NewYork: Milken Institute.*

Braun, V., & Clarke, V. (2006). Using Thematic Analysis in Psychology. Qualitative Research in Psychology, 3(2), 77-101

Borello et al, 2015, p. 1, The funding gap and the role of financial return crowdfunding: Some evidence from European platforms

Bretschneider, U., Knaub, K. and Wieck, E. (2014). Motivations for Crowdfunding: What Drives the Crowd to Invest in Start-ups? European Conference on Information System. Tel Aviv. [Online] Available at: https://pdfs.semanticscholar.org/2ec3/2fb82b1f2e5800d9722fbdf2254e58b8a0d0.pdf,.

Cosh, A., Cumming, D., & Hughes, A. (2009). Outside Entrepreneurial Capital. The Economic Journal, 119(540), 1494-1533.

Cumming, D. J., Leboeuf, G., & Schwienbacher, A. (2015). Crowdfunding Models: Keeep-IT-All vs. All-OrNothing.

Cumming, D., & Johan, S. (2013). Demand-driven securities regulation: Evidence from crowdfunding. *Venture Capital, 15*(4), 361-379

Curran and Stanworth (1989, p.12) Education and training for enterprise: problems of classification, evaluation, policy and research

Deakins, D., & Freel, M. S. (2009). Entrepreneuship and Small Firms (5 ed.). London: McGraw-Hill.

Dorff, M. B. (2014). The Siren Call of Equity Crowdfunding. Iowa.J.Corp.L, 39, 492-657

Fallon, 2015, What is corporate social responsibility

Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B., & De Colle, S. (2010). *Stakeholder theory: The state of*
the art. . Cambridge: Cambridge University Press.

Freeman, R. E., Wicks, A. C., & Parmar, B. (2004). Stakeholder theory and "the corporate objective revisited".
Organization Science, 15, 364-69

Hornuf, l., & Schwienbacher, A. (2014). Crowdinvesting- Angel Investing for the Masses? Handbook of research on Venture Capital, 3

Kalpana (2020), A study of crowdfunding for business start-up entrepreneurs as an alternative source of finance

Kromidha and Robson's (2016), Social identity and signalling success factors in online crowdfunding

Lambert, T., & Schwienbacher, A. (2010). An empirical analysis of crowdfunding. *SSRN Electronic journal, 1578175*

Li and Duan, 2014, p. 2, Designing fully distributed consensus protocols for linear multi-agent systems with directed graphs

Lehner et al., 2015 Entrepreneurial implications of crowdfunding as alternative funding source for innovations

Mollick, E. (2013). Swept Away by the Crowd? Crowdfunding, Venture Capital, and the Selection of Entrepreneurs.

Mollick, E. (2014). The Dynamics of Crowdfunding: An Exploratory Study. Journal of Business Venturing, 29(1),

Mothe et al., 2015, Le rôle de la gouvernance des clusters dans les capacités dynamiques d'absorption des PME

Moss, T. W., Neubaum, D. O., & Meyskens, M. (2015). The Effect of Virtuous and Entrepreneurial Orientation on Microfinance Lending and Repayment: A Signaling Theory Perspective. In Entrepreneurship Theory and Practice (pp. 27-47)

Ordanini, A., Miceli, L., Pizzetti, M., & Parasura. (2011). Crowd-Funding: Transforming Customers into Investors Through Innovative Service Platforms. Journal of Service Management, 22(4), 443-470

Röthler and Wenzlaff, 2011, p. 52, Crowdfunding schemes in Europe

Sanchez, Carbello and Gutierrez, 2011, p.433, The entrepreneur from a cognitive approach

Schwienbacher, A., & Larralde, B. (2010). Crowdfunding of small entrepreneurial ventures. *SSRN Electronic Journal*, 2-23.

Schwienbacher, A., & Larralde, B. (2012). Crowdfuuunding of Small Entrepreneurial Ventures. In C. D., *The Oxford Handbook of Entrepreneurial Finance* (pp. 369-391). NewYork: Oxford Univ.Press

Tavi, Tuomas (2014), Equity-Based Crowdfunding in Finland: The Emerging Funding Phenomenon

Tomczak, A. A., & Brem, A. A. (2013). A Conceptualized Investment Model Of Crowdfunding. *Venture Capital, 15*(4), 335-359

Unbound, 2019, How inequity constricts our economy and what we can do about it

Wash, 2013, p. 631, The value of completing crowdfunding projects

Wilson and Testoni, 2014, p. 1. Improving the role of equity crowdfunding in Europe's capital markets

Yin, R. K. (2002). *Case Study Research: Design and Methods*. Oaks: Sage Publication.

Yin, R. K. (2009). . *Case Study Research Design and Methods* (4th ed.). London: SAGE Inc.

Yin, R. K. (2012). *Case Study Research: Design and Methods*. Oaks: Sage Publication.

Yin, K. R. (2014). *Case Study Research: Design and Methods.* Los Angels : Sage Publication