

UNIVERSITÀ CATTOLICA del Sacro Cuore

BANKS

Banking Research School



GENDER DIFFERENCES IN NEW VENTURE
FINANCING: EVIDENCE FROM
EQUITYCROWDFUNDING IN LATIN
AMERICA

di Antonella Cicchiello, Amirreza Kazemikhasragh, Stefano Monferrà

WP n. 2/2022
Collana Working Paper

Il testo di questo Working Paper è coperto dai diritti d'autore e non può essere riprodotto, in alcuna forma, senza l'autorizzazione scritta degli autori. In caso di citazione in altri lavori, si prega di indicarlo in bibliografia nel seguente formato:

di Antonella Cicchiello, Amirreza Kazemikhasragh, Stefano Monferrà (2022), Gender differences in new venture financing: evidence from equity crowdfunding in Latin America, International Journal of Emerging Markets, DOI 10.1108/IJOEM-03-2020-0302.

Banks (Banking Research School) è un centro di ricerca della Facoltà di Economia e Giurisprudenza dell'Università Cattolica del Sacro Cuore. È dedicato a banche, società di consulenza e imprese, svolgendo attività di ricerca, formazione, consulenza, promozione di convegni e seminari nonché stimolando il dibattito su tematiche bancarie e finanziarie.

Banks (Banking Research School)

Università Cattolica del Sacro Cuore

Via Stefano Leonida Bissolati, 72, 26100 - Cremona

Web site: <https://centridiricerca.unicatt.it/banks>

Gender differences in new venture financing: evidence from equity crowdfunding in Latin America

Gender differences in new venture financing

Antonella Francesca Cicchiello

Universita Cattolica del Sacro Cuore Campus di Piacenza e Cremona, Piacenza, Italy

Amirreza Kazemikhasragh

*Program of Studies on Asia and Africa (PUEAA),
National University of Mexico (UNAM), Mexico City, Mexico, and*

Stefano Monferrà

Universita Cattolica del Sacro Cuore Campus di Piacenza e Cremona, Piacenza, Italy

Received 26 March 2020
Revised 28 September 2020
11 November 2020
Accepted 16 November 2020

Abstract

Purpose – The purpose of this paper aims to understand whether gender disparity has an impact on the likelihood of obtaining equity crowdfunding financing in Latin America.

Design/methodology/approach – The paper uses a unique database of 492 projects from different equity crowdfunding platforms in Latin America over a period of 2013–2017.

Findings – Results indicate that the involvement of at least one woman in the board of firms seeking equity financing increases campaigns' success significantly. Team gender has no impact on the project's likelihood to experience overfunding.

Originality/value – The paper sheds light on women's access to crowdfunding financing in Latin America, not yet considered so far.

Keywords Equity crowdfunding, Female entrepreneurship, Gender disparity, Entrepreneurial finance, Latin America

Paper type Research paper

1. Introduction

Despite the progress women have made during the years, gender disparities and inequalities in entrepreneurial activity are still important and well documented in the literature (Carter *et al.*, 2003; Greene *et al.*, 2007; Minniti and Naudé, 2010; Iqbal, 2015). Women own and manage fewer businesses than men (according to the *Global Entrepreneurship Monitor, 2020* there are 7 women entrepreneurs for every 10 men entrepreneurs), have less access to capital and therefore tend to rely on their own savings, loans from family and friends, or microloans to finance their businesses (Coleman and Robb, 2009; Gicheva and Link, 2015). This leads women entrepreneurs to have lower revenues and fewer employees and to reside in lower-profitability sectors (Carter *et al.*, 2007; Eddleston *et al.*, 2016).

Beyond the traditional forms of financing, equity crowdfunding has recently emerged as a new player in entrepreneurial finance, allowing innovative early-stage companies to obtain funding through small equity investments from a large range of investors via online platforms (Block *et al.*, 2018; Munim *et al.*, 2020).

In less than a decade, this new financing model has become a multi-billion-dollar industry worldwide proving that successful businesses can attract international investors outside of traditional Global Financial Centres (BID and Finnovista, 2017).

In Latin America and the Caribbean, the equity crowdfunding industry has expanded rapidly over the last years reaching US\$39.4m in 2017 and providing 7% of the equity-based



business finance in the region. Of the 25,639 new businesses served by alternative finance models in 2017, 7.6% utilised equity-based models (Ziegler *et al.*, 2017, 2019).

Given the growing importance of crowdfunding in the Latin American entrepreneurial finance (Herrera, 2016), this paper aims to understand whether a gender disparity exists in the likelihood of obtaining equity crowdfunding financing.

The recent literature has recognised that equity crowdfunding has the potential to reduce the gender gap by democratising the access to funding opportunities for underrepresented groups of potential entrepreneurs, including female entrepreneurs who are disadvantaged in accessing traditional external financing compared to men (Cumming *et al.*, 2019). Early empirical observations from Europe and the US reveal that in informal funding contexts such as equity crowdfunding, investors seem to be more willing to support women who are perceived as more trustworthy than men (Johnson *et al.*, 2018). As a consequence, female entrepreneurs may be more likely to raise funds through crowdfunding than their male counterparts, especially in male-dominated industries (Greenberg and Mollick, 2017; Barbi and Mattioli, 2019; Zhao *et al.*, 2020).

The goal of this study is to understand whether equity crowdfunding represents an opportunity for female entrepreneurs to raise capital. While there is a growing body of research on gender disparity in equity crowdfunding (Barbi and Mattioli, 2019; Zhao *et al.*, 2020), to the best of our knowledge, this is the first study to examine this topic in Latin America.

The specific case of Latin America offers scholars a vast field of opportunities for research (Aguinis *et al.*, 2020; Blanco and Castillo, 2020) as the region hosts some of the largest alternative finance markets in the developing world such as Brazil and Mexico which is advancing as a leader in the equity crowdfunding market and is helping to pave the way for its extension to the rest of Latin America (Ziegler *et al.*, 2019).

While Latin America has recently shown significant progress in the creation of new ventures, which has been catalysed in part by governmental policies in support of entrepreneurship (Capelleras *et al.*, 2010; Alvarez *et al.*, 2014; Amorós *et al.*, 2019), differences in relation to more advanced economies persist along the lines of female entrepreneurship (Amorós and Pizarro, 2007; Allen *et al.*, 2008).

Despite the large percentage of female entrepreneurs [1], new-business activity for women is endangered by the inadequacy of early-stage funding (Terjesen and Lloyd, 2015).

A lower number of female entrepreneurs results in less innovation, less export potential, fewer jobs created and, consequently, less economic growth in the country (Terjesen and Amorós, 2010).

Here, one particular research gap needing to be explored is the impact of gender on an entrepreneur's possibility to raise financial capital in the equity crowdfunding market. Overall, given the democratisation potential of equity crowdfunding, it could facilitate access to finance for women entrepreneurs in Latin America, thus fostering the country's economic growth.

A second gap in the literature concerns our limited understanding of the relationship between women entrepreneurs and crowdfunding project overfunding. Looking at the funding results on equity crowdfunding platforms, it can be seen that the amount of funding raised by some campaigns not only reaches the initial fundraising goal but far exceeds it. Amongst the successfully funded projects, some projects are heavily overfunded. Such overfunding results can be highly beneficial by acting as an implicit certification of the firm quality and sending a positive signal to potential investors such as venture capitalists and business angels (Coakley *et al.*, 2018).

While some research refers to overfunding as a phenomenon of crowdfunding (Mollick, 2014; Cordova *et al.*, 2015; Koch, 2016; Li *et al.*, 2020), there is a paucity of studies examining the underlying drivers, especially in the equity crowdfunding context. Therefore, in this

paper, we made a pioneering attempt to unravel the linkage between the gender composition of the entrepreneurial team (ET) and the likelihood of a project being overfunded.

Using a data set drawn from 492 projects listed on all existing equity crowdfunding platforms in Latin America between 2013 and 2017, we analyse the impact of gender differences on the likelihood of success of equity crowdfunding projects, as well as on the chance to experience overfunding.

As discussed in detail below, our work finds that mixed teams are more likely to succeed in equity crowdfunding campaigns than all-female and all-male teams. This provides a better understanding of the relationship between female entrepreneurs and equity crowdfunding performance in Latin America. Furthermore, we find evidence that there is no gender disparity in the likelihood of obtaining overfunding (i.e. to reach a higher percentage of funding with respect to the initial goal). This adds to the equity crowdfunding literature by identifying the factors affecting the overfunding rate of successful projects.

The remainder of the article proceeds as follows: [Section 2](#) presents the literature review and hypotheses. [Section 3](#) describes the research methodology. [Section 4](#) reports the empirical results. Lastly, in [Section 5](#), we provide the discussion and conclusions of this research.

2. Theoretical background

2.1 Gender disparity in entrepreneurial finance

The existence of gender differences in access to finance is widely recognised in the entrepreneurship literature ([Bruni et al., 2004](#); [Ahl, 2006](#); [Hechavarría et al., 2017](#); [Kanze et al., 2018](#)). Women still disadvantaged with respect to men in obtaining debt (i.e. bank) financing ([Coleman, 2002](#)). Gender affects the evaluation criteria that lending officers use when evaluating loan applications ([Carter et al., 2007](#)). Indeed, several studies find evidence of gender-based differential treatment to the detriment of female entrepreneurs whose legitimacy and credibility are often questioned ([Aristei and Gallo, 2016](#)). Accordingly, female entrepreneurs are less likely to apply for a bank loan ([Moro et al., 2017](#)) – as they anticipate being rejected – and when they do, they experience a higher rejection rate than their male counterparts ([Stefani and Vacca, 2015](#)), obtain lower amounts ([Eddleston et al., 2016](#)), are charged with higher interest rates ([Mascia and Rossi, 2017](#)) and have to provide greater collateral requirements ([Wu and Chua, 2012](#)).

The literature on entrepreneurial finance shows that gender differences also exist in access to external equity ([Greene et al., 2001](#); [Brush et al., 2004](#); [Gicheva and Link, 2015](#)).

On the demand-side, these differences can be partly explained by the tendency of women to use internal sources of financing rather than external sources ([Bennet and Dann, 2000](#)). Generally, women prefer to start their business using their own money or borrowing from friends or relatives ([Stanger, 1990](#); [Chaganti et al., 1996](#)). Limited access for women to external equity also depends on the presence of barriers based on personal characteristics, attitudes, cultural background and the entrepreneurial environment ([Audretsch et al., 2017](#)). On the supply-side, gender differences in access to external equity may be related to the existence of gender bias and stereotypes in entrepreneurship ([Johnson et al., 2018](#); [Laguía et al., 2019](#)). Women are commonly associated with familial and social roles rather than business or entrepreneurial roles ([Eagly and Karau, 2002](#)).

Furthermore, women are often considered to possess less managerial and leadership ability than men and this reduces their chances of attracting investors ([Balachandra et al., 2019](#)).

Examining the interface between demand and supply of risk capital investments, [Alsos and Ljunggren \(2017\)](#) find that the entrepreneurs' gender influence investment decisions. Due to the existence of gender-based discrimination in entrepreneurial activity ([Gupta et al., 2009](#)), female entrepreneurs face disadvantages when attempting to obtain external equity capital from an initial public offerings (IPOs) ([Bigelow et al., 2014](#)), a private equity and venture

capital firm (Lins and Lutz, 2016; Malmström *et al.*, 2017) or an angel investor (Edleman *et al.*, 2018; Poczter and Shapsis, 2018). Bigelow *et al.* (2014) report that IPOs led by female founders/CEOs are considered less attractive investments although they have identical personal qualifications and firm financials as men.

Empirical evidence confirms that only a very small proportion of women-led firms raise venture capital (Carter *et al.*, 2003) and that women receive a significantly lower share of venture capital financing than men (Lins and Lutz, 2016; Malmström *et al.*, 2017).

Women-owned firms receive only 2.4% of all equity investments (Greene *et al.*, 2001) and less than 5% of venture capital funds distributed annually in the US (Brush *et al.*, 2004).

Women-led ventures are valued less favourably by angel investors (Edleman *et al.*, 2018) and receive less capital compared to their male counterparts (Poczter and Shapsis, 2018).

On the supply-side, the venture capital market and the angel market are predominantly composed of male investors (Greene *et al.*, 2001). Only a very small proportion of women are involved in making investments, either as venture capitalists or as business angels.

The male dominance amongst investors helps to explain how gender differences constrain women entrepreneurs' search for, and access to, capital (Coleman and Robb, 2009). Evidence suggests that, in capital markets, women entrepreneurs tend to seek funding from investors of the same sex (Becker-Blease and Sohl, 2011). Thus, having more women in the angel and venture capital markets could enhance the supply of finance to women entrepreneurs and increase their involvement in the wealth creation process (Harrison and Mason, 2007).

Gender disparity in traditional financing led women entrepreneurs to seek funding in alternative sources (i.e. equity crowdfunding) where gender bias may act in a different way (Agier and Szafarz, 2013).

2.2 Gender-related difference in crowdfunding

Crowdfunding is a new form of funding projects, companies or ideas by raising many small amounts of capital from a large number of individual funders, through online platforms (for a detailed description see Belleflamme *et al.*, 2014).

Depending on the way in which investors are recompensed, it is possible to distinguish four main crowdfunding models (Mollick, 2014): donation-based crowdfunding, reward-based crowdfunding, lending-based crowdfunding and equity-based crowdfunding [2].

The literature attributes to crowdfunding (especially in the equity-based form) the ability to democratise entrepreneurial finance by providing access to funding to underrepresented categories of entrepreneurs, such as female entrepreneurs (Cumming *et al.*, 2019).

Unlike traditional financing channels, in informal funding contexts such as crowdfunding, female entrepreneurs are perceived by investors as more trustworthy than male entrepreneurs (Johnson *et al.*, 2018). As a consequence, women may be more likely to raise funds through crowdfunding than their male counterparts, especially in male-dominated industries (Greenberg and Mollick, 2017).

Using data from the leading reward-based crowdfunding platform – Kickstarter, Greenberg and Mollick (2017) show that women are more likely to succeed at crowdfunding than men, especially in industries in which they are least represented. The authors attribute the advantage of women in crowdfunding to the activist choice homophily according to which individuals are attracted not only by the similarity between them but rather from the perception of shared structural barriers stemming from a common social identity based on group membership. By examining investor stereotypes and implicit bias in crowdfunding decisions, Johnson *et al.* (2018) find that common gender biases held by amateur investors increase female stereotype perceptions in the form of trustworthiness judgements, which subsequently increases investors' willingness to invest in early-stage women-led ventures. Pope and Sydnor (2011) investigate the determinants of access to credit in the peer-to-peer lending platform Prosper by analysing how signals from pictures about characteristics, such

as race, age and gender, affect the likelihood of receiving loan funding. Although the authors find no evidence of significant gender disparity, the results show that the peer-to-peer lending market modestly prefers men over women. Using data from the large German peer-to-peer lending platform, [Barasinska and Schäfer \(2014\)](#) find that female borrowers have better chances of obtaining funds than do males. According to the authors, female discrimination seems to be eased by the wisdom of the lending crowd.

Based on the cognitive evaluation theory, [Pierrakis \(2019\)](#) conduct a survey from 630 investors of the UK peer-to-peer lending platform Funding Circle. Authors show that peer-to-peer lenders are typically highly educated and relatively wealthy men, looking for a financial return. In a recent study, [Chen et al. \(2020\)](#) analyse the gender gap in the Chinese peer-to-peer lending market, showing the existence of a gender gap that discriminate against female borrowers. Despite female borrowers are associated with higher creditworthiness than their male peers, they have a lower funding success rate. So far, the evidence from the equity crowdfunding market is rather mixed.

Using a sample of 271 projects listed on the UK platforms Crowdcube and Seedrs, [Vismara \(2016\)](#) show that although female founders manage to attract investors as their male counterparts, their campaigns raise less funding. Using data from 17 platforms in the United States, [Malaga et al. \(2018\)](#) report that gender had no effect on the likelihood that women-owned companies raise funds successfully.

In contrast to the above-mentioned studies, a number of recent empirical observations reveal a funding advantage for women in equity crowdfunding. Using a sample of 58 equity offerings of UK crowdfunding platform Seedrs, [Vismara et al. \(2017\)](#) show higher success rates for firms with a female CEO. The authors confirm that crowdfunding provides higher access to equity capital than traditional means of entrepreneurial finance. [Barbi and Mattioli \(2019\)](#) find that the gender composition of the ET plays a role in the success of campaigns launched on the UK equity crowdfunding platform Crowdcube. The analysis shows that one additional woman in the team increases the total funding by around 6%. Using equity offerings on Crowdcube and on London's Alternative Investment Market, [Cummin et al. \(2019\)](#) find that female entrepreneurs do not have higher chances to raise funds in equity crowdfunding but they attract a higher number of investors.

Leveraging both stereotype content theory and warm-glow theory, [Zhao et al. \(2020\)](#) find that female entrepreneurs are more likely to be funded through equity crowdfunding than their male counterparts. Examining the effect of Title II of the JOBS Act, which legalized equity crowdfunding in the US, [McGuire \(2020\)](#) find a reduction on the gender gap in external financing by 3 percentage points. These studies confirm that equity crowdfunding can mitigate the gender gap in business financing.

2.3 Gender-related difference in entrepreneurial teams

The discussion about women participation in entrepreneurial activities has come a long way in entrepreneurship research ([Brush et al., 2009](#)). The effect of gender composition in ETs has received growing attention in the literature suggesting that gender diversity at the team level influences team performance ([Zhou and Rosini, 2015](#)). [Harper \(2008\)](#), defines an ET as a “*group of entrepreneurs with a common goal which can only be achieved by appropriate combinations of individual entrepreneurial actions*”. ETs are an important aspect of entrepreneurial activities because of their potential to shape new business growth ([Kamm et al., 1990](#)).

Despite relational conflicts are larger when group are diverse in terms of gender [3] ([Chowdhury, 2005](#)), the literature largely agrees that gender diversity in ETs has a positive influence on team and firm performance ([Dai et al., 2019](#)).

[Litz and Folker \(2002\)](#) find that a good gender-balanced in management teams increase firm performance. Indeed, firms characterised by greater management team gender-balance

report superior profitability compared to firms managed exclusively or disproportionately by a single-gender. Similarly, [Hellerstedt et al. \(2007\)](#) find that ETs with high levels of gender diversity experience more stability. Using data from 534 IPO firms, [Welbourne et al. \(2007\)](#) find that having women on the top management teams have a positive effect on the firms' short-term performance, stock price growth and growth in earnings per share. According to authors, women on teams are (on average) higher performers than men, and more diverse top management teams are characterised by better innovation and problem-solving processes. [Dautzenberg \(2012\)](#) finds a higher return on the equity of mixed ETs in very-high-tech and high-tech manufacturing firms, in which women are strongly underrepresented. The author confirms the results of [Godwin et al. \(2006\)](#) according to which women might strategically choose a male partner in male-dominated industries to increase their likelihood of acquiring resources for their venture.

[Vogel et al. \(2014\)](#) show that mixed teams are positively related to investment decisions and that venture capitalists find gender diversity in an ET advantageous. According to the authors, mixed teams may better envision the needs of potential customers who fall into different social categories in terms of gender, and have a wider network of social ties.

In a recent study, [Dai et al. \(2019\)](#) find a positive relationship between gender diversity in new venture teams and the innovation performance of new ventures. According to the authors, gender heterogeneity strengthens the innovation performance of new ventures by facilitating the differentiation and integration of knowledge.

Despite their individual limitations, these studies collectively reveal that women play a key role in ETs.

Until now, only a few studies have analysed the gender composition of ETs in the area of equity crowdfunding ([Barbi and Mattioli, 2019](#)). Hence, referring to the equity crowdfunding market in Latin America, we present the following hypothesis:

- H1.* The presence of women on the entrepreneurial team increase the firm's chances of obtaining equity crowdfunding financing and reach the fundraising goal.

2.4 Project overfunding in equity crowdfunding

The term "overfunding" is used when a project's funding is considerably higher than its initial funding goal ([Mollick, 2014](#)). The literature on crowdfunding analysing the key drivers of overfunding is still in its infancy. The limited research conducted so far are mainly focussed on reward-based crowdfunding. [Cordova et al. \(2015\)](#), for example, investigate whether quality signals affect the overfunding rate of successful projects. The authors find that the overfunding is influenced by the investment requested, the duration of the project and its contribution frequency. Using data from Kickstarter, [Koch \(2016\)](#) find that project overfunding depends on the actions and behaviours of the main stakeholders involved in crowdfunding (i.e. platform operators, project founders and funders). In a very recent study, [Li et al. \(2020\)](#) show that the presence of a herd of investors in the early stages of the funding process draws in other funders causing overfunding.

Academic contributions on the overfunding phenomenon in the equity crowdfunding context are still rare. Identifying the factors affecting the overfunding rate of successful projects in the equity crowdfunding context would extend the understanding of funding processes on crowdfunding platforms and help businesses seeking finance unlock the full potential of equity crowdfunding.

Despite overfunding can causes market inefficiency for crowdfunding platforms ([Li et al., 2020](#)), empirical evidence show that overfunding can stimulate the use of equity crowdfunding amongst firms looking for much more money faster as planned. Indeed, overfunding increases the probability of firms to return and conduct a follow-on campaign ([Coakley et al., 2018](#)).

Overfunding can be also highly beneficial by acting as an implicit certification of the firm quality and sending a positive signal to potential investors such as venture capitalists and business angels (Coakley *et al.*, 2018).

In this study, we made a pioneering attempt to unravel the linkage between the gender composition of the ET and the likelihood of a project being overfunded.

Thus, we hypothesize that:

- H2.* The presence of women on the entrepreneurial team increase the firm's chances to reach a higher percentage of funding with respect to the initial goal (project overfunding).

3. Research methodology

3.1 Data and sample

The paper uses hand-collected data from all existing equity crowdfunding platforms in Brazil, Chile and Mexico at the date of data collection (November 2017) [4]. The remaining countries in Latin America do not have a single equity crowdfunding platform (Ziegler *et al.*, 2017). Table 1 reports the list of platforms.

The platforms analysed work according to the traditional “All-or-Nothing” model (Cumming *et al.*, 2015), thus a project is considered as successful or funded only if the 100% of the funding goal or more is reached within the specified time period, which is generally of 60–180 days.

On the Mexican platform Play Business, projects can have a minimum goal and a maximum goal. When the minimum goal is reached the project is considered to be 100% achieved and the percentage increases as the maximum goal approach. In case the maximum goal is not reached, the company would put the missing capital.

To encourage the use of equity crowdfunding in Brazil, the Securities and Exchange Commission – Comissão de Valores Mobiliários (CVM) – has established that a project can be considered successful if at least two-thirds of the fundraising goal is met [5].

Once the campaign is ended, invested amounts are transferred from the escrow accounts to the founders' accounts. After that, investors become shareholders in the company and they acquire all the established rights. If the funding goal is not reached, the platforms refund the invested amount to investors. Successful campaigns are displayed on platforms websites following a similar structure, ensuring homogeneity and comparability for the collected information.

We collected information on the offers' properties (i.e. on the fundraising goal and the amount of collected capital at the end of the campaign), and on the founders' team (i.e. their total number, the number of female (male) founders, their social networks' connections).

Platform	City	Foundation year	Model	Status
Broota.br (currently Kria) Eqseed Eusocio Startmeup	Brazil			
	São Paulo	2014	Equity	Active
	Rio de Janeiro	2014	Equity	Active
	Rio de Janeiro	2013	Equity	Active
Broota.com	São Paulo	2015	Equity	Active
	Chile			
Crowdfunder.mx PlayBusiness	Santiago	2013	Equity	Active
	Mexico			
	Mexico City	2015	Equity	Currently inactive
	Mexico City	2014	Equity	Active

Table 1.
Crowdfunding platforms

Since unsuccessful campaigns are deleted at the end of fundraising round, information on them has been obtained from the platforms' CEOs and CTOs.

We obtain information about firms asking for equity investments (e.g. industry and firm age) from Orbis Bureau Van Dijk (BVD) database.

The final sample is made up 492 projects, out of which 382 (77.6%) were successful in reaching their fundraising goal and 201 (41%) were overfunded, considering a time period spanning four years, i.e. from the inception of the platforms (2013 for Chile and Brazil, and 2014 for Mexico) to the end of 2017. [Table 2](#) reports the number of projects by platform and year. [Table 3](#) shows the number of successful and overfunded projects by country.

3.2 Identification strategy

To examine the relationship between the gender composition of the team and the likelihood of reach the fundraising goal, we use as dependent variable “*project success*”, a dichotomous variable denoting 1 for successful equity crowdfunding campaigns (i.e. campaigns reaching the fundraising goal in the time period imposed by the platform), and 0 otherwise. This measure is the most common measure used for equity crowdfunding success (e.g. [Ralcheva and Roosenboom, 2016, 2019](#); [Vismara et al., 2017](#)).

The second dependent variable is “*overfunding*” – a dichotomous variable denoting 1 when the project reaches more than the fundraising goal at the end of the equity crowdfunding campaign.

The independent variable of interest is the gender composition of the ET of the firm asking for equity crowdfunding financing. Following [Poczter and Shapsis \(2018\)](#), we consider “*all-female*” those teams entirely composed of women or a single female entrepreneur; “*all-male*” those teams entirely composed of men or a single male entrepreneur; and “*both*” those teams with at least one woman.

We carefully considered and recorded other variables that according to prior research may be correlated with gender and lead to funding success in the equity crowdfunding context (e.g. [Mollick, 2014](#); [Colombo et al., 2015](#); [Vismara et al., 2017](#)). If not included as control variables, the estimates may suffer from omitted variables bias. Thus, we control for seven variables. We manage the firm's reputation by considering the “*firm age*” at the time of the crowdfunding campaign. This is an important control because the years of activity in the industry can increase the trust of the investors, and consequently the probability of

Campaign year	Campaign							
	Broota	Broota.br	Crowdfunder	Eqseed	Eusocio	Playbusiness	Startmeup	Total
2013	11	0	0	0	0	0	0	11
2014	5	6	0	0	3	45	0	59
2015	13	17	0	1	3	119	2	155
2016	13	19	3	2	0	89	6	132
2017	18	17	15	9	0	73	3	135
Total	60	59	18	12	6	326	11	492

Table 2.
Number of projects by platform and year

Country	Projects	
	Successful projects	Overfunded projects
Brazil	75	57
Chile	55	47
Mexico	252	97
Total	382	201

Table 3.
Number of successful and overfunded projects by country

the campaign success (Ralcheva and Roosenboom, 2016). Moreover, older companies are less opaque to the market and bear less uncertainty on their future prospects (Barbi and Mattioli, 2019). To calculate this variable, we subtract the campaign's year from the firm incorporation date reported on Orbis database.

Founders may link their social network profile to the platform accounts, to interact with potential investors and provide additional information about the company and the team activity. By following Colombo *et al.* (2015), we recorded the number of LinkedIn connections of each founder and then we calculated the average number of the LinkedIn connections of all founders ("LinkedIn"). We expect more founders' LinkedIn connections to increase the likelihood of fundraising success, reducing information asymmetries between founders and investors, and thus the uncertainty surrounding equity crowdfunding projects (Berger *et al.*, 2019).

Following Mollick (2014) and Vismara *et al.* (2017), we control the number of visualisation (on YouTube and Vimeo) of the "video" used to promote the campaign. We expect a greater number of visualisation increases the success probability of the campaign.

In line with previous studies (Ahlers *et al.*, 2015; Vismara, 2016; Cumming *et al.*, 2019; Ralcheva and Roosenboom, 2019), we also control for the percentage of "equity offered" to investors, expecting that a higher percentage of equity offered negatively affects campaigns' success and overfunding.

Following Ralcheva and Roosenboom (2016), we control for the presence of an "advisor" offering consulting services to the team, as reported on the page of the campaign on the platforms' websites. We expect that the presence of professional advisors can increase the level of investor confidence, and therefore increase the chances of success of the campaign.

Finally, we control for "industry" and country effects ("Brazil", "Chile" and "Mexico") to account for potential differences in the level of attractiveness and growth potential of the projects. Most of the companies in the sample are active in the technology industry and 70% are located in Mexico. To control for the industry, we the Global Industry Classification System. Data sources and variables are presented in Table 4.

Variable	Description	Data sources
<i>Dependent variable</i>		
Project success	Dummy variable equals to 1 if crowdfunding project succeeds, and 0 otherwise	Platforms*
Overfunding	Dummy variable equals to 1 if the project reaches more than the fundraising goal, and 0 otherwise	Platforms
<i>Explanatory variables</i>		
Gender	The gender composition of the entrepreneurial team	Platforms
Firm age	The company age at the time of the crowdfunding campaign	Orbis/ platforms
Industry	The Standard Industrial Classification (US-sic-code)	Orbis
Country	The country in which the platform operates (Brazil, Chile or Mexico)	Platforms
Advisor	Binary variable equals to 1 whether the company have an advisor, and 0 otherwise	Platforms
LinkedIn founders' connections	The average number of founders' LinkedIn connections	LinkedIn
Equity offered (%)	The percentage of equity offered to investors	Platforms
Video	The number of video's visualisation on YouTube or Vimeo	Platforms

Note(s): (*) Platforms: Broota.com.br, Eqseed, Start Me Up, and Eusocio from Brazil, Broota.cl from Chile, and Crowdfunder.mx and Play Business from Mexico

Table 4.
Notes on variables and data sources

We use generalised linear models (GLM) regression and Poisson regression, with the following model specification:

$$Y_i = \beta_0 + \beta x_i + \epsilon_i$$

Where βx_i is the coefficient for each used variable, X represents the explanatory variables, Y is the response variable and ϵ_i represents the error term.

Given the general characteristics of variables in this study, we use the GLM regression that allows us to optimise our results (Jenkins *et al.*, 2008). Moreover, we used a Poisson regression because of the nature of our variable of gender (the number of women in our sample is very small). Poisson probabilities are used to model the number of occurrences of an event (Greene, 2003; Cameron and Trivedi, 2013) and are widely used in entrepreneurship research (Haeussler *et al.*, 2012).

Poisson regressions' results confirm results from GLM regressions. Tables 5 and 6 report the summary statistics and the correlation matrix.

4. Results

Table 7 shows the results of the analysis with the dependent variables “*project success*” and “*overfunding*” by using the GLM (Model 1) as well as robustness (Model 2). To verify the goodness-of-fit of the GLM model and the significant interaction between variables, we ran the “Testparm” as a post-estimation command (Royston *et al.*, 2009). The post-estimation results are significant and confirm that there is significant interaction between variables (Stata 13 Base Reference Manual).

Hypothesis 1 predicts that the presence of women on the ET increase the firm’s chances of obtaining equity crowdfunding financing and reach the fundraising goal. The results indicate the gender of the founders is significantly related to campaigns’ success. Specifically, results show that mixed teams (with at least a woman) are significantly more likely to be funded than the all-male and all-female team (project success, $b = 0.1581$, $p < 0.05$) supporting Hypothesis 1.

Our findings confirm previous studies on gender diversity in ET according to which teams that are heterogeneous in terms of gender outperform homogeneous teams in the acquisition of financial resources, especially in male-dominated industry (Vogel *et al.*, 2014).

Regarding the control variables, our results are generally consistent with those obtained from previous studies. As Ralcheva and Roosenboom (2016), we report that project success

Variable	Obs	Mean	Std. dev	Min	Max
Project success	492	0.776423	0.417066	0	1
Overfunding	491	0.410959	0.493906	0	1
All male	446	0.753363	0.431538	0	1
All female	446	0.047085	0.212059	0	1
Both	446	0.199552	0.400112	0	1
Brazil	492	0.178861	0.383626	0	1
Chile	492	0.121951	0.327562	0	1
Mexico	492	0.699187	0.459078	0	1
Advisor	452	0.130531	0.33726	0	1
Video	492	1.829268	0.376657	1	2
Industry	451	0.840355	0.366684	0	1
Firm age	438	1.899543	2.628649	-2	26
LinkedIn founders' connections	427	302,0295	182,7127	0	1
Equity offered	492	11.90242	8.130079	0.2	68.38

Table 5.
Descriptive statistics

	Gender	Project success	Brazil	Chile	Mexico	Advisor	Video	Industry	Firm age	LinkedIn	Over funding	Equity offered
Gender	1											
Project success	0.0411	1										
Brazil	0.0655	0.0242	1									
Chile	-0.0729	0.0728	-0.1935	1								
Mexico	-0.0051	-0.0720	-0.7244	0.5362	1							
Advisor	-0.0386	0.164	0.5041	0.1450	-0.5356	1						
Video	0.0425	0.1972	-0.0098	0.0703	-0.0410	0.0485	1					
Industry	-0.0711	0.0491	-0.0577	0.1373	0.1462	0.0179	0.0745	1				
Firm age	0.0133	-0.1059	0.2391	0.1384	-0.3030	0.142	-0.1392	-0.2531	1			
LinkedIn	-0.0831	0.114	0.2674	0.1642	-0.3457	0.2611	0.1062	-0.0445	0.1713	1		
Over funding	0.0438	0.3926	0.2677	0.1642	-0.3457	0.339	0.1286	-0.0096	0.0483	0.3577	1	
Equity offered	0.0191	-0.0371	-0.0842	0.1699	-0.0469	-0.0213	0.0112	-0.0374	-0.0395	-0.0193	-0.0732	1

Gender differences in new venture financing

Table 6. Correlation matrix

GLM	Model 1	Model 2	Model 1	Model 2
	<i>Project success</i>		<i>Overfunding</i>	
All male	0.1070 (0.061987)	0.1070 (0.073325)	0.0383256 (0.0635)	0.0383256 (0.049057)
All female	-0.1484 (0.116093)	-0.1484 (0.155822)	0.0450569 (0.118926)	0.0450569 (0.093473)
Both	0.1581* (0.068418)	0.1581444* (0.076063)	0.0528065 (0.070088)	0.0528065 (0.057541)
Advisor	0.1887* (0.057887)	0.1887831** (0.042994)	0.1441129* (0.059299)	0.1441129* (0.072083)
Brazil	0.035656** (0.014659)	0.035656** (0.012863)	0.1880379** (0.052044)	0.1880379** (0.046383)
Chile	0.082079 * (0.058257)	0.082079 * (0.047639)	0.1077926** (0.051568)	0.1077926** (0.050174)
Mexico	0.104724 ** (0.050441)	0.104724 ** (0.051011)	0.0951568** (0.044747)	0.0951568** (0.041863)
Video	0.1567** (0.070715)	0.1567118* (0.089891)	0.0134786 (0.072441)	0.0134786 (0.057741)
Industry	0.0026 (0.04718)	0.0026 (0.044869)	0.0123306 (0.048332)	0.0123306 (0.051794)
Firm age	-0.0157 (0.006753)	-0.0156967* (0.007947)	-0.0028319 (0.006918)	-0.002832 (0.005455)
Linkedin founders' connections	0.0001 (0.0001)	0.0001 (0.000103)	0.0002398* (0.000103)	0.0002398* (8,65E-05)
Equity offered	-0.0001821* (0.002236)	-0.0001821* (0.002219)	-0.0043926** (0.001987)	-0.0043926** (0.001940)
_cons	0.3195 (0.162682)	0.3195 (0.199467)	0.0468087 (0.166652)	0.0468087 (0.134874)
<i>Testparm</i>				
χ^2	62.8		110.44	
Prob > χ^2	0.00		0.00	

Table 7. Results of independent variables coefficients by using the GLM regression

Note(s): The “Testparm” as a post-estimation command was run as the goodness-of-fit chi-squared test (* $p < 0.05$, (**) $p < 0.1$, Obs: 492. Standard errors in brackets

improves when companies are younger and have advisors on board. Firm age has a negative and significant impact on the success of the project probably because our sample is composed primarily of early-stage ventures. Companies are on average two years old, with the oldest company in our sample being 26 years of age, and the youngest being established the same year of the campaign. The results also show that successful campaigns have a higher number of video’s visualisation. This lends support to [Mollick \(2014\)](#) argument about signalling the quality of the project and the commitment of its proponents through the inclusion of a video used to promote the campaign. In line with [Ahlers et al. \(2015\)](#), [Vismara \(2016\)](#), [Ralcheva and Roosenboom \(2019\)](#), our findings show that a larger percentage of equity offered decreased the probability of success of equity crowdfunding campaigns. Indeed, successful campaigns offer less equity. This evidence reflects the investors’ positive perception on retained equity which is typically interpreted as a strong sign of venture quality ([Ahlers et al., 2015](#)). Here, we confirm that previous results from different equity crowdfunding platforms hold in Latin American platforms.

Social network size predicts success in an equity crowdfunding context. Indeed, successful campaigns have a higher number of founders’ LinkedIn connections. While we do

not find statistical support for these results, arguably due to the limited size of our sample, this measure is likely to proxy the goodness of the project and the transparency of its proponents (Colombo *et al.*, 2015; Vismara, 2016). We do not find statistically significant empirical evidence that the industry in which the firm operates influence the success of the campaign. This suggests that the relationship between team gender composition and project success is not due to industry specificities.

At the country level, the results show that all countries are positive and statistically significant related to project success. However, projects launched on Mexican platforms are more likely to be successful than those launched on Chilean and Brazilian platforms (project success $b = 0.104724$, $p < 0.1$). These results can be explained by the fact that on Mexican platforms the projects can have a minimum goal and a maximum goal. When the minimum goal is reached the project is considered to be 100% achieved and the percentage increases as the maximum goal approach. In case the maximum goal is not reached, the company would put the missing capital. Having a minimum goal promotes campaign success.

Hypothesis 2 predicts that the presence of women on the ET increases the firm's chances to reach a higher percentage of funding with respect to the initial goal (project overfunding).

The results in **Table 7** indicate the gender of the founders is not significantly related to the likelihood that a campaign would be overfunded. Indeed, none of the variables relating to gender (all-male, all-female and both) is statistically significant. Therefore, **Hypothesis 2** is not supported. A potential explanation for these results is that the effect of gender diversity in the ET weakens once the project reaches its initial funding goal. Consequently, the project overfunding may not be influenced by the gender of the ET. Regarding the control variables, results show that the presence of professional advisors, a large number of founders' LinkedIn connections and the offer of a smaller share of equity are consistently associated with the overfunding experience. These findings are in line with the research literature on crowdfunding success. At the country level, the results show that all countries are positive and statistically significant related to project overfunding. However, projects launched on Brazilian and Chilean platforms are more likely to experience overfunding than projects launched on Mexican platforms.

These results can be explained by the fact that overfunding is regulated in different ways depending on the country in which the platforms operate. In Brazil, for example, if the investment requests exceed the initial fundraising goal before the end of the campaign, the company can choose to accept – in whole or in part – the additional investment requests by proportionally increasing the share of equity offered. In this way, the overfunding will not affect the terms and price of the initial offer and all investors will receive the same investment offer with the same terms and prices. The overfunding cannot exceed one-fourth of the initial fundraising goal. The Chilean platform allows overfunding without limits. On the Mexican platforms, the projects can have a minimum fundraising goal and a maximum fundraising goal. When the minimum goal is reached the project is considered to be 100% achieved and the percentage increases as the maximum goal approach. Fundraising cannot exceed the maximum goal.

We do not find statistically significant empirical evidence that the presence of a video to support the campaigns, as well as, the firms' age and the industry in which they operate influence the project chance to experience overfunding.

Table 8 shows the results of Poisson regression for the same variables of the GLM analysis. To check that the model we have assumed is correctly specified we ran the "Hosmer–Lemeshow test" (HL test) for the goodness-of-fit to know how well our data fits the Poisson model (Allison, 2014). Both the deviance statistic and the Pearson statistic are presented in the results. For both statistics, the chi-squares are low relative to the degrees of freedom, and the p -values are high, suggesting that the model fits reasonably well. The output returned a Hosmer–Lemeshow chi-square coefficient more than 0.05 and that means that the

Poisson	Model 1	Model 2	Model 1	Model 2
	<i>Project success</i>		<i>Overfunding</i>	
All male	0.1421 (0.2182)	0.1421 (0.1029)	0.6091304 (0.737411)	0.6091304 (0.733997)
All female	-0.2398 (0.4572)	-0.2398 (0.2793)	0.5351634 (1,229113)	0.5351634 (1,197861)
Both	0.1986* (0.2361)	0.1986507* (0.1049)	0.6421026 (0.765933)	0.6421026 (0.757734)
Advisor	0.212125* (0.1823946)	0.2121 (0.0545)	0.5412057 (0.352191)	0.5412057** (0.290166)
Brazil	0.108672 (0.18743)	0.108672* (0.629624)	0.1592224 (0.407181)	0.1592224** (0.271804)
Chile	0.091371 (0.1942)	0.091371* (0.055703)	0.2171857 (0.369649)	0.2171857** (0.255153)
Mexico	0.115520 (0.177017)	0.115520* (0.065375)	0.1170057 (0.421848)	0.1170057** (0.29747)
Video	0.2347 (0.2675)	0.2347 (0.1477)	0.3032769 (0.739334)	0.3032769 (0.68328)
Industry	0.0051 (0.1550)	0.0051 (0.0545)	-0.0277105 (0.338103)	-0.027711 (0.307069)
Firm age	-0.022107** (0.0250241)	-0.0221 (0.0126)	-0.0435664 (0.059303)	-0.043566 (0.046641)
Linkedin founders' connections	0.0002 (0.0003)	0.0002 (0.0001)	0.0019783* (0.000879)	0.0019783* (0.000708)
Equity offered	-0.001051* (0.0074773)	-0.001051* (0.002544)	-0.02413** (0.010609)	-0.02413** (0.006373)
_cons	-0.8962 (0.5989)	-0.8962 (0.3171)	-3.297698 (1.651061)	-3.297698 (1.374616)
<i>Hosmer–Lemeshow test</i>				
Deviance goodness-of-fit	104.05 (0.48)		191.44 (0.63)	
Pearson goodness-of-fit	129.51 (0.18)		212.16 (0.22)	
Note(s): The “Hosmer–Lemeshow Test” as a post-estimation command was run as the goodness-of-fit chi-squared test (*) $p < 0.05$, (**) $p < 0.1$, Obs: 492. Standard errors in brackets				

Table 8. Results of independent variables coefficients by using the Poisson regression

model fits well because of the goodness-of-fit chi-squared (Stata 13 Base Reference Manual). Similar to the GLM model, the results of the Poisson model further show that mixed teams are significantly more likely to be funded than the all-male and all-female team ($b = 0.1986$, $p < 0.05$). Thus, [Hypothesis 1](#) received full support. The model is discrete, and sample distribution is wide; thus, we need to run the robustness test to explore the sensitivity of our results to our sampling choices and measurements. When we look at the control variables, results confirm that project success improves when companies are younger, have advisors on board and offer a lower percentage of equity ([Ahlers et al., 2015](#); [Ralcheva and Roosenboom, 2016](#); [Vismara, 2016](#)). Results also confirm that projects launched on Mexican platforms are more likely to be successful than those launched on Brazilian and Chilean platforms (project success $b = 0.115520$, $p < 0.05$).

We find positive coefficient but no statistically significant empirical evidence that the presence of a video to support the campaigns, as well as, a large number of founders' LinkedIn connections and the industry in which the firm operates influence the success of the project.

The overall results support our main hypothesis, providing evidence that females do have an advantage in equity crowdfunding contexts, and that mixed teams are more likely to succeed in the long run. Thus, it appears that the gender gap may actually reverse in these contexts.

The results of the Poisson model confirm that the gender composition of the team is not significantly related to the overfunding. However, the presence of professional advisors, a large number of founders' LinkedIn connections and the offer of a smaller share of equity are consistently associated with the overfunding experience.

All countries are positive and statistically significant related to project overfunding; however, projects launched on Chilean and Brazilian platforms are more likely to experience overfunding than projects launched on Mexican platforms.

Once again, we find positive coefficient but no statistically significant empirical evidence that the presence of a video to support the campaigns, as well as, the firms' age and the industry in which they operate influence the project chance to experience overfunding. The overall results do not support our [Hypothesis 2](#), providing evidence that women on the teams do not have any impact on project overfunding.

5. Discussion and conclusions

The inadequacy of early-stage finance represents a major constraint for female entrepreneurship in Latin America ([Terjesen and Lloyd, 2015](#)). Since female new business activities are essential for countries' economic growth ([Terjesen and Amorós, 2010](#)), equity crowdfunding can generate great opportunities in Latin American financial markets.

In this study, we set out to investigate the relationship between success in equity crowdfunding financing and the gender composition of the ET. In particular, the goal of this study is to understand whether equity crowdfunding represents an opportunity for female ETs (i.e. teams of individuals that are all women or a single female entrepreneur) to raise early-stage financing. Our paper presents some major findings and provides some new theoretical insights, as discussed below.

First, this study contributes to the literature on female entrepreneurship in Latin American economies by examining the impact of gender in the equity crowdfunding context. Although a growing body of research provides valuable discussions of the challenges that Latin American female entrepreneurs face in securing external financing (e.g. [Amorós and Pizarro, 2007](#); [Allen et al., 2008](#); [Terjesen and Lloyd, 2015](#)), the access to alternative sources of finance, like equity crowdfunding, has not yet been investigated.

Our study robustly demonstrates that the success of equity crowdfunding campaigns can also be influenced by the gender composition of the ET. Specifically, mixed teams have a greater advantage in this specific market, which fits well with the idea that mixed-sex teams benefit women entrepreneurs in access to financial resources ([Godwing et al., 2006](#)). One main reason for this is that in informal funding contexts characterised by severe information asymmetry such as equity crowdfunding, women are perceived by investors as more trustworthy than men ([Johnson et al., 2018](#)). Thus, according to the signalling theory in equity crowdfunding ([Ahlers et al., 2015](#)), the presence of women may signal the trustworthiness of the ET, thus attracting a greater number of investors.

Furthermore, according to the social network theory in equity crowdfunding ([Vismara, 2016](#)), mixed teams can benefit from more extensive networks of social ties ([Vogel et al., 2014](#)), which further increases the advantage of women who, by partnering with men, can expand their network of contacts ([Godwin et al., 2006](#)). Mixed teams also convey more credibility in the crowdfunding context by signalling that they possess a diversity of expertise and will be able to successfully carry out a project ([Ullah and Zhou, 2020](#)).

Our results are in line with recent works showing that, despite the long-standing gender funding gap view, in a crowdfunding context, female entrepreneurs might surprisingly have a funding advantage ([Greenberg and Mollick, 2017](#); [Johnson et al., 2018](#)).

Second, we contribute to the equity crowdfunding literature by analysing the relationship between female entrepreneurs and project overfunding.

Few studies have analysed the key drivers of overfunding in reward-based crowdfunding (Cordova *et al.*, 2015; Koch, 2016). Yet, the factors affecting overfunding in the equity crowdfunding context are still unexplored. Our results provide preliminary evidence that the gender of the ET is not significantly related to project overfunding. The effect of gender diversity in the ET could weaken once the project reaches its initial funding goal.

While we are careful to keep in mind that there are limitations to the generalisability of our results outside of this context, our results provide some preliminary practical insights for entrepreneurs and policymakers for overcoming the general funding differences between male- and female-led companies that the prior literature has documented.

This research has important implications for female entrepreneurs financially constrained in traditional entrepreneurial markets (Eddleston *et al.*, 2016). Our results suggest that female entrepreneurs have higher chances to raise funds in equity crowdfunding when they are in ETs composed also by men. The tendency towards different-sex partnership when creating a new ET may represent an advantage for women who decide to enter the equity crowdfunding industry, especially in Latin American countries where discrimination against female entrepreneurs is even more likely to occur than in many other countries (Camou and Maubrigades, 2017). Thus, to be more effective in raising funds for their ventures, female entrepreneurs should strategically choose to form teams with a mixed-sex composition. In this way, women can increase their legitimacy, strengthen their networks in terms of the variety of contact sources and access to financial, social and human capital resources that they would not be able to access alone (Godwin *et al.*, 2006; Dautzenberg, 2012).

A second implication emerges from this study.

Latin American policymakers have the power to change the environment in which female entrepreneurs operate, implementing measures designed to promote a greater business culture and unleash the potential of more flexible forms of financing best suited to the needs of new female ventures. Equity crowdfunding may be a fruitful avenue for female entrepreneurs to acquiring funding. Governments should seize this opportunity to identify and remove the barriers at the root of this historic inequality in female entrepreneurs' access to finance. To date, only 12% of the fundraisers in the Latin American equity crowdfunding market are women (Ziegler *et al.*, 2017). Encouraging Latin American female entrepreneurs to use equity crowdfunding to finance their businesses would help them access additional sources of finance from which they are normally excluded. Indeed, crowdfunded firms have a better chance of obtaining follow-up funding through venture capitalists or business angels (Hornuf *et al.*, 2018).

We believe this study provides additional knowledge on the dynamics of female entrepreneurs in Latin America, thus enhancing our understanding of new venture creation.

Going forward, there are multiple directions for future research. Future studies could expand the experimental setting of our study by including other factors, such as the socioeconomic-cultural context, and investigate whether our results continue to hold in different contexts, particularly in emerging funding contexts.

Furthermore, future research should investigate factors affecting overfunding in the equity crowdfunding context. Overfunding can be highly beneficial by acting as an implicit certification of the firm quality and sending a positive signal to potential investors such as venture capitalists and business angels (Coakley *et al.*, 2018).

Notes

1. The 2015 Female Entrepreneurship Index (FEI) shows that Chile ranks 15th – amongst the 77 top nations in the world for female entrepreneurship (Terjesen and Lloyd, 2015).

2. The donation-based model is generally used for charitable causes. People donate money without expecting anything in return (Liu *et al.*, 2018). The reward-based model is mainly used for creative projects. Funders receive a non-monetary reward based on the amount of money they brought to the project (Shneor and Munim, 2019). Lending-based crowdfunding is a form of microfinance in which funders lend money to consumers or entrepreneurs in return for a certain rate of interest (Kgoroeagira *et al.*, 2019). In the equity-based model, investors become shareholders in the funded company through the purchase of a small equity stake (Cicchiello and Leone, 2020).
3. Gender differences increase the communication barriers between the male and female members of a team and lower the level of behavioural integration.
4. The list of Mexican equity-based platforms is from the website of the Mexican Association of Crowdfunding Platforms (AFICO – Asociacion de plataformas de fondeo colectivo) website and it refers to the members' list (available at: <https://www.afico.org/>). The list of Chilean platforms is from the website of the Association of Fintech Companies of Chile (FinteChile–Asociación Fintech de Chile) (available at: <https://www.fintechile.org/>). The Brazilian platforms list has been built up based on the record provided by the report “2017 The Americas Alternative Finance Industry Report” (see Ziegler *et al.*, 2017) carried out by the Cambridge centre of alternative finance, the Polsky Center for Entrepreneurship and Innovation, and the University of Chicago Booth School of Business. Since the list provided by this report includes all the typologies of crowdfunding, platforms have been double-checked on the web and only the equity-based ones have been selected.
5. Instrução nº 588 available at: <http://www.cvm.gov.br/legislacao/instrucoes/inst588.html>.

References

- Agier, I. and Szafarz, A. (2013), “Microfinance and gender: is there a glass ceiling on loan size?”, *World Development*, Vol. 42, pp. 165-181.
- Aguinis, H., Villamor, I., Lazzarini, S.G., Vassolo, R.S., Amorós, J.E. and Allen, D.G. (2020), “Conducting management research in Latin America: why and what’s in it for you?”, *Journal of Management*, Vol. 46 No. 5, pp. 1-22.
- Ahl, H. (2006), “Why research on women entrepreneurs needs new directions”, *Entrepreneurship: Theory and Practice*, Vol. 30 No. 5, pp. 595-621.
- Ahlers, G.K.C., Cumming, D.J., Guenther, C. and Schweizer, D. (2015), “Signaling in equity crowdfunding”, *Entrepreneurship: Theory and Practice*, Vol. 39 No. 4, pp. 955-980.
- Allen, E., Elam, A., Langowitz, N. and Dean, M. (2008), *The Global Entrepreneurship Monitor (GEM) 2007 Report on Women and Entrepreneurship*, Babson College and Baruch College, Babson Park, MA – New York.
- Allison, P.D. (2014), “Measures of fit for logistic regression”, *Proceedings of the SAS Global Forum 2014 Conference*, pp. 1-13.
- Alsos, G.A. and Ljunggren, E. (2017), “The role of gender in entrepreneur–investor relationships: a signaling theory approach”, *Entrepreneurship: Theory and Practice*, Vol. 41 No. 4, pp. 567-590.
- Alvarez, C., Urbano, D. and Amorós, J.E. (2014), “GEM research: achievements and challenges”, *Small Business Economics*, Vol. 42 No. 3, pp. 445-465.
- Amorós, J.E. and Pizarro, O. (2007), “Women entrepreneurship context in Latin America: an exploratory study in Chile”, in Markovic, M.R. (Ed.), *The Perspective of Women's Entrepreneurship in the Age of Globalization*, Information Age Publishing, Charlotte, NC, pp. 107-126.
- Amorós, J.E., Poblete, C. and Mandakovic, V. (2019), “R&D transfer, policy, and innovative ambitious entrepreneurship: evidence from Latin American countries”, *Journal of Technology Transfer*, Vol. 44 No. 5, pp. 1396-1415.
- Aristei, D. and Gallo, M. (2016), “Does gender matter for firms' access to credit? Evidence from international data”, *Finance Research Letters*, Vol. 18, pp. 67-75.

-
- Audretsch, D.B., Lehmann, E.E. and Wirsching, K. (2017), "Female immigrant entrepreneurship in Germany", *Gender and Entrepreneurial Activity*, Edward Elgar Publishing.
- Balachandra, L., Briggs, T., Eddleston, K. and Brush, C. (2019), "Don't pitch like a girl!: how gender stereotypes influence investor decisions", *Entrepreneurship: Theory and Practice*, Vol. 43 No. 1, pp. 116-137.
- Barasinska, N. and Schäfer, D. (2014), "Is crowdfunding different? Evidence on the relation between gender and funding success from a German peer-to-peer lending platform", *German Economic Review*, Vol. 15 No. 4, pp. 436-452.
- Barbi, M. and Mattioli, S. (2019), "Human capital, investor trust, and equity crowdfunding", *Research in International Business and Finance*, Vol. 49, pp. 1-12.
- Becker-Blease, J.R. and Sohl, J.E. (2011), "The effect of gender diversity on angel group investment", *Entrepreneurship Theory and Practice*, Vol. 35 No. 4, pp. 709-733.
- Belleflamme, P., Lambert, T. and Schwienbacher, A. (2014), "Crowdfunding: tapping the right crowd", *Journal of Business Venturing*, Vol. 29 No. 5, pp. 585-609.
- Bennet, R. and Dann, S. (2000), "The changing experience of Australian female entrepreneurs", *Gender, Work and Organization*, Vol. 7 No. 2, pp. 75-83.
- Berger, R., Herstein, R., McCarthy, D. and Puffer, S. (2019), "Doing favors in the Arab world", *International Journal of Emerging Markets*, Vol. 14 No. 5, pp. 916-943.
- BID (Banco Interamericano de Desarrollo) and Finnovista (2017), "FINTECH: innovations you may not know were from Latin America and the Caribbean", available at: <https://publications.iadb.org/handle/11319/8265>.
- Bigelow, L., Lundmark, L., Parks, J.M. and Wuebker, R. (2014), "Skirting the issues: experimental evidence of gender bias in IPO prospectus evaluations", *Journal of Management*, Vol. 40 No. 6, pp. 1732-1759.
- Blanco, M.R. and Castillo, M.A.S. (2020), "CEOs' experience and career success in Latin American firms", *International Journal of Emerging Markets*, Vol. 15 No. 6, pp. 1083-1104.
- Block, J.H., Colombo, M.G., Cumming, D.J. and Vismara, S. (2018), "New players in entrepreneurial finance and why they are there", *Small Business Economics*, Vol. 50 No. 2, pp. 239-250.
- Bruni, A., Gherardi, S. and Poggio, B. (2004), *Gender and Entrepreneurship: An Ethnographic Approach*, Routledge, London.
- Brush, C.G., Carter, N.M., Gatwood, E.J., Greene, P.G. and Hart, M. (2004), *Gatekeepers of Venture Growth: A Diana Project Report on the Role and Participation of Women in the Venture Capital Industry*, The Kauffman Foundation, Kansas City, MO.
- Brush, C.G., De Bruin, A. and Welter, F. (2009), "A gender-aware framework for women's entrepreneurship", *International Journal of Gender and Entrepreneurship*, Vol. 1 No. 1, pp. 8-24.
- Cameron, A.C. and Trivedi, P.K. (2013), *Regression Analysis of Count Data*, Vol. 53, Cambridge University Press, Cambridge, New York, NY.
- Camou, M.M. and Maubrigades, S. (2017), "The lingering face of gender inequality in Latin America", *Has Latin American Inequality Changed Direction?*, Springer, Cham, pp. 219-241.
- Capelleras, J.-L., Greene, F., Kantis, H. and Rabetino, R. (2010), "Venture creation speed and subsequent growth: evidence from South America", *Journal of Small Business Management*, Vol. 48 No. 3, pp. 302-324.
- Carter, N.M., Brush, C.G., Greene, P.G., Gatewood, E. and Hart, M.M. (2003), "Women entrepreneurs who break through to equity financing: the influence of human, social and financial capital", *Venture Capital: An International Journal of Entrepreneurial Finance*, Vol. 5, pp. 1-28.
- Carter, S., Shaw, E., Lam, W. and Wilson, F. (2007), "Gender, entrepreneurship, and bank lending: the criteria and processes used by bank loan officers in assessing applications", *Entrepreneurship: Theory and Practice*, Vol. 31 No. 3, pp. 427-444.

-
- Chaganti, R., DeCarolis, D. and Deeds, D. (1996), "Predictors of capital structure in small ventures", *Entrepreneurship: Theory and Practice*, Vol. 20 No. 2, pp. 7-18.
- Chen, X., Huang, B. and Ye, D. (2020), "Gender gap in peer-to-peer lending: evidence from China", *Journal of Banking and Finance*, Vol. 112, p. 105633.
- Chowdhury, S. (2005), "Demographic diversity for building an effective entrepreneurial team: is it important?", *Journal of Business Venturing*, Vol. 20, pp. 727-746.
- Cicchello, A. and Leone, D. (2020), "Encouraging investment in SMEs through equity-based crowdfunding", *International Journal of Globalisation and Small Business*, Vol. 11 No. 3, pp. 258-278.
- Coakley, J., Lazos, A. and Liñares-Zegarra, J.M. (2018), *Follow-on Equity Crowdfunding*, available at: SSRN 3223575, (paper available on SSRN).
- Coleman, S. and Robb, A. (2009), "A comparison of new firm financing by gender: evidence from the Kauffman firm survey data", *Small Business Economics*, Vol. 33, pp. 397-411.
- Coleman, S. (2002), "Constraints faced by women small business owners: evidence from the data", *Journal of Developmental Entrepreneurship*, Vol. 7 No. 2, pp. 151-174.
- Colombo, M.G., Franzoni, C. and Rossi-Lamastra, C. (2015), "Internal social capital and the attraction of early contributions in crowdfunding", *Entrepreneurship: Theory and Practice*, Vol. 39 No. 1, pp. 75-100.
- Cordova, A., Dolci, J. and Gianfrate, G. (2015), "The determinants of crowdfunding success: evidence from technology projects", *Procedia-Social and Behavioral Sciences*, Vol. 181, pp. 115-124.
- Cumming, D.J., Leboeuf, G. and Schwienbacher, A. (2015), "Crowdfunding models: keep-it-all vs all-or-nothing", available at: <https://ssrn.com/abstract=2447567>, or doi: 10.2139/ssrn.2447567.
- Cumming, D., Meoli, M. and Vismara, S. (2019), "Does equity crowdfunding democratize entrepreneurial finance?", *Small Business Economics*, pp. 1-20.
- Dai, Y., Byun, G. and Ding, F. (2019), "The direct and indirect impact of gender diversity in new venture teams on innovation performance", *Entrepreneurship: Theory and Practice*, Vol. 43 No. 3, pp. 505-528.
- Dautzenberg, K. (2012), "Gender differences of business owners in technology-based firms", *International Journal of Gender and Entrepreneurship*, Vol. 4 No. 1, pp. 79-98.
- Eagly, A.H. and Karau, S.J. (2002), "Role congruity theory of prejudice toward female leaders", *Psychological Review*, Vol. 109 No. 3, pp. 573-596.
- Eddleston, K.A., Ladge, J.J., Mitteness, C. and Balachandra, L. (2016), "Do you see what I see? Signaling effects of gender and firm characteristics on financing entrepreneurial ventures", *Entrepreneurship: Theory and Practice*, Vol. 40, pp. 489-514.
- Edleman, L.F., Donnelly, R., Manolova, T. and Brush, C.G. (2018), "Gender stereotypes in the angel investment process", *International Journal of Gender and Entrepreneurship*, Vol. 10 No. 2, pp. 134-157.
- Gicheva, D. and Link, A.N. (2015), "The gender gap in federal and private support for entrepreneurship", *Small Business Economics*, Vol. 45 No. 4, pp. 729-733.
- Global Entrepreneurship Monitor (2020), *Global Entrepreneurship Monitor 2019/2020 Global Report*, Global Entrepreneurship Research Association, London Business School, London.
- Godwin, L.N., Stevens, C.E. and Brenner, N.L. (2006), "Forced to play by the rules? Theorizing how mixed-sex founding teams benefit women entrepreneurs in male-dominated contexts", *Entrepreneurship: Theory and Practice*, Vol. 30 No. 5, pp. 623-42.
- Greenberg, J. and Mollick, E. (2017), "Activist choice homophily and the crowdfunding of female founders", *Administrative Science Quarterly*, Vol. 62, pp. 341-374.
- Greene, P., Brush, C., Hart, M. and Saparito, P. (2001), "Patterns of venture capital funding: is gender a factor?", *Venture Capital: An International Journal of Entrepreneurial Finance*, Vol. 3, pp. 63-83.

-
- Greene, P.G., Brush, C.G. and Gatewood, E. (2007), "Perspectives on women entrepreneurs: past findings and new directions", in Minniti, M. (Ed.), *Entrepreneurship: The Engine of Growth*, Perspective Series, Praeger Publisher – Greenwood Publishing Group, Westport, CT and London, Vol. 1.
- Greene, W.H. (2003), *Econometric Analysis*, 8th ed., Pearson Education, Prentice-Hall, Essex.
- Gupta, V.K., Turban, D.B., Wasti, S.A. and Sikdar, A. (2009), "The role of gender stereotypes in perceptions of entrepreneurs and intentions to become an entrepreneur", *Entrepreneurship: Theory and Practice*, Vol. 33 No. 2, pp. 397-417.
- Haeussler, C., Patzelt, H. and Zahra, S.A. (2012), "Strategic alliances and product development in high technology new firms: the moderating effect of technological capabilities", *Journal of Business Venturing*, Vol. 27, pp. 217-233.
- Harper, D.A. (2008), "Towards a theory of entrepreneurial teams", *Journal of Business Venturing*, Vol. 23 No. 6, pp. 613-626.
- Harrison, R.T. and Mason, C.M. (2007), "Does gender matter? Women business angels and the supply of entrepreneurial finance in the United Kingdom", *Entrepreneurship: Theory and Practice*, Vol. 31 No. 3, pp. 445-472.
- Hechavarria, D.M., Terjesen, S.A., Ingram, A.E., Renko, M., Justo, R. and Elam, A. (2017), "Taking care of business: the impact of culture and gender on entrepreneurs' blended value creation goals", *Small Business Economics*, Vol. 48 No. 1, pp. 225-257.
- Hellerstedt, K., Aldrich, H.E. and Wiklund, J. (2007), "The impact of past performance on the exit of team members in young firms: the role of team composition", *Frontiers of Entrepreneurship Research*, Vol. 27, p. 11.
- Herrera, D. (2016), "Alternative finance (crowdfunding) regulation in Latin America and the Caribbean: a balancing act", Inter-American Development Bank (IDB), Discussion paper No. 480, available at: <https://publications.iadb.org/handle/11319/7837>.
- Hornuf, L., Schmitt, M. and Stenzhorn, E. (2018), *Equity Crowdfunding in Germany and the UK: Follow-Up Funding and Firm Failure*, Max Planck Institute for Innovation and Competition Research Paper, pp. 17-09.
- Iqbal, S. (2015), *Women, Business and the Law 2016: Getting to Equal*, World Bank Group, Washington, DC.
- Jenkins, J.C., Leicht, K.T. and Jaynes, A. (2008), "Creating high-technology growth: high-tech employment growth in US metropolitan areas, 1988-1998", *Social Science Quarterly*, Vol. 89 No. 2, pp. 456-481.
- Johnson, M.A., Stevenson, R.M. and Letwin, C.R. (2018), "A woman's place is in the ... startup! Crowdfunder judgments, implicit bias, and the stereotype content model", *Journal of Business Venturing*, Vol. 33 No. 6, pp. 813-831.
- Kamm, J.B., Shuman, J.C., Seeger, J.A. and Nurick, A.J. (1990), "Entrepreneurial teams in new venture creation: a research agenda", *Entrepreneurship: Theory and Practice*, Vol. 14 No. 4, pp. 7-17.
- Kanze, D., Huang, L., Conley, M.A. and Higgins, E.T. (2018), "We ask men to win and women not to lose: closing the gender gap in startup funding", *Academy of Management Journal*, Vol. 61 No. 2, pp. 586-614.
- Kgoroogira, R., Burke, A. and van Stel, A. (2019), "Small business online loan crowdfunding: who gets funded and what determines the rate of interest?", *Small Business Economics*, Vol. 52 No. 1, pp. 67-87.
- Koch, J.A. (2016), "The phenomenon of project overfunding on online crowdfunding platforms -Analyzing the drivers of overfunding", *Proceedings of the 24th European Conference on Information Systems (ECIS 2016)*, Istanbul, 2016.
- Lagúña, A., García-Ae, C., Wach, D. and Moriano, J.A. (2019), "Think entrepreneur - think male": a task and relationship scale to measure gender stereotypes in entrepreneurship", *International Entrepreneurship and Management Journal*, Vol. 15 No. 3, pp. 749-772.

- Li, Y., Liu, F., Fan, W., Lim, E.T. and Liu, Y. (2020), "Exploring the impact of initial herd on overfunding in equity crowdfunding", *Information and Management*, Articles in press, 103269.
- Lins, E. and Lutz, E. (2016), "Bridging the gender funding gap: do female entrepreneurs have equal access to venture capital?", *International Journal of Entrepreneurship and Small Business*, Vol. 27 Nos 2-3, pp. 347-365.
- Litz, R.A. and Folker, C.A. (2002), "When he and she sell seashells: exploring the relationship between management team gender-balance and small firm performance", *Journal of Developmental Entrepreneurship*, Vol. 7 No. 4, pp. 341-359.
- Liu, L., Suh, A. and Wgner, C. (2018), "Empathy or perceived credibility? An empirical study on individual donation behavior in charitable crowdfunding", *Internet Research*, Vol. 28 No. 3, pp. 623-651.
- Malaga, R., Mamonov, S. and Rosenblum, J. (2018), "Gender difference in equity crowdfunding: an exploratory analysis", *International Journal of Gender and Entrepreneurship*, Vol. 10 No. 4, pp. 332-343.
- Malmström, M., Johansson, J. and Wincent, J. (2017), "Gender stereotypes and venture support decisions: how governmental venture capitalists socially construct entrepreneurs' potential", *Entrepreneurship: Theory and Practice*, Vol. 41 No. 5, pp. 833-860.
- Mascia, M.D. and Rossi, S.P.S. (2017), "Is there a gender effect on the cost of bank financing?", *Journal of Financial Stability*, Vol. 31, pp. 136-153.
- McGuire, E. (2020), "Can equity crowdfunding close the gender gap in startup finance?", available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3233809.
- Minniti, M. and Naudé, W. (2010), "What do we know about the patterns and determinants of female entrepreneurship across countries?", *European Journal of Development Research*, Vol. 22, pp. 277-293.
- Mollick, E. (2014), "The dynamics of crowdfunding: an exploratory study", *Journal of Business Venturing*, Vol. 29 No. 1, pp. 1-16.
- Moro, A., Wisniewski, T.P. and Mantovani, G.M. (2017), "Does a manager's gender matter when accessing credit? Evidence from European data", *Journal of Banking and Finance*, Vol. 80, pp. 119-134.
- Munim, Z.H., Shneor, R., Adewumi, O.M. and Shakil, M.H. (2020), "Determinants of crowdfunding intention in a developing economy: ex-ante evidence from Bangladesh", *International Journal of Emerging Markets*.
- Pierrakis, Y. (2019), "Peer-to-peer lending to businesses: investors' characteristics, investment criteria and motivation", *The International Journal of Entrepreneurship and Innovation*, Vol. 20 No. 4, pp. 239-251.
- Pocztar, S. and Shapsis, M. (2018), "Gender disparity in angel financing", *Small Business Economics*, Vol. 51 No. 1, pp. 31-55.
- Pope, D.G. and Sydnor, J.R. (2011), "What's in a picture?: Evidence of discrimination from Prosper.com", *Journal of Human Resources*, Vol. 46 No. 1, pp. 53-92.
- Ralcheva, A. and Roosenboom, P. (2016), "On the road to success in equity crowdfunding", available at: <https://ssrn.com/abstract=2727742>.
- Ralcheva, A. and Roosenboom, P. (2019), "Forecasting success in equity crowdfunding", *Small Business Economics*, Vol. 55, pp. 1-18.
- Royston, P., Carlin, J.B. and White, I.R. (2009), "Multiple imputation of missing values: new features for mim", *STATA Journal*, Vol. 9 No. 2, pp. 252-264.
- Shneor, R. and Munim, Z.H. (2019), "Reward crowdfunding contribution as planned behaviour: an extended framework", *Journal of Business Research*, Vol. 103, pp. 56-70.
- Stanger, A. (1990), "Female entrepreneurs in Australia: a review", *Asia Pacific International Management Forum*, Vol. 16 No. 4, pp. 12-20.

-
- Stefani, M.L. and Vacca, V. (2015), "Small firms' credit access in the euro area: does gender matter?", *CESifo Economic Studies*, Vol. 61 No. 1, pp. 165-201.
- Terjesen, S. and Amorós, J.E. (2010), "Female entrepreneurship in Latin America and the Caribbean: characteristics, drivers and relationship to economic development", *European Journal of Development Research*, Vol. 22 No. 3, pp. 313-330.
- Terjesen, S.A. and Lloyd, A. (2015), *The 2015 Female Entrepreneurship Index*, Kelley School of Business Research Paper, pp. 15-51.
- Ullah, S. and Zhou, Y. (2020), "Gender, anonymity and team: what determines crowdfunding success on kickstarter", *Journal of Risk and Financial Management*, Vol. 13 No. 4, pp. 80-106.
- Vismara, S., Benarolio, D. and Carne, F. (2017), "Gender in entrepreneurial finance: matching investors and entrepreneurs in equity crowdfunding", in Link, A.N. (Ed.), *Gender and Entrepreneurial Activity*, Edward Elgar, Cheltenham.
- Vismara, S. (2016), "Equity retention and social network theory in equity crowdfunding", *Small Business Economics*, Vol. 46 No. 4, pp. 579-590.
- Vogel, R., Puhan, T.X., Shehu, E., Kliger, D. and Beese, H. (2014), "Funding decisions and entrepreneurial team diversity: a field study", *Journal of Economic Behavior and Organization*, Vol. 107, pp. 595-613.
- Welbourne, T.M., Cycyota, C.S. and Ferrante, C.J. (2007), "Wall Street reaction to women in IPOs: an examination of gender diversity in top management teams", *Group and Organization Management*, Vol. 32 No. 5, pp. 524-547.
- Wu, Z. and Chua, J.H. (2012), "Second-order gender effects: the case of US small business borrowing cost", *Entrepreneurship: Theory and Practice*, Vol. 36, pp. 443-463.
- Zhao, Y., Xie, X. and Yang, L. (2020), "Female entrepreneurs and equity crowdfunding: the consequential roles of lead investors and venture stages", *International Entrepreneurship and Management Journal*, pp. 1-29.
- Zhou, W. and Rosini, E. (2015), "Entrepreneurial team diversity and performance: toward an integrated model", *Entrepreneurship Research Journal*, Vol. 5 No. 1, pp. 31-60.
- Ziegler, T., Reedy, E.J., Le, A., Zhang, B., Kroszner, R.S. and Garvey, K. (2017), *2017 the Americas Alternative Finance Industry Report, Hitting Stride*, Cambridge Centre for Alternative Finance, available at: https://www.jbs.cam.ac.uk/fileadmin/user_upload/research/centres/alternativefinance/downloads/2017-05-americas-alternative-finance-industry-report.pdf.
- Ziegler, T., Johanson, D., King, M., Zhang, B., Mammadova, T., Ferri, F., Trappe, R., Suresh, K., Hao, R., Ryll, L. and Yerolemou, N. (2019), *Reaching New Heights: The 3rd Americas Alternative Finance Industry Report*, December 2018, Cambridge Centre for Alternative Finance, available at: <https://www.smefinanceforum.org/post/publication-the-3rd-annual-americas-alternative-finance-industry-report>.

Further reading

- Cumming, D.J., Hornuf, L., Karami, M. and Schweizer, D. (2016), "Disentangling crowdfunding from fraud funding", Max Planck Institute for Innovation and Competition Research Paper No. 16-09, available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2828919.
- Di Pietro, F., Prencipe, A. and Majchrzak, A. (2018), "Crowd equity investors: an underutilized asset for open innovation in startups", *California Management Review*, Vol. 60 No. 2, pp. 43-70.
- Drover, W., Wood, M. and Zacharakis, A. (2017), "Attributes of angel and crowdfunded investments as determinants of VC Screening decisions", *Entrepreneurship: Theory and Practice*, Vol. 41 No. 3, pp. 323-347.
- Günther, C., Johan, S. and Schweizer, D. (2018), "Is the crowd sensitive to distance? How investment decisions differ by investor type", *Small Business Economics*, Vol. 50 No. 2, pp. 289-305.
- Hu, M., Li, X. and Shi, M. (2015), "Product and pricing decisions in crowdfunding", *Marketing Science*, Vol. 34 No. 3, pp. 331-345.

- Kunz, M.M., Englisch, O., Beck, J. and Bretschneider, U. (2016), "Sometimes you win, sometimes you learn—success factors in reward-based crowdfunding", *Proceedings of the Multikonferenz Wirtschaftsinformatik (MKWI)*, Ilmenau, Germany.
- Macht, T. and Weatherston, J. (2014), "The benefits of online crowdfunding for fund-seeking business ventures", *Strategic Change*, Vol. 23 Nos 1-2, pp. 1-14.
- Ordanini, A., Miceli, L., Pizzetti, M. and Parasuraman, A. (2011), "Crowd-funding: transforming customers into investors through innovative service platforms", *Journal of Service Management*, Vol. 22 No. 4, pp. 443-470.
- Signori, A. and Vismara, S. (2018), "Does success bring success? The post-offering lives of equity-crowdfunded firms", *Journal of Corporate Finance*, Vol. 50, pp. 575-591.
- StataCorp (2013), *Stata 13 Base Reference Manual*, Stata Press, College Station, TX.
- Stemler, A.R. (2013), "The JOBS Act and crowdfunding: harnessing the power—and money—of the masses", *Business Horizons*, Vol. 56 No. 3, pp. 271-275.
- Walthoff-Borm, X., Vanacker, T.R. and Collewaert, V. (2018), "Equity crowdfunding, shareholder structures, and firm performance", *Corporate Governance: An International Review*, Vol. 26 No. 5, pp. 314-330.

Corresponding author

Antonella Francesca Cicchiello can be contacted at: antonella.cicchiello@unicatt.it