Qualitative analysis of entrepreneurs' action in their crowdfunding attempts

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In recent years, crowdfunding has become an important alternative source for entrepreneurs looking for external financing. The concept of crowdfunding is derived from a boarder term of crowdsourcing, which refers to the use of the audience for ideas, feedback, and solutions for the development of organizational activities. This phenomenon breaks through to the heart of the consensus, doubling itself every year. Crowdfunding is defined as an act of financing a project or venture by raising small amounts of money from a large number of people, usually via the internet. In the present digital age, where an absolute majority of the population has access to the Internet and various funding sites, it is evident that the language used by the creator to market his project is no less critical than the domain itself. Despite the link between motivation to donate and online communities, few researchers have investigated how fundraising appeals are made. The chosen field for this work is to conduct qualitative research on the language that people use to entice people to donate, while analyzing the qualitative behavior of entrepreneurs to utilizing crowdfunding. This work provided preliminary exploratory work for a qualitative analysis of texts on the Israeli crowdfunding site, "Headstart". Texts that the project creator writes in favor of marketing the project he wishes to implement. The analysis was carried out on a database of new project published over a predetermined period of time, including data collection, initial coding, qualitative analysis of texts, and qualitative analysis of texts over time (by comparing the dynamic changes in the texts). It is clear that crowdfunding is not a passing phenomenon. The introduction of technology into our lives, and the dependence on its influence and use, constitute a solid basis for the continuation of the project.