Name of project	Project creator	Date	Initial target	Funding total	Target reached?	Target exceeded?	No. of backers	No. of updates	No. of comments

What is the aim of the project?	Who are the project's stakeholders? *Who will benefit from the project?*	How does the project appeal to those stakeholders?	What are the various calls to action in the campaign?	How clear are these?

Did they have a video?	How long was it?	When did you stop watching / lose interest?	Best elements of the campaign page *(& why?)*	Areas for improvement *What details on the campaign page, or way project is presented could be improved?*

Average pledge *(Total ££ divided by no. of backers)*	**Lowest pledge level**	**Highest pledge level**	**Most popular pledge level** *Why do you think this is?*

Pledge levels & rewards (list all below)	**Clear examples of rewards in project description?**	**Good value for money?** *Would you have backed this project? At what level? Why/why not?*

What is the content of the updates?	**Do updates continue after end of project?** *If so, why / why not?*

Other things to identify:

- What do you think were the most influential elements (on the success or failure) in the project overall?

- What things could have improved the quality of the project overall?

- How would these changes lead to greater financial support / backer numbers for the project?