

In Poland, there is a noticeable stimulation of the growth of innovation in many areas and industries as a factor of development and economic growth. To stimulate this growth, it is necessary to obtain capital that will help the entity develop its innovative projects at the highest level. Although many companies decide to finance their ideas, they still lack knowledge about alternative forms of financing. Providing and popularizing knowledge about innovative forms of financing, such as crowdfunding, gives a wider range of choices. It is a form of easy capital raising, with no financial risk involved. In Poland, crowdfunding is a still not very popular form of obtaining capital, which has developed remarkably over the last years. Although Poland is far from the USA or Great Britain as model countries in the development of crowdfunding platforms, Poland is getting closer to them.

If the project is implemented through a crowdfunding platform, it is published through a crowdfunding campaign. This campaign aims to present business ideas by means of text, image and video. These elements are assessed and valued, and then compared by the supporters who ultimately donate to the selected campaign. It should be noted that it is through the information provided in the campaigns that the supporter creates vision about the project, which definitely must be at the highest level. Therefore, the high quality of these messages is critical to the success of trades in online markets.

The research project assumes the identification and evaluation of success factors of crowdfunding, with particular attention to the content and form of innovative messages created by applicants. The prepared concept of the overall research plan consists of four main stages. Literature studies on the subject matter will be conducted throughout the entire research project. In the first stage, an analysis of the literary output in the field of crowdfunding will be carried out. In the second stage, an analysis of offers on crowdfunding platforms will be carried out. The research will cover the impact of innovative campaigns in the process of attracting investors both on crowdfunding platforms and in social media on the success of the project. In the third stage, the applicants' and then the supporters' surveys will be conducted. In the fourth stage, research will be carried out based on interviews.

The results of the research carried out within the project will provide significant insight into the structure and construction of the campaign. This knowledge will allow us to understand the activities of crowdfunding campaigns based on data from national and international platforms. In turn, the formulation of new conclusions related to the activities of crowdfunding platforms will be a contribution to the current state of knowledge in this field.