1. ***Developed a set of universal features*** that describe crowd behaviour in online fundraising: (1) *Appeal*, (2) *Momentum*, (3) *Variation*, (4) *Engagement*, (5) *Latency*

2. ***Systematically tested the importance of crowd features***

    a. *Uniform crowd behavior* on heterogeneous crowdfunding platforms, hence universal
    b. Crowd features are *significantly correlated* with fundraising success
    c. Crowd features *predict fundraising success* better than project features
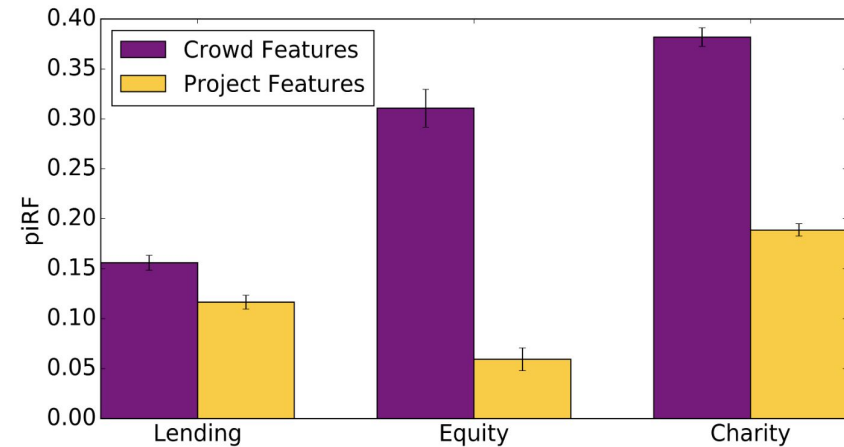
3. ***Crowd features have significant quasi-causal effects on fundraising success***

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