

Crowdfunding has become a popular option for financing new projects and businesses. The study explores the factors that influence the project's success from the creator's point of view. The analysis of a cross-sectional dataset from one of the most famous czech reward-based crowdfunding platforms HitHit is used to confirm or reject the hypotheses of existing studies from the global scale for the case of the Czech Republic. First, a logistic regression is applied to estimate the effects of the individual factors on the probability of a project being successfully funded. Secondly, the OLS regression is introduced to estimate the effects on the overall percentage of funding of a project in place of the binary variable in the logit model. We find a significant positive relationship between the success and the following factors: a video presence, a creator's location within a large city, a shorter campaign duration, a number of rewards and updates during the campaign, and projects falling into the category *education*. Several suggestions on future research are presented.