

Remote Work, Financing and AI Were Top-10 Topics in 2023

Jon Eckhardt (University of Wisconsin-Madison)

KEYWORDS: Founders, How to start a business, startup hiring, funding for startups.

Entrepreneur and Innovation Exchange (EIX) aspires to be the #1 peer-reviewed resource for thought leadership in entrepreneurship and innovation for students, practitioners, and professors. To achieve this goal, we are building a platform where expert entrepreneurs, investors, and scholars can share insights to benefit the global community of entrepreneurs.

For authors, we provide a fast peer review cycle and growing global readership that provides thought leaders with a means to quickly share insights with entrepreneurs across the globe. With the help of our authors, reviewers, and outstanding editorial team, the formula appears to be working. EIX continued to grow in traffic and impact in 2023, achieving 5.8 million page views. We are also closing in on 1,000 submitted articles since the EIX platform launched in spring of 2014.

Our 10 most popular articles in 2023 showed that EIX's audience of founders, entrepreneurs, professors and students, and others in the entrepreneurial ecosystem, were focused on both age-old challenges -- getting money and managing resources -- and the new disruptive power of AI and ChatGPT.

In an era where the option for remote work has become the norm at many companies, an EIX article by Lean Startup thought leader Steve Blank took a contrarian point of view -- and became EIX's best-read article in 2023, with 545,654 views.

Here are the 10 articles that attracted the most site visitors in 2023. Among them are articles that were published in prior years. On behalf of the editorial team at EIX, we hope you have a productive and successful year. If you are an author, please consider us as an outlet for your important work on entrepreneurship.

Startups with Onsite Employees Grow 3 1/2 Times Faster
(<https://eiexchange.com/content/startups->

with-onsite-employees-grow-312-times-faster)

(Published Feb. 3, 2023)

By Steve Blank

In one VC's portfolio, startups with on-site employees enjoyed 3 1/2 times higher revenue growth than those with only a remote workforce. What does this mean?

545,654

2023 Views

What Venture Capital Can Do for Your Company

(<https://eiexchange.com/content/93-what-venture-capital-can-do-for-your-company>)

(Published May 8, 2015)

By Eapen Chacko

Here's how to attract capital to your entrepreneurial venture, and avoid costly mistakes.

522,572

2023 Views

579,678

All-Time Views

Leveraging Generative AI Tools Like ChatGPT for Startups and Small Business Growth

(<https://eiexchange.com/content/leveraging-generative-ai-tools-like-chatgpt-for-startups-and-sma>)

(Published March 22, 2023)

By David Townsend



These breakthroughs have the potential to optimize processes, enhance customer engagement, and drive growth -- but they also bring legal and security risks.

257,091 2023 Views

Entrepreneurs Need an Agile Mindset and Agile Slack (<https://eiexchange.com/content/entrepreneurs-need-an-agile-mindset-and-agile-slack>)

(Published Oct. 18, 2023)

By Yoel Asseraf

Companies must view change as a strategic opportunity -- and set aside enough resources to seize those opportunities quickly.

188,529 2023 Views

Turning Your Invention Into a Business (<https://eiexchange.com/content/turning-your-invention-into-a-business>)

(Published Dec. 8, 2020)

By Kelsey Ogletree

Three inventors, all over 50, made the switch to entrepreneurship after working for others. Here is how they managed the risk.

124,822 2023 Views

348,553 All-Time Views

RX for Success: Former MinuteClinic CEO Linda Hall Shares Her Stories (<https://eiexchange.com/content/104-rx-for-success-former-minuteclinic-ceo-linda-hal>)

(Published Sept. 14, 2015)

By Daniel Forbes

Through tenacity, a thick skin and an outsider's perspective, she helped this now-ubiquitous company secure its early financing.

114,804 2023 Views

162,246 All-Time Views

AI and ChatGPT Will Revolutionize Customer Discovery (<https://eiexchange.com/content/ai-and-chatgpt-will-revolutionize-customer-discovery>)

(Published April 17, 2023)

By Steve Blank

In some markets, such as e-commerce, it's going to happen way sooner than you think.

111,176 2023 Views

Growing a Venture with Private Equity: A Buy-and-Build Approach (<https://eiexchange.com/content/growing-a-venture-with-private-equity-a-buy-and-build-approach>)

(Published Oct. 12, 2022)

By Ted Clark

A seasoned entrepreneur and executive sheds light on a particular pathway to growing a venture – one in which acquisitions and private equity play a central role.

107,587 2023 Views

114,740 All-Time Views

Take a CLEAN Look at Your Business Post-COVID-19 (<https://eiexchange.com/content/take-a-clean-look-at-your-business-post-covid19>)

(Published May 5, 2020)

By Dave Ketchen and Christopher Craighead

Troubling times give small business owners a clean slate upon which to reinvent their companies, and a blueprint for surviving future challenges.

96,682 2023 Views

504,389 All-Time Views

Why Inventors Should Embrace Unequal Partnerships
(<https://eiexchange.com/content/285-why-inventors-should-embrace-unequal-partnership>)

(Published May 9, 2017)

By Dean Kamen

In EIX's most-read article of all time, the celebrated inventor makes the case for ceding control and most of the profits to powerful partners who can get your innovation to market.

92,297 2023 Views

867,522 All-Time Views