

Help Improve EIX: Take Our Audience Discovery Survey and Shape Future Content

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We are launching a short Audience Discovery Survey to learn what you value most, including the formats you prefer, the topics you rely on, and how EIX can support your goals more effectively.

Every day, thousands of entrepreneurs, educators, students, and innovators visit EIX for one reason: to find ideas and insights they can actually use.

They come for practical frameworks, real-world research, teaching tools, startup inspiration, expert interviews, and case studies that don't just "sound interesting" -- they make a difference in classrooms, companies, and communities.

Now, we're taking the next step in making EIX even more useful, more relevant, and more personalized.

And we can't do it without you: [Take the survey and help shape what comes next](https://us9.list-manage.com/survey?u=97b1eff156a654d98d741d78e&id=475d0f8494&attribution=false) (<https://us9.list-manage.com/survey?u=97b1eff156a654d98d741d78e&id=475d0f8494&attribution=false>)

Why Your Input Matters

We're investing in a major effort to better understand the people who rely on EIX the most and this survey helps us answer questions like:

- What kinds of insights do you return for again and again?
- Which formats fit your workflow: quick takeaways, deep dives, case studies, videos, tools?
- What topics matter most for your work, your business, or your classroom?
- How can we tailor our newsletters, tools, and resources to better support you?

Your feedback gives us the clarity we need to build

EIX's next chapter: better content, smarter tools, and more meaningful engagement with our global community.

If you read EIX, teach with us, share our articles, or simply rely on research-backed ideas to fuel your work, this is your moment to shape what comes next.

What the Survey Covers (and Why It's Worth 3 Minutes)

We designed this survey to be quick, focused, and genuinely valuable. You'll help us understand:

1. Who You Are

Are you an educator? Founder? Researcher? Student? Ecosystem builder?

Your role helps us design pathways tailored to how you use entrepreneurship knowledge in the real world.

2. How You Prefer to Learn

Do you skim? Dive deep? Bookmark tools? Use teaching exercises? Watch videos?

This shapes our content formats and newsletter experience.

3. What You Care About Most

Startup development, funding, business models, leadership, innovation, teaching methods, emerging tech, social impact. Tell us your top topics to help us prioritize and invest where it matters.

4. How You Use EIX

Whether you're applying tools directly to your established company or startup, using articles in the classroom, or sharing insights with colleagues, understanding the "why" behind your engagement helps us build a better site.

5. How Often You Want to Hear From Us

This guides our future communication cadence - no



spam, no guesswork, just what's most useful for you. Every answer you share directly influences the improvements we're making throughout 2026.

Why We're Doing This Now

EIX is growing - not in noisy, viral ways, but in steady, meaningful ways that signal something important: People want high-quality, evidence-based entrepreneurship insights they can trust.

We need sharper insight into:

1. What draws readers in
2. What keeps them coming back
3. And where we're falling short

This survey is our opportunity to align what we publish with what you value most. Your input ensures we invest our resources wisely, creating the kind of content ecosystem that supports you, your ventures, your students, and your broader community.

Ready to Shape What's Next?

Take the EIX Audience Discovery Survey. It takes less than 3 minutes and makes a lasting impact.

[Take the Survey](https://us9.list-manage.com/survey?u=97b1eff156a654d98d741d78e&id=475d0f8494&tribution=false) (https://us9.list-manage.com/survey?u=97b1eff156a654d98d741d78e&id=475d0f8494&tribution=false)

Thank you for being part of the EIX community.