

Congratulations to our 2024-25 Schulze Awards Winners!

David Townsend (Virginia Tech)

KEYWORDS: Entrepreneurship, Schulze Awards.

These awards recognize exceptional thought leadership, clarity of perspective, and the ability to bridge research and practice.

Each year, the Schulze Publication Awards celebrate the authors of the most impactful articles published on EIX and FamilyBusiness.org. These awards recognize exceptional thought leadership, clarity of perspective, and the ability to bridge research and practice, inspiring entrepreneurs, educators, and family business leaders worldwide.

Our newest group of EIX winners features authors who published articles during the academic year of July 1, 2024 through June 30, 2025. Their contributions focused on many aspects of starting and running your business -- from testing ideas, to learning from mistakes, to navigating tough and uncertain times, and much more. We've also recognized authors who focused on how to teach entrepreneurship to college and even high school students. This breadth of topics, and our efforts to expand our usefulness to many kinds of audiences, have helped establish EIX as a premier resource for cutting-edge research and practical guidance.

Here are the winners of the 2024/25 Schulze Publication Awards:

EIX Award Categories & Recipients

Applied and Practice

Max Mirho, [Test Your Startup Idea in One Day](https://eiexchange.com/content/Test-your-startup-idea-in-one-day)
(<https://eiexchange.com/content/Test-your-startup-idea-in-one-day>)

Alex Pena and Dira Delpech, [Transitioning from Academia to Entrepreneurship](https://eiexchange.com/content/transitioning-from-academia-to-entrepreneurship)
(<https://eiexchange.com/content/transitioning-from-academia-to-entrepreneurship>)

Ahmed, [The Toughest Lessons I Learned as a Founder](https://eiexchange.com/content/the-toughest-lessons-i-learned-as-a-founder)
(<https://eiexchange.com/content/the-toughest-lessons-i-learned-as-a-founder>)

Kevin Fee, [Sensemaking: The Entrepreneur's Competitive Edge](https://eiexchange.com/content/sensemaking-the-entrepreneurs-competitive-edge)
(<https://eiexchange.com/content/sensemaking-the-entrepreneurs-competitive-edge>)

Zack Kinzler, [AI Can Turbocharge Entrepreneurial Skills and How They Are Taught](https://eiexchange.com/content/ai-can-turbocharge-entrepreneurial-skills-and-how-they-are-taught)
(<https://eiexchange.com/content/ai-can-turbocharge-entrepreneurial-skills-and-how-they-are-taught>)

James C Wetherbe, [Remembering and Learning From Fedex Founder Fred Smith](https://eiexchange.com/content/remembering-fedex-founder-fred-smith)
(<https://eiexchange.com/content/remembering-fedex-founder-fred-smith>)

Commentary

Joseph Astrachan and Claudia Binz Astrachan, [Turbulence Ahead: How Businesses Can Navigate Tariffs and Uncertainty](https://eiexchange.com/content/turbulence-ahead-how-businesses-can-navigate-tariffs-and-uncertainty)
(<https://eiexchange.com/content/turbulence-ahead-how-businesses-can-navigate-tariffs-and-uncertainty>)

James C. Wetherbe and Kimberly Eddleston, [More Than an Entrepreneur: How Best Buy Founder Dick Schulze Saves Lives](https://eiexchange.com/content/more-than-an-entrepreneur-how-best-buy-founder-dick-schulze-saves-lives)
(<https://eiexchange.com/content/more-than-an-entrepreneur-how-best-buy-founder-dick-schulze-save>)

Education and Teaching

Steve Blank, [Stanford's Lean Launchpad Class Achieves Huge Impact](https://eiexchange.com/content/stanfords-lean-launchpad-class-achieves-huge-impact)
(<https://eiexchange.com/content/stanfords-lean-launchpad-class-achieves-huge-impact>)

Jennifer Gessner, [Introducing the Business Model: A Comprehensive Lesson Plan for High School Students](https://eiexchange.com/content/introducing-the-business-model-a-comprehensive-lesson-plan-for-high-school-students)
(<https://eiexchange.com/content/introducing-the-business-model-a-comprehensive-lesson-plan-for-h>)



Jing Betty Feng and Jennifer Gessner, [Unlock and Problem-Solving with LEGO Serious Play](https://eiexchange.com/content/unlock-creativity-and-problem-solving-with-lego-serious-plan) (https://eiexchange.com/content/unlock-creativity-and-problem-solving-with-lego-serious-plan)

Features

Lin Gensing-Pophal, [Learning to Let Go of a Startup](https://familybusiness.org/content/learning-to-let-go-of-a-startup) (https://familybusiness.org/content/learning-to-let-go-of-a-startup)

Edd Staton and Cynthia Staton, [Turning Retirement on its Head](https://eiexchange.com/content/turning-retirement-on-its-head) (https://eiexchange.com/content/turning-retirement-on-its-head)

Richard Eisenberg, [6 Questions to Ask Yourself Before You Un-Retire](https://eiexchange.com/content/6-questions-to-ask-yourself-before-you-un-retire) (https://eiexchange.com/content/6-questions-to-ask-yourself-before-you-un-retire)

Interviews

Pat Alacqua, [Don't Just Scale, Evolve](https://eiexchange.com/content/dont-just-scale-evolve) (https://eiexchange.com/content/dont-just-scale-evolve)

Kimberly Eddleston and Jerome Myers, [The Emotional Downside of Exiting Your Business](https://eiexchange.com/content/the-emotional-downside-of-exiting-your-business) (https://eiexchange.com/content/the-emotional-downside-of-exiting-your-business)

Practice Insight

David Leichter, [Common Cash Flow Challenges Faced by Entrepreneurs](https://eiexchange.com/content/common-cash-flow-challenges-faced-by-entrepreneurs) (https://eiexchange.com/content/common-cash-flow-challenges-faced-by-entrepreneurs)

Research Insight

Wim Biemans and Avinash Malsh, [The Right Digital Tools Help Remote Teams Innovate](https://eiexchange.com/content/the-right-digital-tools-help-remote-teams-innovate) (https://eiexchange.com/content/the-right-digital-tools-help-remote-teams-innovate)

David Townsend, Richard Hunt and Judy Rady, [Timeless Wisdom for Turbulent Times](https://eiexchange.com/content/timeless-wisdom-for-turbulent-times) (https://eiexchange.com/content/timeless-wisdom-for-turbulent-times)

Mark Bolinger, Katrina Brownell and Jeffrey Covin, [Keeping it Real: How Entrepreneurs Effectively Disclose Risk](https://eiexchange.com/content/keeping-it-real-how-entrepreneurs-effectively-disclose-risk) (https://eiexchange.com/content/keeping-it-real-how-entrepreneurs-effectively-disclose-risk)

Theodore L. Waldron, Jeffery S. McMullen, G. Tyge

Payne, Oleg Petrenko, Caecilia James C. Wetherbe, [Cash Is Not Always King in Founder/Investor Relationships](https://eiexchange.com/content/cash-is-not-always-king-in-founder-investor-relationships) (https://eiexchange.com/content/cash-is-not-always-king-in-founder-investor-relationships)

Benjamin McLarty, Vitaliy Skorodzyevskiy and Jeffrey Muldoon, [Your Dark Side Can Motivate You to Start a Business](https://eiexchange.com/content/your-dark-side-can-motivate-you-to-start-a-business) (https://eiexchange.com/content/your-dark-side-can-motivate-you-to-start-a-business)

Paul Sanchez, Robert Pidduck, Duygu Phillips and Josh Daspit, [Using Humble Language Can Drive Market Success](https://eiexchange.com/content/using-humble-language-can-drive-market-success) (https://eiexchange.com/content/using-humble-language-can-drive-market-success)

Robert Morier and Barrie Litzky, [Why Lifeguards Make the Best Founders and CEOs](https://eiexchange.com/content/why-lifeguards-make-the-best-founders-and-ceos) (https://eiexchange.com/content/why-lifeguards-make-the-best-founders-and-ceos)

Congratulations to All Awardees

The Schulze Publication Awards honor more than individual excellence—they highlight our mission to provide free, research-based resources that educate, inform, and inspire. This year's winners embody that mission, offering actionable insights and thought-provoking research for the global community.

To explore the award-winning articles from past years, visit our [Schulze Publication Awards page](https://eiexchange.com/schulze-publication-awards). (https://eiexchange.com/schulze-publication-awards)