

EIX: A Resource for Entrepreneurship Educators and Their Students

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Are you looking for high-quality new material to enrich your entrepreneurship courses and freshen up the syllabus? Are you tired of making students pay for subscription resources? Do your students need some inspiration and direction to help them take their business ideas to a competition?

[Entrepreneur and Innovation Exchange](https://eix-production.appspot.com/) (<https://eix-production.appspot.com/>) has a library of commentaries, case studies, exercises, practitioner-oriented articles and video interviews with great entrepreneurs. All are interesting, useful and perhaps the best part, free. These resources are made possible by the [Richard M. Schulze Family Foundation](https://www.schulzefamilyfoundation.org/) (<https://www.schulzefamilyfoundation.org/>) -- a charitable venture established by Best Buy Founder Dick Schulze. One of Dick's missions is to improve the success rate of new businesses, and EIX strives to bring new and aspiring entrepreneurs the best information possible about running a business successfully. Dick also realizes the important role of educators in supporting new entrepreneurs, which is why other articles focus on teaching methods and classroom exercises. And an initiative that launched in 2017, e-Fest, is a business idea competition specifically for undergraduates. Our competition in April 2017 celebrated 25 student finalist teams and awarded more than \$250,000 to the top three and their universities.

Along with providing resources for students and teachers, we are also looking to publish interesting work. If you would like to publish your research on entrepreneurship or share ideas about what worked in your classroom, please explore EIX and consider it as your outlet. All submissions are peer-reviewed.

The links below provide direct access to some of our popular interviews, articles and cases and to articles about e-Fest. To browse our entire growing collection of learning resources click [here](https://eix-production.appspot.com/learning-resources) ([https://eix-](https://eix-production.appspot.com/learning-resources)

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Video interviews

A Father/Son Sitdown: Howard and Steven Aldrich (<https://eix-production.appspot.com/content/193-a-fatherson-sitdown-howard-and-steven-aldrich>)

Delivering the Goods: An Interview with Best Buy Founder Dick Schulze (<https://eix-production.appspot.com/content/6-delivering-the-goods-an-interview-with-best-buy-and-eix-founder-dick-schulze>)

Marnie Abramson: Caring for the Bottom Line and the Planet (<https://eix-production.appspot.com/content/123-marnie-abramson-caring-for-the-bottom-line-and-the-planet->)

RX for Success: Former MinuteClinic CEO Linda Hall Shares Her Stories (<https://eix-production.appspot.com/content/104-rx-for-success-former-minuteclinic-ceo-linda-hall-shares-her-stories>)

Legal Zoom Co-Founder: Trick Yourself to do the Impossible (<https://eix-production.appspot.com/content/121-legalzoom-co-founder-trick-yourself-to-do-the-impossible>)

Articles

How New Businesses Can Improve Their Chance of Survival (<https://eix-production.appspot.com/content/270-how-new-businesses-can-improve-their-chances-of-survival>) by Howard Aldrich

Want to Give Your Students Real-World Experience? Try Consulting Projects ([https://eix-production.appspot.com/content/88-want-to-give-your-entrepreneurship-](https://eix-production.appspot.com/content/88-want-to-give-your-entrepreneurship)



students-real-world-experience-try-consulting-projects) by Kim Eddleston
[Managing Conflict in New Ventures](https://eix-production.appspot.com/content/31-managing-conflict-in-new-ventures)
(<https://eix-production.appspot.com/content/31-managing-conflict-in-new-ventures>)
by Dan Forbes
[Should I Participate in a Business Accelerator?](https://eix-production.appspot.com/content/78-should-i-participate-in-a-business-accelerator)
(<https://eix-production.appspot.com/content/78-should-i-participate-in-a-business-accelerator>) By Jon Eckhardt
[The Family Way: How Entrepreneurial Values Help Businesses Thrive Over Generations](https://eix-production.appspot.com/content/59-the-family-way-how-entrepreneurial-values-help-businesses-thrive-over-generations)
(<https://eix-production.appspot.com/content/59-the-family-way-how-entrepreneurial-values-help-businesses-thrive-over-generations>) by Ritch Sorenson
[Entrepreneurs are Built, Not Born](https://eix-production.appspot.com/content/110-entrepreneurs-are-built-not-born)
(<https://eix-production.appspot.com/content/110-entrepreneurs-are-built-not-born>)
by Ron Mitchell
[Every College Student Should Take a Course in Entrepreneurship](https://eix-production.appspot.com/content/245-every-college-student-should-take-a-course-in-entrepreneurship)
(<https://eix-production.appspot.com/content/245-every-college-student-should-take-a-course-in-entrepreneurship>) by Sara Cochran
[Entrepreneurship Programs Should Nurture Companies of One](https://eix-production.appspot.com/content/39-entrepreneurship-programs-should-nurture-companies-of-one)
(<https://eix-production.appspot.com/content/39-entrepreneurship-programs-should-nurture-companies-of-one>) by George Gendron
e-Fest
[Improved Bike Helmet Takes Top Prize at e-Fest](https://eix-production.appspot.com/content/280-improved-bike-helmet-takes-top-prize-at-e-fest)
(<https://eix-production.appspot.com/content/280-improved-bike-helmet-takes-top-prize-at-e-fest>)
[e-Fest background, rules and rubrics](https://eix-production.appspot.com/e-fest)
(<https://eix-production.appspot.com/e-fest>)
[Turning Good Presentations into Great Ones](https://eix-production.appspot.com/content/127-turning-good-business-presentations-into-great-ones)
(<https://eix-production.appspot.com/content/127-turning-good-business-presentations-into-great-ones>) by Joan

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Please direct inquiries about using or submitting content to: info@eiexchange.com
(<mailto:info@eiexchange.com>)

All the best,

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