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LEAD Incubator & Startup Accelerator

## Welcome to Week 6 (11/25)

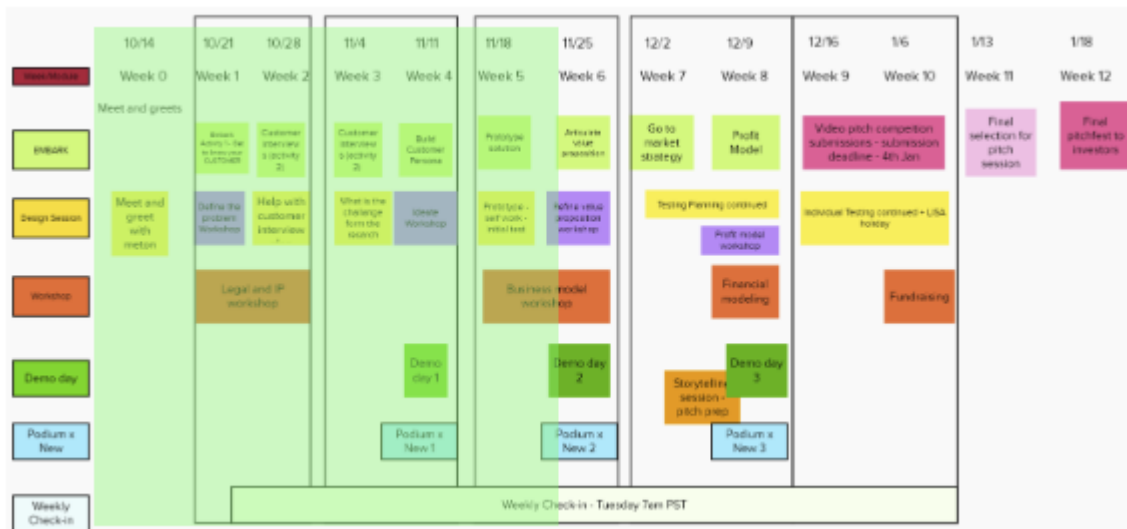
Dear entrepreneurs,

Congratulations on your outstanding progress and welcome to Week 6!

**First things first:** Here is our list of **must-read** items, in case you cannot go through all!

- Embark focus this week: Creating your value proposition for your customers based on your proposed solution
- Weekly office hours - Tuesday, 11/30 @ 7AM (PST) [\[link\]](#)
- Founders & Mentors Open House - Sunday, 11/28 @ 11AM (PST) [\[link\]](#)  
The purpose of this session is to meet and discuss any of your accomplishments and challenges during an open, 1-hour session with your cohort's mentors. We hope you'll consider joining and will send you a calendar invite for this session.

## Cohort Schedule



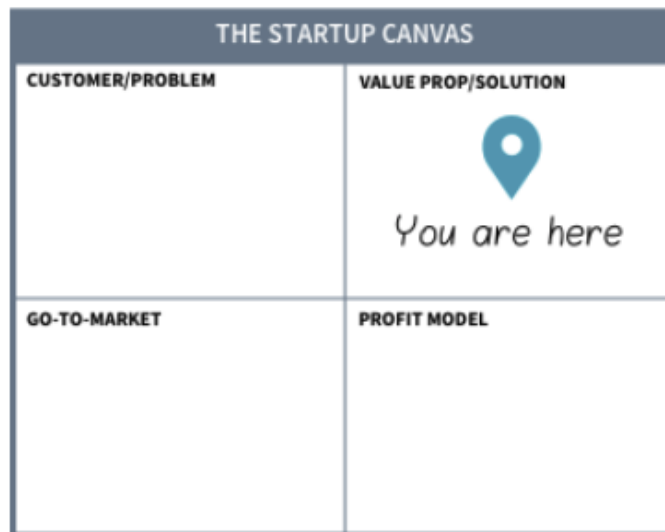
## Next Week Preview

### Lesson 3:

This week, we will get started on Embark's Lesson 3 "Value Proposition/Solution". Specifically, you will focus on creating your value proposition, in other words, how will customers obtain value from your proposed solution.

- Create an effective value proposition
- Why should your customers buy/use your product/service
- Test the pains and gains from your customers
- Test your customers' willingness to pay
- Gather feedback and refine statement

For your reference, this is where we stand on our startup canvas:





This week we are not suggesting any additional reading material as the module does a comprehensive job of explaining prototyping strategies and correct processes to follow. However, since everyone is in separate industries building both services, digital, and analog products unique case-by-case problems will arise.

For these reasons, we encourage you to go to the #ask-for-help slack channel where everyone can help solve your unique problems and be a better use of time.

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### Upcoming Events

<b>Weekly Office Hours - Tuesday 11/30 @ 7AM (PST)</b>	<b>Founders &amp; Mentors Open House - Sunday, 11/28 @ 11AM (PST)</b>
	

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## Useful Resources

<a href="#">LISA Email</a>	<a href="#">LISA Cohort 3 Calendar</a>	<a href="#">LISA Blog</a>
<a href="#">LISA FAQs</a>	<a href="#">LISA Cohort 3 Progress Tracker</a>	<a href="#">LISA Website</a>

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## Stay up to Date with LISA



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## About LISA

*LEAD Incubator and Startup Accelerator (LISA) founded by Stanford GSB LEAD participants for the LEAD Community is an ecosystem for Innovators and Startup founders. It is the first hybrid platform for incubating Ideas to MVP and scaling ventures globally.*