



www.gsb-lead-lisa.com

LEAD Incubator & Startup Accelerator

Welcome to Week 0 (10/14)

Dear entrepreneurs,

Welcome to LISA Cohort 3!

We were truly impressed and inspired by all of your ideas, and we are confident that you will bring impactful innovations to your customers, industries, and the world. With an amazingly diverse cohort representing a strong mix of industries, compelling customer problems, we hope that through this 10 weeks innovation discovery sprint you will feel empowered to test new approaches, grow your ideas to Minimum Viable Product (MVP), scale your venture and broaden your network!

We are thrilled that you have taken on the LISA journey to advance your ideas and bring them to life!

See below a summary of what is coming this week:

LISA Cohort 3 kick-off call!

To get started we look forward to seeing you at our kick-off meeting on 10/14 where we will all meet each other.

LISA Co-founder Event

Startups with multiple co-founders with synergistic skill sets have higher success rates and increased chances of being funded by Venture Capitalists. Don't miss this co-founder mixer event on **Friday, October 15, at 7am PST**, during which you will have the chance to find co-founders with complementary skills sets. We have 60+ co-founder applicants joining, who are looking forward to meeting you all at the event! (*Scroll down for the Zoom link*)

Get onboarded to our DI platform

As a cohort participant, you will be onboarded on our Embark Guide platform, “an online self-paced resource to help guide entrepreneurs through each stage of their business venture”. Start familiarizing yourself with all the content, in particular:

- **Embark guide:** LISA’s online toolkit designed by Stanford GSB’s world-class faculty and successful entrepreneurs. In this section of LISA’s platform, you will find, quoting a previous participant “*all the accountability steps to take your idea further*”, launching or validating a sustainable business.
- **Discussion board:** we really encourage you to use it -- chances are, someone else has the same concerns and it’s a great place to share learnings.
- **Slack channel:** engage and exchange with the LISA community, share, collaborate and learn from each other in the dedicated channel for engagement.
- **Resources:** here you will find a database of essential tools like digital-visual collaboration whiteboard, design and prototyping media, etc..
- **Podium X series and Workshops:** leading industry experts exchanging latest trends and insights and also key knowledge that bring impact to the world and will help you build your successful venture.

Get access to our participant progress tracker doc [\[link\]](#)

To help you navigate this journey, please refer to our week-by-week activity tracker. This tool will help you track important milestones and events throughout the coming months (short sample below).

From now on, you will start receiving our weekly emails on Thursdays with lots of relevant information!

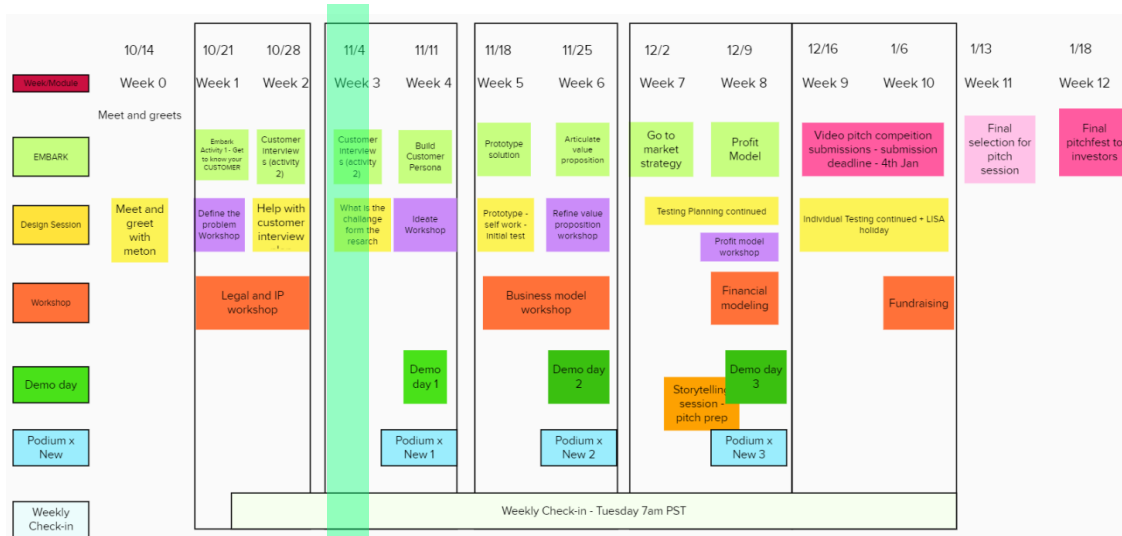
LISA Embark Cohort Participant Tracker			
Progress Tracker for 12-week Schedule (8 week embark)			
Use this checklist to track your progress through LISA cohort 3			
			All times are mentioned in PST
Tasks	Week	WEEK START Date Embark	DATE OF ACTIVITY
MEET & GREET - KICK-OFF LISA COHORT 3	0	14-Oct	14TH OCTOBER (7AM PST)
Meet other founders in Cohort	0	14-Oct	19.Oct (7am) weekly Tuesdays
Team Mixers - find co-founders	0	14-Oct	TBD - by team leads
Meet Design Facilitators - for your team	0	14-Oct	TBD - by team leads
DI platform onboarding	0	14-Oct	Recorded video - 14th oct after kicloff
Get to Know Your Customers			
Weekly check-in	1	21-Oct	Tuesday of the week 7am PST
Decide on the types of people you want to interview and why (Embark)	1	21-Oct	
Create interview script (embark)	1	21-Oct	
Commit on the number of interviews you will conduct. <i>I will complete _____ interviews.(embark)</i>	1	21-Oct	
Schedule interviews	1	21-Oct	

LISA Cohort 3 Calendar

You should already be subscribed to our Cohort 3 calendar, make sure it is visible on your calendar.

Cohort Schedule

As we get into what we are calling “Week 0” you see that no much progress is expected to have been accomplished so far! However, as we move through the program, you will see the green window sliding across showing the items you must have completed by the given week!



Onboarding Video

Don't miss out our LISA Cohort 3 onboarding video: here you will find all the relevant information to be fully onboarded in a matter of minutes.



Next Week Preview

All sales start with a buyer. But who is your customer exactly?

Next week we will kick off Module 1, “Who are your customers?”. This step represents the finding needs process of your entrepreneurial journey by gaining empathy for your customers and users, and collecting data and evidence through interviews.

Upcoming Events

Meet & Greet - Kick-Off LISA Cohort 3 10/14 @ 7AM (PST)	LISA Co-Founder Event 10/15 @ 7AM (PST)
Join	Join

Weekly Survey

Please help our executive/operations team improve our offering by answering the anonymous survey below!

[Survey](#)

Useful Resources

LISA Email	LISA Cohort 3 Calendar	LISA Blog
LISA FAQs	LISA Cohort 3 Progress Tracker	LISA Website
LISA Cohort 3 Onboarding Guide		

Entrepreneurial insights

How to Pick a Co-Founder	Thinking of Going Solo? 7 Reasons You Need a Co-Founder
The 12 Things That Successfully Convert a Great Idea Into a Reality	Why Startups Need To Get The Founding Team Right

Stay up to Date with LISA



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.