LISA
Leading Disruption Beyond Borders
LEAD Incubator & Startup Accelerator

Welcome to Week 2 (10/28)

Dear entrepreneurs,

Welcome to Week 2!

First of all, we want to acknowledge all the great work and effort you are putting into the LISA Programme: we understand how challenging and intense these 12 weeks can be. However, we want to remind you that you are not alone and that LISA team and the Design Thinking facilitators are here to support you along this journey: do not hesitate to reach out via the available channels and lisacohort3@gmail.com: it is great achievement to be part of LISA Cohort 3 and we all cannot wait to see all the great progress you will attain going forward!

See below a short summary from last week.

- Many people attended the Weekly hours last Tuesday and started to share experiences and key learnings, like the startups in the Education / Ed.tech sector for example, or other founders that shared their challenges, experiences and ideas regarding how to identify and reach out to potential customers or how to start approaching VCs and raising capital. Some of you are bringing great innovative ideas to the same field, or simply can provide mutually useful insights - so be sure you don't miss any opportunity to leverage your Cohort 3 network!
- EdTech Slack channel is created for EdTech experts and enthusiasts. Please join the channel at https://lisacohort3.slack.com/archives/C02K9F8GAJX
- Design Thinking (DT) facilitators have been assigned to all the founding teams
- We took note of the fact that some of you may have missed the content access code to access LISA Curriculum on the website after completing our survey, so this is the generic code everyone can use to access Embark! (code = "Lisacohort3")
- Please send all inquiries regarding mentors to lisacohort3@gmail.com and not to the mentors directly. Doing so will create a unified channel.
- As a reminder, please check your Spam/Junk email folders as some people have reported our emails going directly there

Lesson 2:

This week, you will conduct your user interviews and start structuring your findings and key insights you collected: proceed to create the empathy maps, user journeys and personas. Make sure to leverage your Design Thinking (DT) facilitators to guide you in each phase of the process:
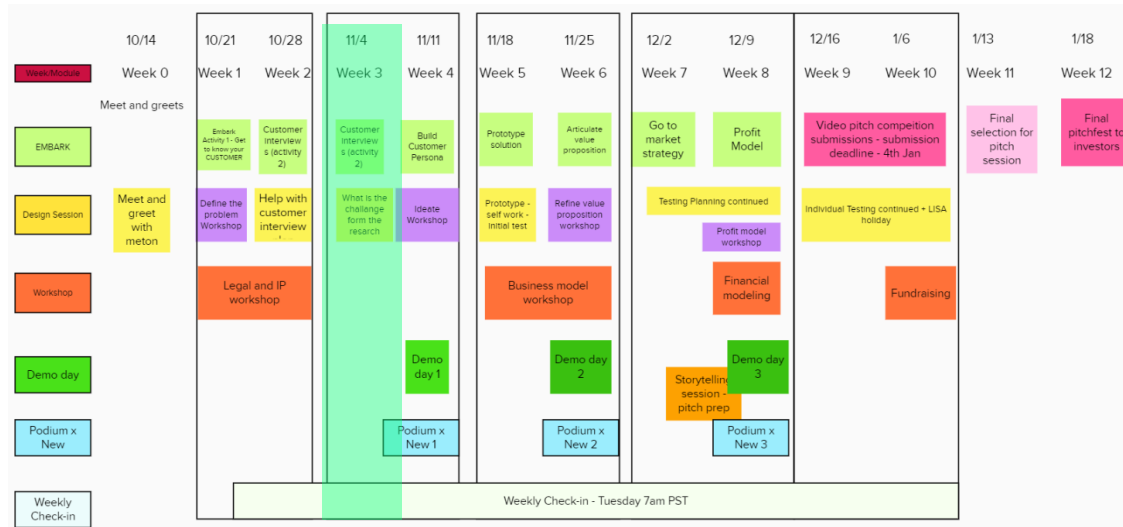
Upcoming activities:

Complete customer interviews: the more you can do, the better! Remember that the more data you will be able to collect, the more sound will be the foundations of your venture.

Summarize quotes, insights, and key takeaways from each interview: go through your data, organise and synthesize all what you learned in customer personas.

Weekly Hours: Don't forget to dial in our Weekly Check-In/Office Hours on Tuesday, 11/3 @ 7AM (PST). This is your opportunity to share any questions or concerns and engage with other founders sharing your same journey. Last week's call was well attended, and topics from how to access Embark to how do I find people to interview for my idea development were discussed!

#Ask-for -Help Slack channel: use this channel to reach out directly to LISA staff in case of need. The LISA executive team is happy to jump in and help you along the way.

Cohort Schedule

	10/14	10/21	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	1/6	1/13	1/18
Week/Module	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
	Meet and greets												
EMBARK		Embark Activity 1 - Get to know your CUSTOMER	Customer Interviews (activity 2)	Customer Interviews (activity 2)	Build Customer Persona	Prototype solution	Articulate value proposition	Go to market strategy	Profit Model	Video pitch compeition submissions - submission deadline - 4th Jan		Final selection for pitch session	Final pitchfest to investors
Design Session	Meet and greet with meton	Define the problem Workshop	Help with customer interview	What is the challenge form the resarch	Ideate Workshop	Prototype - self work - Initial test	Refine value proposition workshop	Testing Planning continued	Profit model workshop	Individual Testing continued + LISA holiday			
Workshop		Legal and IP workshop				Business model workshop			Financial modeling		Fundraising		
Demo day					Demo day 1		Demo day 2	Storytelling session - pitch prep	Demo day 3				
Podium x New					Podium x New 1		Podium x New 2		Podium x New 3				
Weekly Check-in		Weekly Check-in - Tuesday 7am PST											

Next Week Preview

Carrying out the actual interviews is a great process to connect with your potential users, you will learn a lot from them! The items below will be covered this week.

- Complete your customer interviews
- Summarize quotes, insights, and key takeaways from each interview

Upcoming Events

Weekly Office Hours - Tuesday 11/3 @ 7AM (PST)
[Join]

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

10 Tips to Develop Better Empathy Maps	Empathy Mapping
How to Run a User Interview	Customer Interviewing Techniques That Uncover Your Users' Unmet Needs

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.