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LEAD Incubator & Startup Accelerator

Welcome to Week 3 (11/4)

Dear entrepreneurs,

Welcome to Week 3!

As we continue on the “[Getting to Know Your Customers](#)” Embark module (inside the “Customer/Problem” quadrant), you are starting to get a handle on your users’ pain points, ideas about solving the right problem, and the different areas you could focus on. If you are finding this module challenging, check the “[Expert insights Troubleshooting insights and FAQ's](#)” section to get some insights into how to best move forward, and as always, remember to leverage all the resources available to you, such as the mentors, DT facilitators, and the rest of the founders!

See below a short summary from last week:

- Due to the time change in Europe, some people missed our weekly office hours (the calendar invites are updated automatically it seems!), we are taking this as a TODO item for us to notify everyone when this happens!
- As a reminder, please check your Spam/Junk email folders as some people have reported our emails going directly there

Lesson 3:

- Finish any remaining user interviews
- Reflect on all the data and insights you gathered from your potential users

Upcoming activities:

- Prepare to present your updated elevator pitch to the first [Demo Day session, taking place on November 11th, from 7am to 8:30am PST](#). Here our guidance to help you perform at your best:
 - Please limit the presentation to 3-4 slides maximum
 - You will have a maximum of 2 mins for your elevator pitch to present your project (including customer pain points, size of problems you are solving,

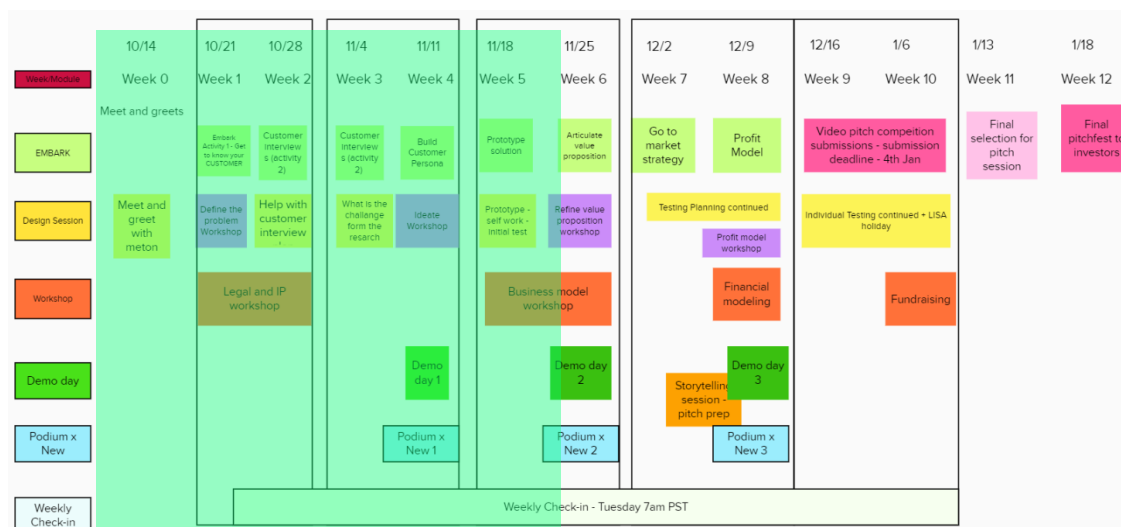
number of customers you have interviewed, value proposition and market research) to mentors

- After your elevator pitch, the mentors will provide feedback on each individual project
- To move from one presenter to another, LISA team will moderate and take control, therefore we ask you to please complete your pitch within 2 minutes
- Watch the [Customer Validation & Innovation: What Industry Needs](#) event recording from LISA PodiumX Series: moderated by Hira Dangol, Founding Partner at LISA - this diverse panels from different industries share their experiences, guidelines, and insights to get into the product-market fit, based on a continuous validation and iteration of their MVPs with customers.

Weekly Hours: Don't forget to dial in our Weekly Check-In/Office Hours on Tuesday, 11/9 @ 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



Next Week Preview

- Finish any remaining user interviews
- Reflect on all the data/insights you gathered during the interviews process
 - What about customer responses surprised you during your customer interviews?
 - Did you learn something that changed your product or your idea for your business?

Upcoming Events

Weekly Office Hours - Tuesday 11/9 @ 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

Read chapters 1-3. These go over research fundamentals and proper etiquette for running a research study.	A quick overview of tools you need to get started running user interviews and tests
The type of research you should be doing early in the product development cycle	A longer form overview if you feel like diving deeper

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.