



www.gsb-lead-lisa.com

LEAD Incubator & Startup Accelerator

Welcome to Week 4 (11/11)

Dear entrepreneurs,

Welcome to Week 4!

We hope you are looking forward to the first [Demo Day Showcase on Thursday this week, from 7am to 8:30am PST](#). Just a reminder that this is a compulsory event for all founders. It's very important to take part and avail of the valuable feedback from our mentors. (*If you won't be able to make it, please do reply to the LISA team (or Diane / Amit) to let us know why.*) Alternatively, if you can only attend for part of the session, please let us know which part and we can try to accommodate your slot accordingly. As communicated previously, please come prepared with your 2-minute pitch. We're very excited to hear about your progress!

Additionally, now is a good time to mark your diaries for **Demo Day 2** (November 24, Wednesday, 7am - 8:30am PST) and the **Final Showcase Event** (December 9, Thursday, 7am - 8:30am PST)!

Thanks for joining!

We are planning to start contacting you individually to gain insights about your progress with the program, any issues you may be experiencing, what are some of the gaps and opportunities, and specifically, how do you feel about the Design Thinking process and how supported you are feeling as you go through it

We will also be asking you in our survey below about your preferred time to have our weekly office hours as some people have different preferences

So, please do not forget to reply to our survey below since we rely on this kind of feedback to continue to improve our offering!

Lesson 2:

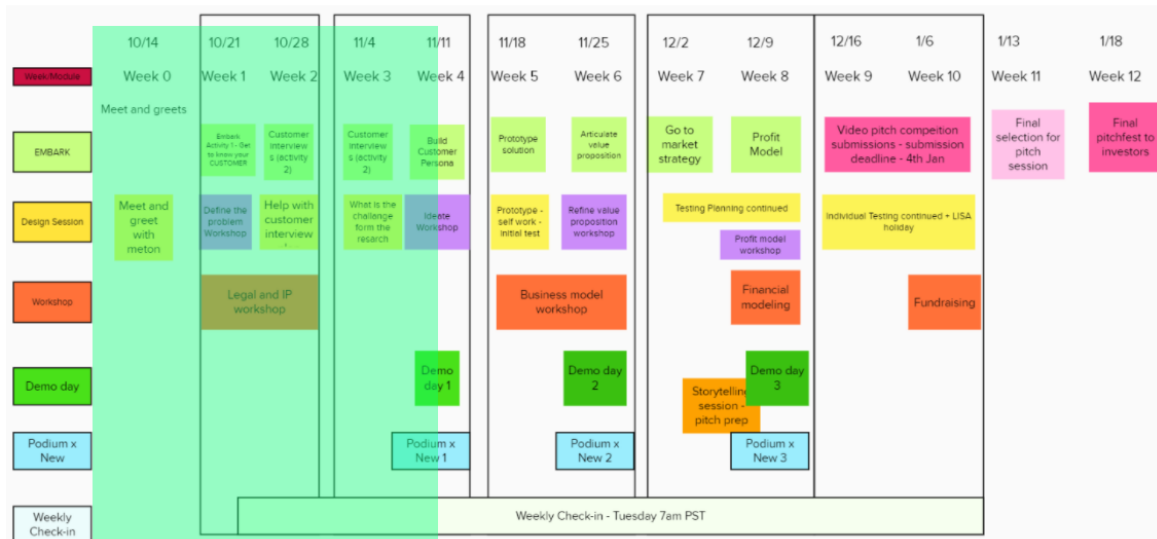
[Lesson 2](#) is now available under the *Curriculum* tab on the LISA website

This week we will focus on the “*Building Customer Personas*” Embark module. You will use what you know about your customers from the interviews to create **customer personas**. A customer persona is an informed profile of your customers that is crucial to bringing your idea to market.

Upcoming activities:

- Demo Day on 11/11 @ 7AM (PST)
- Weekly Hours: Don't forget to dial in our Weekly Check-In/Office Hours on Tuesday, 11/16 @ 7AM (PST).
- #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

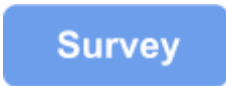
As we start the “Building Customer Personas” module, focus on converting your interview results into artifacts from which you may gain a lot of insights!

- Develop 2 or 3 personas
- Select one persona you will focus on

Upcoming Events

Weekly Office Hours - Tuesday 11/9 @ 7AM (PST)	Demo Day session, Thursday 11th @ 7am to 8:30am PST
[Join]	[Join]

Weekly 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

The Best Way to Understand Your Customers	Using Personas to Develop Awesome Experiences
Customer Personas - The What, The Why, and the How	How to Create Personas for Design Thinking

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.

