



[www.gsb-lead-lisa.com](http://www.gsb-lead-lisa.com)

**LEAD** Incubator & Startup Accelerator

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**Welcome to Week 5 (11/18)**

Dear entrepreneurs,

Welcome to Week 5!

Thank you again to everyone who joined our first Demo Day session last week. With 11 teams represented on the day, we hope you found it useful to learn from your peers and to avail of the valuable guidance from our Demo Day advisors. We realize that two minutes is a short time, so ***preparing and practicing your pitch*** against the clock in advance of the Demo Day is critical! If you have any feedback on the Demo Day please don't hesitate to reach out to Diane or Amit, who would love to hear from you! We're already looking forward to hearing your updated pitches!!

For the next Demo Day on **November 24 at 7am PST**, we encourage everyone to get started early on refining your pitch. Your updated pitch on the day should also include a clearer vision of your ***Solution*** based on the work that you have carried out with customers. In the startup world, a pitch can be as short as 30 seconds! This article [\[link\]](#) provides a good insight into how to structure a pitch. Additionally, please check out this video [\[link\]](#) of the LISA Cohort 2 founders pitching their ideas for some additional ideas and insights. Also, make sure to check the highlights from cohort2's Pitchfest event! [\[link\]](#)

Watch the Demo Day 1 recording for your reference here [\[link\]](#).

## **Lesson 2:**

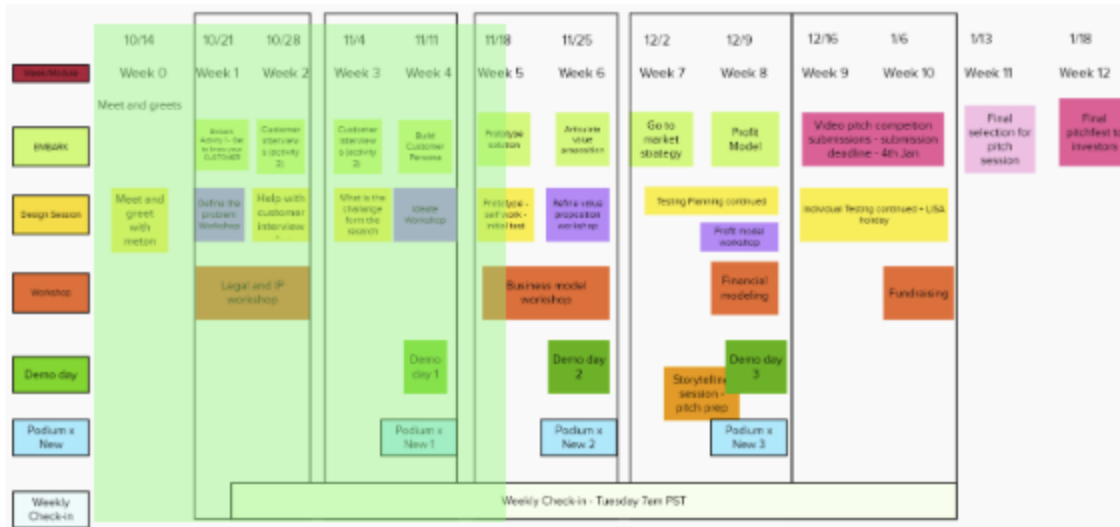
Lesson 2 is now available under the *Curriculum* tab on the LISA website. This week we will focus on the "*Prototype and Test your Idea*" Embark module. This is a good opportunity to put into a product the potential solution you are coming up with, and to get early feedback about it from your users so that you may further adapt!

## **Upcoming activities:**

- 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.

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## **Cohort Schedule**



## Next Week Preview

This week, you will focus on prototyping and testing your idea, which is a great way to get feedback from your users about what you have stated to build on your mind as a possible solution to the problem/challenge you are trying to address

- Plan your experiment
- Develop your prototype
- Share your prototype with customers
- Get feedback from the users, and synthesize it

## Upcoming Events

**Weekly Office Hours - Tuesday 11/23  
@ 7AM (PST)**



## Mid-Program Survey



## Entrepreneurial insights

<a href="#">Rapid Prototyping: Sketching   Google for Startups</a>	<a href="#">The Unexpected Benefits of Rapid Prototyping</a>
<a href="#">When a Prototype Isn't Enough. Use Theatrical Tricks to Sell Your Idea</a>	<a href="#">The Prototype Moment</a>

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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>
<a href="#">LISA Cohort 3 Onboarding Guide</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.*