



www.gsb-lead-lisa.com

LEAD Incubator & Startup Accelerator

Welcome to Week 1 (10/21)

Dear entrepreneurs,

Welcome to Week 1!

We are excited that all teams are now formed, and that you got the opportunity to meet the other founders and our LISA Executive Leadership team!

We hope you are now familiar with our tools and resources, and that you are enjoying your Embark journey!

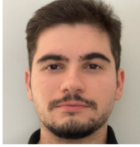
Each week, you can expect to receive a summary of the previous week's content and activities (beginning this week with Lesson 1).

On LISA youtube channel, you can rewatch the [Cohort 3 kickoff](#) video where we you will find:

- An overview of LISA, and its story
- Our advisors Marineh and Davina welcoming the new Cohort
- Testimonials from past LISA participants & winners to talk about their journey with LISA and beyond
- A short keynote from Stanford Faculty – Matt Abrahams on – communicating with Impact for Entrepreneurs
- Last but not least, you! Our superstars, ie. The Founders and Entrepreneurs who will embark on this 12 week IDEA to MVP journey with LISA.

Do not miss also [LISA latest blog article](#) where the Executive Leadership Team working in front and behind the scenes to support your journey with LISA is introduced! (see our LISA Executive team below!).

LISA Executive Leadership Team - excited to be part of Cohort 3



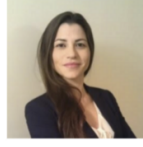
Nick Lamela



Valerie Andrey



Chris A. Vogt



Martina Nicodemo



Andres F Marquez



Raj Siva



Emmanuel Moreira



Amit Srivastava



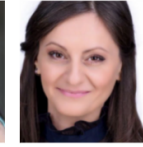
Diane O'Reilly



Sandeep Padhye



Zankar Thakkar



Sofiya Toteva



Nils Frohloff



Team mixer status

Thank you to all of our founders for joining the co-founder mixer event last Friday. Since the event many of you have been actively meeting and interviewing co-founder applicants. We're pleased to announce that some teams have already selected new co-founders to join their teams, bringing them additional expertise, chances of business success, and future funding! If you have yet to select co-founders, *we strongly urge* you to reach out and start interviewing, as we don't recommend embarking on this journey alone. The program is designed and optimised for multi-founder teams. If you missed the event, you can catch up on the recording here [\[link\]](#). Please don't hesitate to reach out to Diane or Amit with any questions, and remember to send us the full names and email addresses of your new co-founders to [\[us\]](#) so we can onboard them. *Best of luck!*

Lesson 1:

In this week's lesson you will dig into your customer's pain points, that will help you to identify the desirability of a new product or process, something that adds value to them and that they are willing to pay for.

Upcoming activities:

Customer interviews: Interviewing your potential users is a critical piece of the Design Thinking process. This step will help empathise with them, identify their problems and collect data against which you will compare your assumptions. This empirical evidence will help you determine whether or not the initial assumptions you made were correct and / or which changes you should make.

Watch the recordings of the Workshops: These sessions will support you in identifying the unmet customer needs you want to address and will provide you with an overview of Legal and IP frameworks.

- Define the problem
- Legal + IP

Assignment of Design Thinking Facilitators: One of our biggest success factors of this program - are our Design thinking facilitation sessions that we provide to each team. Facilitators are your main source of inspiration and enabler to guide you in each phase towards getting into your MVP. You will be contacted by your assigned DT Facilitator to schedule your first 1:1 session. Please work closely with your own Facilitator while you all continue to embark on this journey.

Weekly Hours: Don't forget to dial in our Weekly Check-In/Office Hours on Tuesday, 10/26 @ 7AM (PST). This is your opportunity to share any questions or concerns and engage with other founders sharing your same journey.

#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

Interviewing your potential users is a critical piece of the Design Thinking process to get more insights about the problem you are trying to solve, your idea, and possible pivot alternatives. We will cover the topics below this week.

- Decide on the kind of people you need to interview
- Create your interview script
- Commit on the number of interviews you will conduct
- Schedule your interviews

Upcoming Events

Weekly Office Hours - Tuesday 10/26 @ 7AM (PST)	
[Join]	
Legal & IP Workshops	Customer Validation & Innovation: What Industry Needs
[Watch_Session_1] [Watch_Session_2]	[Watch]

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

[Design Thinking : How to do empathy
virtually](#)

[7 Questions to Ask for an Insightful User
Interview](#)

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.