

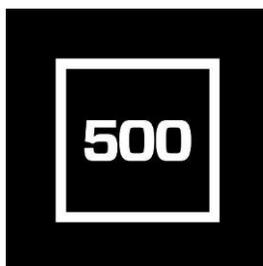
The Brief

September 29, 2020



Out + About

EVENTS + NEWS



Earlier this month we were invited to lead a pricing workshop with the 500 Startups LATAM companies! Startups ranged from fintech to foodtech and hailing from Mexico, Argentina and Chile. Excited to continue working with these amazing founders! [Learn more here.](#)



[HelloAdvisr](#) Founder and CEO Ed Lee is a speaker at this year's [Ascent Conference](#) (September 30 - October 1, 2020) where he will be talking to SaaS and B2B founders on pricing and monetization strategy. This year's conference is 100% virtual, bringing one of the leading conferences held annually in New York to a

As friend of HelloAdvisr get a free general pass (worth \$95!). [Follow-us on LinkedIn](#) and get your free code today!



We are excited to be invited to give a talk on startup pricing to the [Defense Entrepreneurs Forum](#) (DEF) in September. DEF is a national entrepreneurs organization comprised of more than 2,500 members supporting innovation in the national security community.

Check out all our events on our updated [Events page](#).

Community

EVENTS FROM OUR FRIENDS

Sept 30 - Oct 1: Ascent Conference held annually in New York has gone virtual! The conferences for SaaS and B2B leaders brings together an amazing lineup of speakers and workshops from leading investors, founders, and thought-leaders. Learn more and check out our special deal for a General Ticket above.

Oct 7: KidsX Accelerator is launching its program for early-stage digital health companies to achieve product and business model validation. The program is supported by a global ecosystem of pediatric hospitals including Children's Hospital LA and Barts Health NHS Trust. Interested in joining the inaugural class? Learn more and apply [here](#).

Oct 9: Are you a Black or Latinx-led business? **PledgeLA** is launching a fund for South LA founders where they have raised \$500,000 for Black and LatinX-led businesses. The fund is offering \$25,000 in non-dilutive funding for 20 companies to part of the PledgeLA + Grid110 Winter Cohort. Learn more and apply [here](#).

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Oct 21: Stubbs Alderton & Markiles is hosting an investor talk with Michael Rotgin of **Shelter Capital**, an fund that invests in all stages of companies primarily in education and the future of work. Learn more [here](#).

Oct 24: The **Yellow Accelerator** - founded by Snap - is accepting applicants from entrepreneurs who are building brands, and products that help people express themselves, live in the moment and help people learn about the world. This can range from AR experiences to consumer brands and apps. If this fits with what you're building, learn more [here](#).

Oct (multiple dates): Our friends at Startup San Diego is hosting San Diego Startup Month. They've shifted the week-long program to a virtual month-long program covering a range of topics from the local ecosystem to scaling your startup. Learn more [here](#).

Ongoing: [Bixel Exchange](#) Startup Launch program is a no-equity program supporting founders launch and scale sustainable companies through one-on-one mentorship, specialized workshops, and access to their vetted entrepreneurial community. [Learn more and apply here](#).