



Lab2Market

A specialized innovation and entrepreneurship program for graduate level researchers



ABOUT LAB2MARKET

The Lab2Market program, run by Dalhousie, Ryerson, and Memorial University will provide training and support to teams looking to commercialize research emerging from post-secondary research at Canadian Universities. The Lab2Market program uses the Lean Startup model and Business Model Canvas, and is based on similar successful I-Corps program in the U.S. and I-CURE program in the U.K.

WHAT YOU'LL LEARN

Teams will be introduced to the customer development process, the Lean Start-up, and Business Model Canvas. Teams will spend time 'out of the lab' talking to customers, partners, and competitors, and testing hypotheses. At the conclusion of the program, teams will present their findings from the customer development process, and coupled with feedback from the Lab2Market teaching team, will determine the next steps.

Kick-Off
Lean
Training
(3 Days)

Weekly
Advising
Sessions
(6 weeks)

Options
Workshops
(2 Days)

TEAM COMPOSITION

- Junior Researcher (grad student or recent grad)
- Senior Researcher (PI)
- Business Mentor (can help find if needed)

BENEFITS

- Develop innovation and entrepreneurial skills
- Validate practical uses for your technology
- Establish product-market fit
- Improve odds for commercial success
- Build Network
- \$15,000 CAD to fund Lab2Market project

IMPORTANT DATES

- Application Deadline: June 30th, 2020
- Kick-off Workshop: September 21-24th, 2020
- Options Workshop: November 5th-6th, 2020

HOW TO APPLY

Applications are currently being accepted for the September 2020 cohort at - www.lab2market.ca