

# Innovation and Entrepreneurship Training for Graduate Students

Dal Innovates Lab2Market program provides training and support to students and faculty looking to commercialize research emerging from Canadian Universities.

## The Program

The Lab2Market Program is a 16 week program to help researchers validate their ideas with the purpose of finding business/commercial value. The program is based on similar programs that have found success in other parts of the world, but with a Canadian twist.

## Benefits



Develop innovation and entrepreneurial skills



Improve odds for commercial success



Validate practical uses for your technology



Build your professional network



Establish product-market fit



\$15,000 in funding

## What you'll learn



Become introduced to the customer development process, the Lean Startup, and Business Model Canvas.



Present your findings from the customer development process to peers.



Spend time 'out of the lab' talking to customers, partners, and competitors, and testing hypotheses.



Receive guidance and determine next steps for growth with support from mentors and facilitators.

*Lab2Market provides researchers with a space to transition from the academic world into the entrepreneurial world. If you're considering your own product in a new industry, you should consider Lab2Market for a safe and well mentored transition.*

— Dinah Saleh, McGill University

## Team Composition

### Entrepreneurial Lead

Graduate Student or Post-Doctoral Fellow

### Technical Lead Principal

Investigator/Academic Supervisor

### Business Mentor

Assigned or Provided Industry Member

# Program Setup

## Pre-Training

🕒 3 Weeks  
5-One-Hour Sessions

## Kick-Off Workshop

🕒 3 Days  
3 Full Days

## Weekly Advising Sessions

🕒 6 Weeks  
30 Hours/Week

## Closing Workshop

🕒 2 Days  
2 Full Days

*I first heard of the L2M program from my supervisor and when I looked into the opportunity, I decided I would apply. I found the application process straightforward and the communication throughout the program exceptional. The course instructors are very engaged in the whole customer discovery process and help startups at various stages of market readiness. They have an established network of subject matter experts in intellectual property and to provide guidance for the regulatory pathway. This course will not leave anyone behind. It was a helpful and focused journey which helped focus us and advance our business knowledge.*

— Alexander Baker, University of Toronto



## 2023 Program Dates

Application Deadline — September 16th, 2022

Pretraining — January, 2023

Kick-off — February 6-8th, 2023

Closing Workshop — March 30-31st, 2023

## How to Apply

Visit [lab2market.ca/apply](https://lab2market.ca/apply) for program requirements and to apply today.

## Questions?

Contact Dr. Mike Carew —  
[mwcarew@dal.ca](mailto:mwcarew@dal.ca)



*Lab2Market is a great program to help shape your business idea. The knowledge you acquire throughout the program will add value to your project and guide you to achieve fundamental milestones.*

— Rafaela Andrade Vieira, Dalhousie University



Lab2Market is developed and led by Dalhousie University, Memorial University, Ryerson University, and University of Manitoba leveraging the national I-INC network and is based on the similar and successful I-Corps (US) and ICURE (UK) programs.

[Lab2market.ca/apply](https://lab2market.ca/apply) →



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