

DALinnovates

2027 Applicant Information Package

Lab2Market / Launch

Campus2Market / Launch

DALHOUSIE UNIVERSITY

dalinnovates.ca

About **Launch**

Launch is a 16-week summer accelerator that brings together early-stage entrepreneurial teams to launch ideas into viable businesses. This program is designed for student and research teams who are committed to forming, building, and growing scalable ventures. Dalhousie's 2027 offerings are open to students, postdoctoral fellows, and recent graduates in Atlantic Canada.

Launch immerses participants in an experience that:

- Strengthens the founder's leadership skills
- Improves business acumen
- Helps run and grow their business
- Helps navigate how to finance a venture

Launch is modeled off of MIT's delta v accelerator, and is delivered with support from the Martin Trust Center for MIT Entrepreneurship.

Through the Launch programs, early-stage venture teams benefit from extensive coaching from industry and ecosystem experts, fostering their development through a structured process of accountability. Participants engage virtually in weekly lectures and mentorship sessions, enhancing their skills and knowledge base.

Launch provides each team with a $10,000 stipend to support their venture development journey.

Lab2Market Launch and **Campus2Market Launch** are made possible by the support of

Canada mitacs Springboard

2027 Launch Programs

OFFERED BY DALHOUSIE UNIVERSITY

Lab2Market / Launch



The Lab2Market Launch cohort is open to graduate students, postdoctoral fellows, and recent graduates from universities in Atlantic Canada who are pursuing a research-based, scalable venture.

About Lab2Market

Lab2Market is a suite of programs offered nationally that aims to foster innovation and commercial success in Canada by helping students from Masters, Ph.D., and Postdocs in Canada realize and actualize the market potential of their ideas. Lab2Market's three program streams, including Discover, Validate, and Launch exist to guide participants through every step of the entrepreneurial journey, from contemplation to confidence.

- Learn more at **lab2market.ca**

Campus2Market / Launch



The Campus2Market Launch cohort is open to undergraduates, graduates, certificate students, and recent graduates eager to launch a business in any discipline based in Atlantic Canada.

About Campus2Market

The Campus2Market Suite of programming is crafted to support students from various faculties and stages of their educational journey, enabling them to grasp entrepreneurship principles, mitigate risks associated with their innovative ideas, and successfully launch ventures. Targeted towards students from a university or college in Atlantic Canada working on a non-research based venture.

- Learn more at **campus2market.ca**

2027 Program **Timeline**

NOV-JAN

Intake

APPLICATIONS OPEN
November 4, 2026

APPLICATIONS CLOSE
January 12, 2027

FEB-APR

Acceptance

MITACS APPLICATION SUBMISSION
March 18, 2027

ACCEPTANCE CONFIRMED
May 18, 2027

MAY

Pre-Training

PROGRAM ORIENTATION AND PRE-TRAINING
May 20, 2027

KICKOFF DAY (IN-PERSON)
May 27, 2027

JUN

Beachhead Market Identification

JUL

Product & Sales

AUG

Financial Viability

SEP

Demo Day

WEEKLY WORKSHOPS, SKILL CLINICS & PEER PRESENTATIONS
June 1 to August 31, 2027

DEMO DAY
September 2027

Important Dates

APPLICATIONS OPEN
NOVEMBER 4, 2026 to JANUARY 12, 2027

MITACS APPLICATION SUBMISSION
MARCH 18, 2027

PROGRAM ORIENTATION AND PRE-TRAINING
MAY 20, 2027

PROGRAM DELIVERY
MAY 1 TO AUGUST 31, 2027

DEMO DAY
SEPTEMBER 2027

Program **Features**

The Lab2Market Launch and Campus2Market Launch program is designed for students and research teams commercializing high-impact solutions addressing real-world challenges. The program is modeled off of MIT's delta v accelerator, and includes a unique array of features.

Support & Coaching

One-on-one coaching sessions with Entrepreneurs in Residence.

Monthly Board Meetings

Accountability through simulated board meetings with assigned Founder Council members.

Resilience Training

Mindfulness and resilience training to equip founders to handle the stresses of entrepreneurship.

Peer Learning

Monthly peer sessions to learn from, and build connections with fellow cohort members.

Training Sessions

Weekly sessions led by experienced entrepreneurs and experts designed to help founders communicate, plan and measure their roadmap to launch.

Networking

Opportunity to network with investors, advisors, industry experts, and other founders.

Funding Opportunity

Each Launch team will receive a **$10,000** stipend to invest in their venture development.

This funding is made possible in part through the **Mitacs Business Strategy Internship (BSI)** program. To qualify, applicants must meet Mitacs eligibility criteria and commit to full-time participation in the program. For more details on Mitacs funding, please contact Michael Carew, National Program Director, Lab2Market, at **mwcarew@dal.ca**.

Additionally, each team must have a faculty supervisor who is eligible to hold Tri-Council funding to facilitate the disbursement of funds. The faculty supervisor is not required to attend any program sessions unless they are also one of the applicants.



Program **Intake**

Eligibility

- The applicant must be a current student, recent graduate (i.e. graduated within the past two years as of June 2027), or postdoctoral fellow of an Atlantic Canadian academic institute.
- Each team must have a faculty supervisor willing to support their application. This faculty member must be eligible to hold Tri-Council funding to facilitate the disbursement of funds to the team. The faculty advisor is not required to attend any program sessions.
- Founders are expected to commit a minimum of 30 hours per week to their startup throughout the program, plus complete 3-5 hours of synchronous programming each week, and must be present at the in-person Kick-Off Day in May and Demo Day in September.
- Teams must have some understanding of the entrepreneurial process and must demonstrate familiarity with common frameworks (Lean Startup, Business Model Canvas, etc.).
- Teams should have done initial customer discovery to validate their idea and be able to provide evidence to support their claims (L2M Launch – a minimum of 50 interviews & Campus2Market Launch – a minimum of 30 interviews).
- Each venture dedicated to a specific idea can undergo the Launch program only once.

Evaluation

- FOUNDING TEAM: Has the team worked together before? Is the team demonstrating openness and coachability? Is there commitment to continuing with the venture after graduation?
- PROBLEM: Is the team passionate about the importance of solving the problem? Is there an understanding of who the customer is and why this is a problem relevant to them? Is there market potential for the problem?
- SOLUTION: How effectively does the solution address the identified problem? How innovative is the solution proposed? Does the team demonstrate understanding of their unique value proposition to the solution?
- ADDITIONAL CONSIDERATIONS: Any other features that makes teams stand out like commitment to diversity & inclusion, past funding, etc.



Program **Intake**

Application Process

Applications open on **November 4, 2026** and close on **January 12, 2027**.

Lab2Market Launch applications are available at **lab2market.ca** and **Campus2Market Launch** applications are available on **campus2market.ca**. Applicants will include the following details on their submission:

- Their team
- Their idea
- The problem they are trying to solve and how they were inspired to solve this problem
- Their proposed solution and how they believe this solution might support a sustainable, stand-alone business
- Progress made to date

Each team should submit only **one** application form.

The applications will be reviewed by a team of judges.

A select group of eligible applicants will be invited to interview during the review phase in February.

Short-listed applicants will be connected to a Mitacs representative and asked to complete a **Mitacs BSI application** between **February 18, 2027 and March 18, 2027**. They will be notified of their acceptance status mid-May. Successful applicants will receive an award letter from Mitacs in May, pending a Mitacs BSI eligibility review. Disbursements will begin in June.

For more information around BSI eligibility, contact Michael Carew at **mwcarew@dal.ca**.

Please note: *Applications should be written in a manner that does not reveal any proprietary information or disclose information that is not yet publicly disclosed or covered by a patent/provisional patent. Consider any information that you disclose to be non-confidential.*



Team **Participation**

Program Components

- Pre-training sessions in mid-May
- In-person program kick-off event on May 27, 2027
- Weekly training sessions and skill clinic sessions
- Weekly mentor meetings
- Monthly check-in meetings
- Monthly board meetings
- Monthly peer presentations
- In-person Demo Day in September

Launch is an intense program with high expectations. It requires full-time commitment from the team during the program duration.

Confidentiality and Intellectual Property

All information is stored and shared with the Launch team and relevant program affiliates. Program information is considered sensitive however we cannot guarantee complete confidentiality of information.

Launch focuses on entrepreneurship skills, so we do not anticipate any intellectual property will be created as a direct result of your participation. You should consult your university's policies for more information about intellectual property and rights.

DALinnovates

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