

# Applicant Information Package

Lab2Market Launch

[lab2market.ca/launch](https://lab2market.ca/launch)

# About Lab2Market Launch

Lab2Market (L2M) Launch is a four-month accelerator program designed to support committed entrepreneurial students and research teams in transforming technology-based ideas into viable businesses.

## **Program Highlights**

L2M Launch offers an experiential learning journey that:

- Enhances founders' leadership skills.
- Strengthens business acumen and operational expertise.
- Provides tools to effectively grow and manage a venture.
- Guides participants in navigating venture financing.

Participants benefit from their local innovation hub while also tapping into the national Lab2Market network, gaining access to expertise, credibility, and resources to help build successful businesses.

## **Building Innovators Through Accountability**

L2M Launch focuses on turning innovative ideas into impactful solutions by enhancing participants' capacity to commercialize technology-enabled and research-based innovations. Through a structured process of mentorship and accountability, the program cultivates the skills and mindset needed for entrepreneurial success.

## **Program Structure**

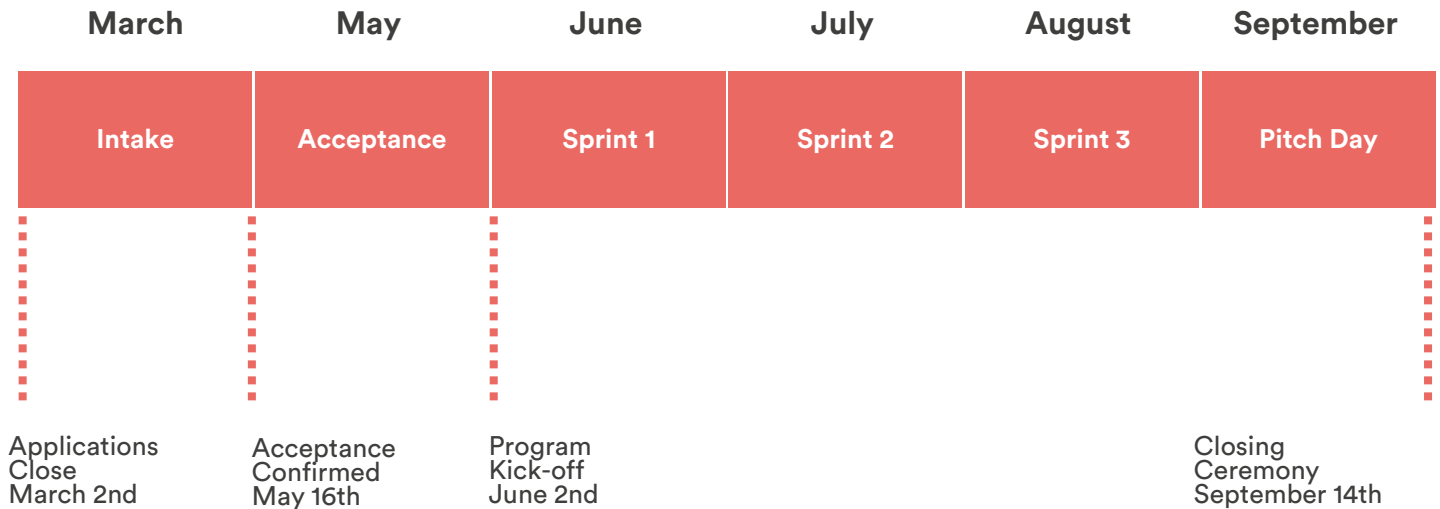
Each L2M Launch cohort features 10 early-stage venture teams that receive:

- \$10,000 in funding.
- Tailored coaching from industry and ecosystem experts.
- Weekly virtual lectures and mentorship sessions led by seasoned professionals.

By the program's end, participants leave equipped with the knowledge, skills, and network necessary to advance their ventures and drive innovation.



# Lab2Market Launch at a Glance



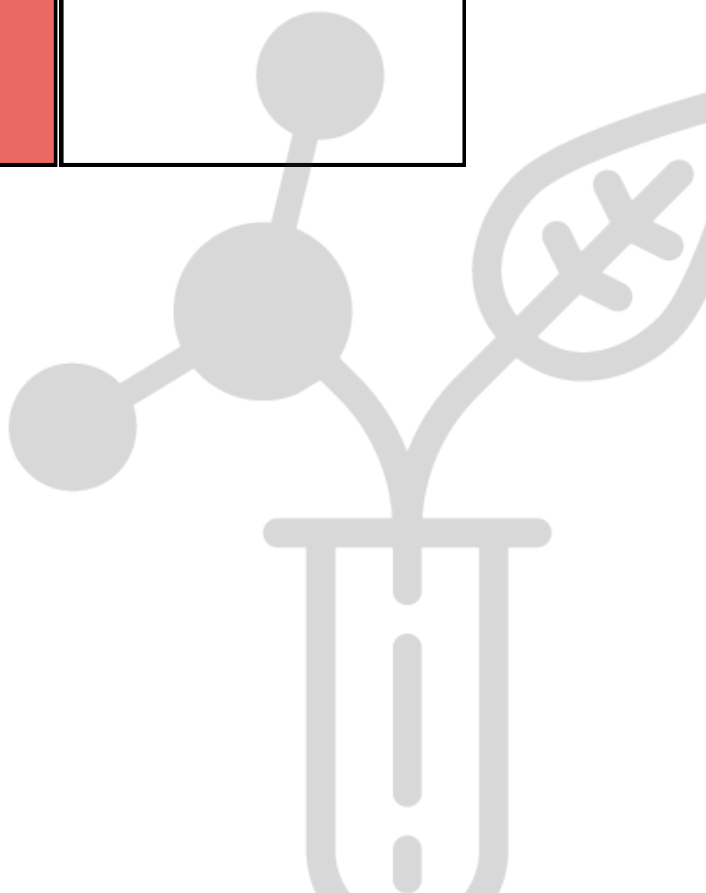
## Important Dates

March 2nd	Applications Close
March 15th	Acceptance
June 2nd	Program Kick-Off
September 14th	Closing Ceremony

# Program Features

The Lab2Market Launch Program is tailored for students and research teams focused on commercializing technology-driven solutions. Modelled after MIT's Delta V summer accelerator, the program offers a distinctive set of features, including:

<b>Mentoring &amp; Coaching</b>  One x one coaching sessions with mentors	<b>Monthly Board Meetings</b>  Accountability through monthly meetings with a simulated Board of Directors.	<b>Resilience Training</b>  Mindfulness and resilience training to equip founders to handle the stresses of entrepreneurship
<b>Peer Learning</b>  Biweekly peer sessions to learn from, and build connections with fellow cohort members	<b>Skills Clinics</b>  Weekly workshops led by experienced entrepreneurs and experts	<b>Networking</b>  Opportunity to network with investors, advisors, industry experts, and other founders



# Program Features

Lab2Market will provide funding to cover 50% of a \$10,000 Mitacs Business Strategy Internship (BSI) grant, with the remaining amount matched by Mitacs.

Of the total \$10,000:



**\$10,000**

\$10,000 is to be paid to the Entrepreneurial Lead as a stipend over the duration of the program. It is expected, as stated above, that the student works full-time on the project. This includes all program-related activities and deliverables (see above).

# Program Intake

## Eligibility

- Applicants must apply in teams consisting of a(n):
  - Entrepreneurial Lead (EL) - A full-time graduate student (Master's or Ph.D.), postdoctoral fellow, or research assistant. The EL is expected to work on the project full-time (20-40 hours/week) over the duration of the program, representing the team in all training sessions and leading all activities. Please note, undergrads are also eligible given they have been involved in the generation of the project's intellectual property.
  - Technical Lead (TL) - The principal investigator of the research project. The TL is expected to participate in select training sessions and assist the EL throughout the program. The TL must be NSERC eligible.
- Teams must have a strong understanding of their current business model based on data from customers & stakeholders.
- The Spring 2025 cohorts will service research teams from across Atlantic Canada, The Prairies, Alberta and Nationally for Health Specific projects. All Mitacs eligible institutions are able to apply.

## 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.

# Application Process & Guide:

Lab2Market Launch program has a 3-stage application process:

1. Lab2Market Launch Application Form - Due March 2nd, EOD.
2. Lab2Market Launch Team Interviews - March 10th - 14th.
3. Mitacs BSI Grant Application - March 20th EOD.

Applicants will be notified of their approval for Mitacs funding and full acceptance into the program by the tentative date of May 19th.

## #1 Lab2Market Launch Application Form

[Apply here](#)

## #2 Lab2Market Launch Team Interviews

Selected applicants will participate in team interviews. It is mandatory that both the Entrepreneurial Lead (the student) & Technical Lead (the faculty researcher/PI) attend. The interview will assess the team's dynamic and overall program fit.

## #3 Mitacs BSI Grant Application Guide:

Applicants selected from team interviews will work with their respective Mitacs Business Development representatives to complete a Mitacs BSI Grant Application.

*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

## **Mandatory Events**

Participants are required to attend the following program events:

- Program Kick-Off Event
- Weekly Skills Clinic Sessions
- Weekly Mentor Meetings
- Biweekly Scrums
- Monthly Board Meetings
- Closing Event

L2M Launch is an intensive program with high expectations, demanding full-time commitment throughout its duration.

## **Minimum Viable Business Product**

Teams are strongly encouraged to develop a Minimum Viable Business Product (MVBP) that delivers tangible value to customers, secures buyer commitment, and establishes a meaningful feedback loop to refine the solution further.

## **Confidentiality and Intellectual Property (IP)**

L2M Launch focuses on fostering entrepreneurial skills and does not typically result in the creation of intellectual property. Participants are advised to consult their university's IP policies for additional information regarding ownership and rights.



# Contact Us



**Sydney Valentino, PhD - Program Manager, McMaster**  
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Sydney Valentino is a former researcher who is passionate about communication and impact. She currently leads the strategy and management of the Lab2Market programs delivered through McMaster University. Over the past two years, Sydney has supported the startup founders and researchers through funding initiatives, like McMaster Seed Fund. She is also a lecturer in McMaster University's Department of Kinesiology, teaching innovation and entrepreneurship in healthcare.



**Wesley Kosiba - National Launch Program Lead**  
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Wesley Kosiba is a former deep-tech founder turned innovation ecosystem builder. He currently oversees the national management and coordination of the Lab2Market Launch program. Over the past five years, Wesley has supported 100s of startup founders and researchers across the country in assessing their technology's commercial potential and developing scalable business models. He is also a lecturer in Toronto Metropolitan University's Masters of Engineering Innovation and Entrepreneurship program.

# Funders



# Regional Hub Leads



# National Partners

The Validate program is provided with the support of 46 delivery and contributing partners across the country: <https://www.lab2market.ca/about>



## CONTACT

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