

## Lab2Market Oceans: Winter 2025

### Sponsor

Lab2Market Oceans is part of the [Ocean Startup Project](#) [1], hosted by [Memorial University](#) [2], and partly funded by [Mitacs](#) [3].

### Program

Lab2Market Oceans

### For More Information

Read the [Program Information Package](#) [4].

### Description

Lab2Market Validate allows researchers to test and evaluate the market potential of their innovations critically. This carefully curated 16-week experience (8 weeks full-time) is complemented by funding, exercises, workshops, and mentorship from industry experts – all with exploration at its core.

Participants in the program receive:

- \$15,000 in funding to Entrepreneurial Lead (EL).
- The opportunity to assess product-market fit.
- A world-class curriculum delivered by innovation leaders.
- ?Access to best-in-class advisors, industry experts, and funders.

Access to a vast entrepreneurial network and community.

Lab2Market has been operating since 2019 and is a Canadian adaptation of the successful NSF I-Crops program in the United States and ICUR program in the United Kingdom.

### Eligibility

Applicants must apply in teams consisting of a(n):

**Entrepreneurial Lead (EL):** A full-time graduate (Master's or Ph.D.) student, postdoctoral fellow within five years of finishing their graduate degree, or research assistant. The EL is expected to work on the project full-time (30-40 hours/week) throughout the core program, representing the team in all training sessions and leading all activities.

**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. Faculty at Canadian universities must be eligible to hold Tri-Agency funds.

**Intellectual Property:** Lab2Market-Validate claims no rights of ownership on participants' Intellectual property (IP), but does require that you adhere to your university's IP policies and disclosure requirements. Connect with the Research Innovation Office to determine what steps are required.

This Lab2Market Oceans / Validate cohort will service research teams from across Canada. The program is funded in part through a [Mitacs Business Strategy Internship](#) [5]. As a result, applicants must be Mitacs funding eligible. If you are unsure of your eligibility, please get in touch with U of G's Mitacs respective, Emily Gordon ([egordo05@uoguelph.ca](mailto:egordo05@uoguelph.ca) [6]; [egordon@mitacs.ca](mailto:egordon@mitacs.ca) [7]) or Marie Curtis, Lab2Market Oceans Lead, at [mcurtis@oceanstartupproject.ca](mailto:mcurtis@oceanstartupproject.ca) [8].

## Project Duration

8 weeks full-time starting Feb 6, 2025 (pre-program starts Jan 9, 2025).

## Deadlines

**If College-level review is required, your College will communicate its earlier internal deadlines.**

Type	Date
External Deadline	Tuesday, September 3, 2024 - 11:59pm

## How to Apply

Complete the [Application Form](#) [9].

For Questions, please contact

If you require assistance with your application, please contact the Program Manager Marie Curtis ([mariecurtis@oceanstartupproject.ca](mailto:mariecurtis@oceanstartupproject.ca) [10]).

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### Source

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### Links

- [1] <https://www.oceanstartupproject.ca/>
- [2] <https://www.mun.ca/>
- [3] <https://www.mitacs.ca/en>
- [4] <https://drive.google.com/file/d/16F9CDxAID5gu6hAxCNAO9yaElbCkfoPH/view?usp=sharing>
- [5] <https://www.mitacs.ca/our-programs/business-strategy-internship/>
- [6] <mailto:egordo05@uoguelph.ca>
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- [10] <mailto:mariecurtis@oceanstartupproject.ca>