#### **2** Lab2 Market

## Canada's first national-level research commercialization program.

Improving Canada's research commercialization performance one cohort at a time.

#### Why do we exist?

The Canadian government has invested billions of dollars into applied research and the "innovation economy". As a result, our nation has spurred great researchers and entrepreneurship programs from coast to coast.

Despite this, the playbook for research commercialization is still sparse. The Lab2Market (L2M) program aims to change that by charting the path for research commercialization in Canada.

#### Learn more

Website: <u>lab2market.ca</u> Twitter: <u>@Lab2MarketCA</u> LinkedIn: <u>Lab2Market</u> Email: brenda.frisk@umanitoba.ca

# Lab2Market is a four month program that offers researchers access to:



\$15,000 in funding



Training from innovation leaders.



Mentors, industry experts and funders.



A vast entrepreneurial network.



The opportunity to assess product-market fit.

### **Our Impact**

Lab2Market has supported **116 research teams across 15 Canadian Univerisities**, with technologies ranging from 3D printed cell models, nanotechnology-based protective coatings, cultivated meats, and more. With the success of these cohorts, **Lab2Market has attracted a variety of publications** across <u>Betakit, Entrevestor, FedDev, ACOA</u>, and more.

"I was trained as a scientist, but I always dreamed of starting my own business. There was a huge gap between my fantasy and reality, and Lab2Market built a bridge."

- Hao Guo, Dalhousie University

"Lab2Market has rewired my brain to think more about customer pains & gains instead of the product feature. Understanding the customer's perspective has improved me as a researcher/engineer and enabled me to think beyond the technology."

- Vinay Patel, McMaster University











