

## Lab2Market Oceans: Fall 2022

### Sponsor

Lab2Market Oceans is part of the [Ocean Startup Project](#) [1], hosted by [Memorial University](#) [2], and supported by [Springboard Atlantic](#) [3], [Canada's Ocean Supercluster](#) [4], the [Atlantic Canada Opportunities Agency](#) [5] (ACOA), and [Mitacs](#) [6].

### Program

Lab2Market Oceans

### For More Information

Read the [Program Information Package](#) [7].

[Find out more about the Lab2Market program](#) [8].

Informational webinars will also be running [February 28](#) [9], [March 9](#) [10], [March 15](#) [11] and [March 23](#) [12].

### Description

Lab2Market Oceans is a national program for university research teams to explore their ocean research idea in a new way and identify commercial opportunities.

Based on the US I-Corps program, Lab2Market Oceans fosters an innovative and entrepreneurial mindset in postdoctoral fellows, graduate students, and faculty. The seven-week program teaches entrepreneurial methodologies and business best practices, with topics such as market sizing, stakeholder engagement, intellectual property, regulatory processes, revenue stream, cost structure, and more.

Together, the team will learn from experts in the ocean sector, network and engage with ocean industry leaders and professionals, and apply their learnings to determine the product-market fit for their ocean tech solution. The participating student or fellow will be awarded \$15,000 CAD through [Mitacs](#) [13] where \$10,000 is used as salary, and \$5,000 is used for program tools/material needed for L2M (e.g. LinkedIn Premium, Zoom Pro, books, etc.) or additional salary.

At the end of the program, Lab2Market participants will have the entrepreneurial skills and

competencies needed to understand the next steps of their research commercialization path. That path can be to create a research-based company, collaborate with an industry partner, or go back to the lab for more development.

### Eligibility

- Applicant must be a graduate student (Master's or Ph.D. level) or postdoctoral fellow (graduated within five years)
- Project must be realistic and technically feasible
- Project must be the focus of the graduate student/postdoctoral fellow applicant's study and research
- Graduate student/postdoctoral fellow must receive permission from their research supervisor to take seven weeks to work on Lab2Market Oceans full-time (minimum 35 hours/week)

### Project Duration

Seven-week online program (kick-off September 12, 2022)

### Special Notes

Please note that research activities carried out in the context of COVID-19 need to adhere to the University of Guelph COVID-19 research principles, policies, guidelines and processes as they may be updated from time to time and communicated on the [Office of Research web-page](#) [14].

### Deadlines

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

Type	Date
<b>External Deadline</b>	Monday, April 4, 2022 - 11:59pm

### How to Apply

[Complete the online Application Form](#) [15]

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)).

Applicants will be connected with a Mitacs rep as part of the application/evaluation process.

Alert Classifications **Category:**

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## Lab2Market Oceans: Fall 2022

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### Disciplines:

Health and Life Sciences

Physical Sciences and Engineering

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### Links

[1] <https://www.oceanstartupproject.ca/>

[2] <https://www.mun.ca/>

[3] <https://www.springboardatlantic.ca/>

[4] <https://oceansupercluster.ca/>

[5] <https://www.canada.ca/en/atlantic-canada-opportunities.html>

[6] <https://www.mitacs.ca/en>

[7] <https://oceanstartupproject.ca/wp-content/uploads/2022/02/Lab2Market-Oceans-Information-Package-2022-5.pdf>

[8] <https://lab2market.ca/about/>

[9] <https://www.eventbrite.ca/e/lab2market-oceans-program-information-session-1-tickets-271460534767>

[10] <https://www.eventbrite.ca/e/lab2market-oceans-program-information-session-2-tickets-271486612767>

[11] <https://www.eventbrite.ca/e/lab2market-oceans-program-information-session-3-tickets-271505158237>

[12] <https://www.eventbrite.ca/e/lab2market-oceans-program-information-session-4-tickets-271529029637>

[13] <https://www.mitacs.ca/en/programs/accelerate-entrepreneur>

[14] <https://www.uoguelph.ca/research/>

[15] <https://airtable.com/shrjlbpWwGa9ms6LW>