

Lab2Market Validate - Fall 2025

Sponsor

- Lab2Market ([L2M](#) [1])
- York University's [YSpace](#) [2]

Description

The Lab2Market Validate program is a four-month program that provides research teams, consisting of a graduate student and their faculty supervisor, with the opportunity to evaluate the commercial potential of their technology through a structured, data-driven market research process with \$10,000 in funding to support the journey.

Participants will be given the opportunity and space to explore the possibilities of their work. Throughout the program, participants will discover their passion for entrepreneurship, build an entrepreneurial skillset, and connect with the network they need to turn their ideas into successful businesses.

Participants in the program receive:

- \$10,000 in funding.
- 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.

Phase 1: Pre-Program - The focus of the Pre-Program is to introduce you to the world of deep-tech entrepreneurship and inspire you to take the first steps towards commercialization. You will be welcomed into a community of like-minded and driven individuals with diverse research backgrounds. You will hear from successful founders who have been there and done it and will learn the principal market research methodologies and techniques put into practice throughout the Core-Program.

Phase 2: Core-Program - The Core-Program is where participants “get out of the building” and put the learnings from the Pre-Program into action. This is an intense and fast-paced period, but participants are supported by a vast entrepreneurial network of advisors, industry experts, and business resources from across the country.

In addition to receiving market research support, participants also receive in-depth presentations on various entrepreneurial topics, the purpose of which is to bring new information to light, form and refine hypotheses, and help analyze the data.

Phase 3: Post-Program - In the Post-Program participants analyze their findings to determine the appropriate path forward for their projects and develop a market assessment report (see Program Deliverables). This is also a time to celebrate the successes of the cohort as a community.

For full program details, please consult the [Information Package](#). [3]

Eligibility

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

- **Entrepreneurial Lead (EL):** A full-time graduate (Masters or Ph.D.) student or postdoctoral fellow (service is under 5 years). Recent graduates must be within two years of graduation at the start of their project. The EL is expected to work on the project full-time (a minimum of 25 hours/week) over the duration of the program and must represent the team in all training sessions.
- **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 [tri-council funding eligible](#) [4].

The project, which the team applies with, must be based on research conducted by the entrepreneurial lead and funded through the technical lead's lab.

Deadlines

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

Type	Date	Notes
External Deadline	Friday, May 23, 2025 - 4:00pm	U of G applicants should inform research.services@uoguelph.ca [5] if their application is selected to proceed. Each application or proposal to be submitted to a research sponsor (government, industry, business, foundation, private or other) must be approved by the University (Research Services Office) before the application is forwarded to the sponsor. To allow time for RSO review and processing, full applications (including an OR-5 Form,

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Type	Date	Notes
		research proposal/application, and a budget) should be submitted to research.services@uoguelph.ca [5] two weeks in advance of external deadlines.
		For any IP considerations, consult with Steve De Brabandere (sdebrab@uoguelph.ca [6]), Director, Technology Transfer and Industry Liaison prior to submitting your application.

How to Apply

The Lab2Market Validate program has a 3-stage application process:

1. Lab2Market Validate Application Form - Due May 23rd, 2025
2. Lab2Market Validate Team Interviews - June 10th - 16th, 2025
3. Mitacs BSI Grant Application - July 4th, 2025 EOD.

Applicants will be notified of their approval for Mitacs funding and full acceptance into the program by August 2025, with the program start date on **September 15th, 2025**.

For Questions, please contact

Suraj Shah - Associate Director, Commercialization & Strategic Partnerships at York University, shahss@yorku.ca [7]

Alina Ali - Program Officer at YSpace, York University, alinaali@yorku.ca [8] or at yspace@yorku.ca [9]

Alert Classifications **Category:**

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Links

[1] <https://www.lab2market.ca/>

[2] <https://www.yorku.ca/yspace/>

[3] https://www.canva.com/design/DAGh7PZ98I0/Ua6DZe_D4DZYM1pKRKczrg/view?utm_content=DAGh7PZ98I0&utm_campaign=designshare&utm_medium=link2&utm_source=uniqueLinks&utm_id=hb4f61bd651#1

[4] https://www.nserc-crsng.gc.ca/NSERC-CRSNG/eligibility-admissibilite/faculty-corpsprof_eng.asp

[5] <mailto:research.services@uoguelph.ca>

[6] <mailto:sdebrab@uoguelph.ca>

[7] <mailto:shahss@yorku.ca>

[8] <mailto:alinaali@yorku.ca>

[9] <mailto:yspace@yorku.ca>