

Applicant Information Package

Lab2Market Launch 2024
Collide Launch 2024

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**DALHOUSIE
UNIVERSITY**

**Lab
2Market**

COLLIDE

About Launch

Launch is a three-month summer accelerator that brings together early-stage entrepreneurial teams to launch ideas into viable businesses. This program is designed for student and research teams who are committed to forming, building, and growing scalable ventures.

Dalhousie's 2024 offerings are open to students and faculty in Atlantic Canada.

Launch provides participants an involved experience that:

- Strengthens the founder's leadership skills
- Improves business acumen
- Helps run and grow their business
- Helps navigate how to finance a venture

Launch is modeled off of MIT's delta v summer accelerator, and is delivered with support from the Martin Trust Center for MIT Entrepreneurship.

Through the Launch programs, early-stage venture teams benefit from extensive coaching from industry and ecosystem experts, fostering their development through a structured process of accountability. Participants engage virtually in weekly lectures and mentorship sessions, enhancing their skills and knowledge base.

Lab2Market Launch teams receive a \$10,000 stipend and access to \$5,000 in research expenses per participant. In addition, each team collectively can receive \$3,000 in milestone payments.

Collide Launch teams will receive up to a \$10,000 stipend per participant, and up to \$3,000 in milestone payments per team.

Lab2Market Launch and Collide Launch is made possible by the support of



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Lab
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Launch

COLLIDE / Launch

2024 Launch programs offered by Dalhousie University



Lab2Market Launch

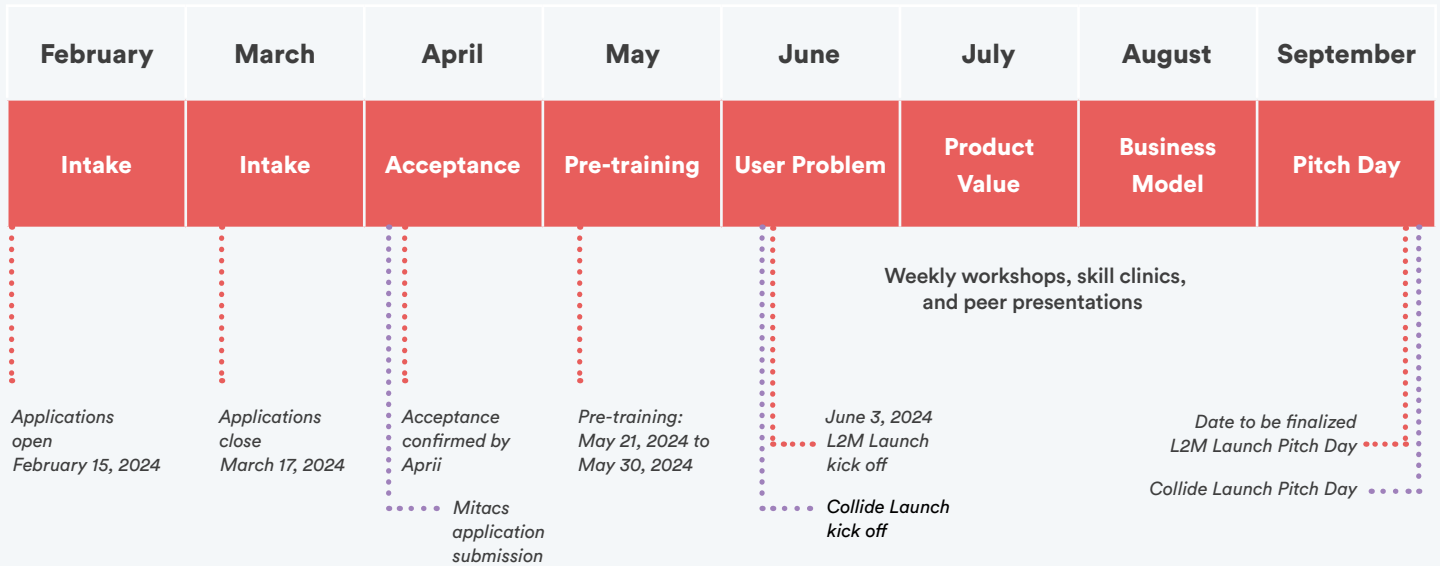
The Lab2Market Launch cohort is open to graduate-level researchers, postdocs, faculty and recent graduates from universities in Atlantic Canada who are pursuing a research-based, scalable venture.



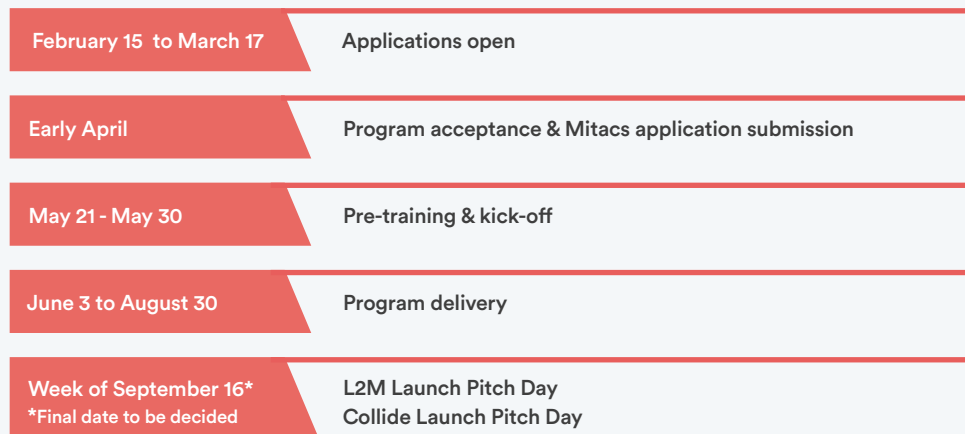
Collide Launch

The Collide Launch cohort is open to undergraduates, graduates, certificate students, and faculty members eager to launch a business in any discipline based in Atlantic Canada.

2024 Program Timeline



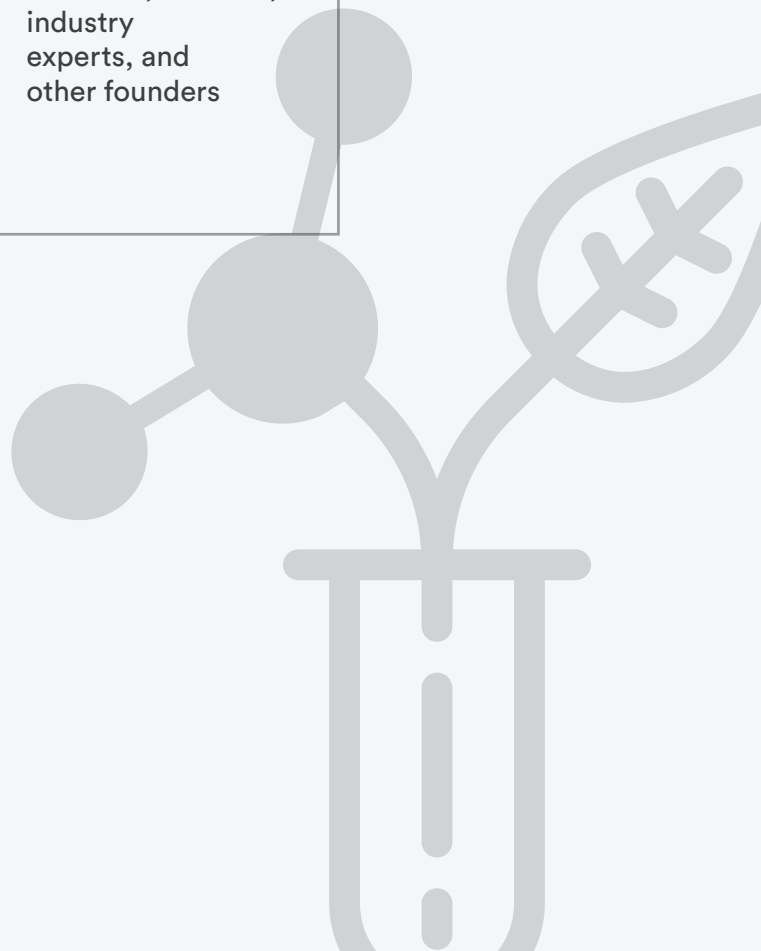
Important Dates



Program Features

The Lab2Market Launch and Collide Launch program is designed for students and research teams commercializing technology-based solutions. The program is modeled off of MIT's delta v summer accelerator, and includes a unique array of features:

Support & Coaching One X one coaching sessions with Entrepreneurs in Residence	Monthly Board Meetings Accountability through simulated board meetings with assigned Founder Councils, unlocking milestone payments	Resilience Training Mindfulness and resilience training to equip founders to handle the stresses of entrepreneurship
Peer Learning Bi-monthly peer sessions to learn from, and build connections with fellow cohort members	Instruction Sessions Weekly skills clinics led by experienced entrepreneurs and experts designed to help founders communicate, plan and measure their roadmap to launch	Networking Opportunity to network with investors, advisors, industry experts, and other founders



Funding Opportunities

\$10,000+

Stipends & Milestone Payments

Available funds are broken into three categories: stipends, milestone payments and research support.

Lab2Market Launch

Stipends: \$10,000 as salary per participant

Research Support: \$5,000 per participant

Milestone Payments: \$3,000 per team

Collide Launch

Stipends: \$10,000 per participant

Milestone Payments: \$3,000 per team

**Research support funding is available to participants in the Lab2Market Launch program. This funding can be used on relevant research related expenses to support in the commercialization process.*

The Launch programs are funded in part through the [Mitacs Business Strategy Internship \(BSI\)](#) program. As a result, each applicant must be eligible for Mitacs funding and participate full-time to qualify for the stipend. For more information on this, please contact George Wu, Program Manager, at george.wu@dal.ca.

Each team is additionally eligible for milestone payments, which are determined at the team's monthly simulated board of directors meeting. There is \$1000 available at each meeting. For example, if the board determines that the team has met 100% of their goals, they will receive the total \$1000. If they have met 50% of their goals, the team receives \$500.

\$18,000

Pitch Day Prizes

On Pitch Day, teams will compete for a prize pool totaling \$18,000, with \$9,000 in prizes for Lab2Market Launch participants and \$9,000 in prizes for Collide Launch participants.

Lab2Market Launch

\$4,000 for First Place

\$3,000 for Second Place

\$2,000 for People's Choice Award

Collide Launch

\$4,000 for First Place

\$3,000 for Second Place

\$2,000 for People's Choice Award

Note that this funding is non-dilutive; Dal Innovates will not take any equity in the company throughout the program. All payments are directed to the individuals, not the company, making them taxable income. Please be aware that the Launch team does not offer any tax guidance.

Program Intake

Eligibility

- At least two (and ideally no more than three) founder-level team members plan to participate in the program.
- At least one participating team member must be a current student, recent graduate (i.e. graduated within the past two years as of March 2024), researcher or postdoctoral fellow of an Atlantic Canadian academic institute.
- Founders are expected to commit a minimum of 30 hours each per week to their start-up throughout this program in addition to up to 3-5 hours a week of programming time and must present at the in-person Pitch Day event in September
- Teams must have some understanding of the entrepreneurial process and must demonstrate familiarity with common frameworks (Lean Startup, Business Model Canvas, etc.)
- Teams should have done initial customer discovery to validate their idea and be able to provide evidence to support their claims (L2M Launch - a minimum of 50 interviews & Collide Launch - a minimum of 30 interviews).
- Each venture dedicated to a specific idea can undergo the Launch program only once.

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.



Program Intake

Application Process

- Applications will open on Feb 15, 2024 and close on March 17, 2024.
- Applicants shall fill out an online application form (available on dalinnovates.ca) in which they will outline details about the following:
 - Their team
 - Their idea
 - The problem they are trying to solve, how they were inspired to solve this problem;
 - Their proposed solution, and how they believe this solution might support a sustainable, stand-alone business.
 - Progress made to date
- Each team should submit only one application form.
- The applications will be reviewed by a team of judges.
- A select group of eligible teams will be invited to interview during the review phase in early April.

Teams will be notified of their acceptance status around early April.

Short-listed applicants will be connected to a Mitacs representative and asked to complete a Mitacs BSI application March 22-29. Teams will be notified of their acceptance status around late April. Successful applicants will receive an award letter from Mitacs in May, pending a Mitacs BSI eligibility review. Disbursements will begin in June.

For more information around BSI eligibility, contact George Wu at george.wu@dal.ca.

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

- In-person program kick-off event in late May
- Weekly workshop & skill clinic sessions (80% attendance per individual)
- Weekly check-in meetings
- Weekly mentor meetings
- Monthly peer presentations
- Monthly board meetings
- In person Pitch Day in September

Launch is an intense program with high expectations. It requires full-time commitment of at least two team members during the program duration.

Minimum Viable Business Product

Each team is strongly encouraged to produce an applicable Minimum Viable Product from which customers get value, buyers are committed to purchasing, and is sufficient to start a meaningful feedback loop!

Confidentiality and Intellectual Property

All information is stored and shared with the Launch team and relevant program affiliates. Program information is considered sensitive however we cannot guarantee complete confidentiality of information.

Launch focuses on entrepreneurship skills, so we do not anticipate any intellectual property will be created as a direct result of your participation. You should consult your university's policies for more information about intellectual property and rights.



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