

Lab 2Market

What is Lab2Market?

Lab2Market is built for researchers ready to explore what their work could become - whether that's a startup, a partnership, or something entirely new.

Who thrives in L2M?

Motivated by Impact

- Curious about real-world applications of your work
- Interested in commercialization

Coachable

- Open to feedback, even when it challenges your assumptions
- Willing to test, adapt, and rethink your research direction
- Comfortable not having all the answers

Ready to Commit

- Able to dedicate yourself full-time (Validate & Launch)
- Show up for your team, mentors, and milestones

Is this you?

- "I think my research has commercial potential but don't know where to go next."
- "I want to explore careers outside of academia."
- "I want my research in the hands of people who need it."

What you gain

- A structured path from idea → validation → launching a business
- Coaching on entrepreneurial skills and mindset
- Mentorship from experienced entrepreneurs
- A national network of researchers, founders, and industry experts



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From research to real-world impact

Cat Evans - Advanced Climate Monitoring Inc.

The starting point

A researcher focused on water safety, climate risk, and environmental monitoring in Canada.

The solution

Satellite-based environmental monitoring tool that tracks hazards in freshwater and coastal environments, helping communities better understand and respond to climate risks.

The L2M experience

- Translated research into a practical, user-facing platform
- Customer conversations led to the expansion into multiple markets
- Built a clearer pathway from science to solution



Ravi Kempaiah - ZEN Energy

The starting point

Advanced academic research in battery technology, rooted in one of the world's leading lithium-ion research ecosystems.

The turning point

Shifting from a technical innovation (e-bikes) to a broader opportunity: solving the core bottleneck in electrification - battery performance and lifespan.

The L2M experience

- Customer discovery led to a pivot from e-bikes to battery innovation
- Refined commercialization strategy and business model
- Leveraged mentorship to navigate major pivot and scale internationally