

Lab2Market application guide

To start NSERC's Lab2Market application process, you must first contact your industry liaison office (ILO) or technology transfer office (TTO). If you are not sure who to contact, please get in touch with NSERC staff by phone at 343-552-8948 or by email at Z-I2I@NSERC-CRSNG.GC.CA for guidance. As per [Idea to Innovation \(I2I\) grant](#) requirements, the technology/intellectual property (IP) must be disclosed according to institution policy, and the ILO must support you by working on the proposal. To fulfill their mandate, the ILO can request assignment of the IP (for more details please see the [I2I grants description](#)). You may only start the application process after receiving a written letter of support from your ILO.

How to apply

- All teams must fill out the [form](#) on the [Lab2Market website](#); applications must be submitted to Lab2Market by December 1, 2023. After the Lab2Market program's review of the proposals, selected applicants will be invited to move to the next step: team interviews, which will run from December 4 to 8. The selected teams will have until January 8, 2024, to complete and submit forms 101 and 100 in NSERC's online system.
- Log in to NSERC's [online system](#) and create a new form 101. This should be done under the researcher's account.
- Select *Research Partnerships Programs*, then *Idea to Innovation*.
- In the *Title* box, enter your project's title, starting with "L2M NSERC" (e.g., L2M NSERC – Project Title).
- The faculty researcher/principal investigator (PI) is the lead for any I2I application, including L2M applications, and will have to include their form 100.
 - Note: We are still using the old form 100; if you don't have an updated one, you can still use it without updating your publication list and the HQP supervision, as we know this can take a lot of time. This is an exception only for this opportunity.

Follow the steps listed in the [I2I grants instructions](#) on completing the application. We offer some guidance on specific sections below:

- The Entrepreneurial Lead (the student) is not considered as a co-applicant nor a collaborator on the application.
- No supporting organizations are required.
- The Activity schedule should be based on L2M program schedules (see the Tentative schedule in the L2M application information package) and listed as
 - **Phase 1: Pre-Program:** Introduction to the world of deep-tech entrepreneurship and first steps towards commercialization (~4 weeks)

- **Phase 2: Core-Program:** Putting learnings into action and starting to conduct market research (~7 weeks)
- **Phase 3: Post-Program:** Analysis of findings, determining the appropriate path forward for the project and preparing a market assessment report (~3 weeks)
- Upload the letter of support from your ILO in the Letter(s) of support section of your application.
- Referees are not needed for this opportunity. You can enter N/A in the form
- Upload a PDF of the completed [L2M application form](#) to the Proposal section of your application.
 - Note: A PDF of this L2M application form (that meet [NSERC's online presentation and attachment guidelines will be provided to you by the L2M team](#)).

Please verify with your institution about the internal deadline for submitting an application. Also, make sure you have consulted with your ILO and completed all the sections before submitting your application.