

# Pre-Program Syllabus Calendar

Bootcamp | March 9 - 13, 2026

Dates	Programming
March 9, 9 AM - 12 PM	Welcome Ceremony
The welcome ceremony will welcome all participants, highlight why Lab2Market exists, program expectations, an entrepreneurial host an Alumni Fireside chat, and let entrepreneur leads (ELs) briefly introduce themselves. This evening, ELs will watch a recorded lecture to prepare for the next day.	
March 10, 9 AM - 2 PM	Customers & Value - Rosalie Harms
ELs will review how to evaluate project risk using Osterwalder's Business Model Canvas (BMC), then will engage in activities on customer segments and value propositions. The program tools Notion and Google Drive will be introduced, then our guest speaker, Andrew Tse will demystify the topic of Intellectual Property and allow for a Q&A period to support ELs. This evening, ELs will watch a recorded lecture and complete homework to prepare for the next day.	
March 11, 9 AM - 2 PM	Outreach & Networking - Chris Street
ELs will review how to continue to assess the risk of their projects. The program tools Customer Relationship Management (CRM) and Innovation Within will be touched on. ELs will engage in activities to gain skills in creating outreach scripts and networking. The mentors will be introduced to the ELs. This evening, ELs will watch a recorded lecture and complete homework to prepare for the next day.	
March 12, 9 AM - 2 PM	Value Proposition Canvas & Interview Questions - Henry Floreal
ELs will review market research best practices. The program tool, Slack, will be covered. CS & VPs will continue to be explored through activities on creating customer profiles and value maps, and crafting scripts and interview questions for your stakeholders. ELs will meet with their assigned facilitator to go over the program expectations (e.g., deliverables, facilitator office hours, scrums, etc.) to help prepare ELs for success. This evening, ELs will watch a recorded lecture and complete homework to prepare for the next day.	
March 13, 9 AM - 2 PM	Interview Practice & CRM's - David Yee
ELs will review value propositions. The program tool EL Weekly Checklist will be introduced. ELs will engage in activities to use the questions scripts to practice interviewing with their peers, as well as strategies on the CRM. James O'Connor, from Innovation Within will demonstrate how to use the BMC and other features. This evening, ELs will complete homework.	

# Pre-Program Syllabus Calendar

Between Bootcamp & Core | March 16 - March 27, 2026

Dates	Programming
March 16 – 20, 2026 (Date & Time TBD By Facilitator)	Weekly Facilitator Office Hours
ELs will meet with their assigned facilitator to check in about their customer discovery process, collaborate on solutions for any roadblocks, and to ask any other questions. Facilitators can provide guidance on customer outreach strategies as well as preparing for ELs first scrum presentation.	
Thursday, March 19, 2026 12:00 pm – 1:00 pm	Social Session (Mandatory)
Our Program Manager, Demetre Balaktsis, will host this session. This is a particularly important informal social event to let teams get to know each other, the instructors, and the L2M Ops team. As Lab2Market cohorts continue to be run virtually, this is a crucial session that we hold as a bi-weekly drop-in.	
Thursday - March 26, 2026 - 11:00 am – 2:00 pm	Meet with the L2M Ops Team Drop-In Support Hours (First is Mandatory)
Demetre and JP will meet with each EL for 10 minutes (will schedule in advance) to get to know each other and answer questions to ensure the expectations of the program are understood and to establish a rapport so that ELs feel confident to reach out if they require support throughout the program.	

During the Pre-Program (between Bootcamp and Core), ELs will:

- attend the first mandatory Drop-In Support Hours and first mandatory Social Session
- meet with their facilitator for 30 minutes (Weekly Facilitator Office Hours) between March 16 - 20, 2026. The time and date TBD.
- start conducting their primary market research (input and reach out to 300 stakeholders) and completing 10 interviews before the start of the Core Program
- complete assigned homework (e.g., assigned readings and videos, prepare Scrum 1 presentation ready to deliver on Core Session 1)
- familiarize themselves with the Tech Stack

# Core Program Syllabus Calendar

ELs are required to manage their schedules to ensure customer discovery and homework (approximately 20-25 hours/week) are completed prior to the next session.

Each mandatory Wednesday weekly session (9:00 am - 2:00 pm) will include a:

- Scrum Session | 9:00 am – 10:20 am with your assigned facilitator
- Workshop | 10:30 am – 12:00 pm (description in Core Calendar)
- Mentor Pool Q&A Session | 1:00 pm – 2:00 pm

Additionally, each week will include (not listed on the Core Calendar):

- Weekly Facilitator Office Hours (Mandatory) - 30 minutes with your assigned facilitator
- Social Sessions - March 19<sup>th</sup> (Mandatory), April 16<sup>th</sup> (Optional), and May 14<sup>th</sup> (Optional)
- Drop-In Support Hours (Optional) - Thursdays, 11:00 am – 2:00 pm

Week 8 will have two sessions:

- Final Presentation Practice + Next Steps Session | Tuesday, May 19, 9:00 am - 2:00 pm
- Final Presentations + Closing Ceremonies | Wednesday, May 20 | 10:00 am - 3:00 pm

## April 1 - May 20 - Weeks 1 & 2

Dates	Programming
Wednesday, April 1, 2026 9:00 am – 2:00 pm	Session 1 - Customer Segments & Marketing Sizing  The workshop teaches ELs to understand customer segments through value proposition lessons, customer discovery, and customer segmentation tools like personas, helping them find early adopters using the technology adoption curve and market sizing approaches, ultimately enabling ELs to identify customer segments, create personas, and form testable hypotheses for early adopters.
Wednesday, April 8, 2026 9:00 am – 2:00 pm	Session 2 - Customer Relationships & Channels  This session focuses on reaching target customers and utilizing channels to deliver the value proposition. It covers understanding the customer buying process, sales, distribution channels, and mapping the value chain and ecosystem for their solution. Ultimately, ELs will gain insights into using customer discovery to understand the target customer's buying process and identify stakeholders in their ecosystem affecting solution adoption.

# Core Program Syllabus Calendar

## Weeks 3 - 7

Dates	Programming
Wednesday, April 15, 2026 9:00 am – 2:00 pm	Session 3 - Key Activities, Resources, & Partners
This session addresses the feasibility of business models for early-stage deep tech projects (customer discovery, testing solutions, and refining through customer engagement). It also covers product development, partner engagement, minimal viable product (MVP), validation, and common pitfalls.	
Wednesday, April 22, 2026 9:00 am – 2:00 pm	Session 4 - Mid-Program Review
ELs review interview results and their progress, focusing on mid-program presentations. Qualitative data analysis techniques and the concept of pivoting are discussed to derive valuable insights. ELs gain knowledge on when to pivot or persevere and assess their performance relative to peers.	
Wednesday, April 29, 2026 9:00 am – 2:00 pm	Session 5 - Business Model Viability
This session covers business model viability, payment methods, customer engagement in determining pricing, and cost drivers for deep tech businesses. ELs gain insights into suitable revenue streams, using customer discovery to estimate pricing preferences, and understanding key costs during commercialization.	
Wednesday, May 6, 2026 9:00 am – 2:00 pm	Session 6 - Communicating Research & Pitching
This session focuses on how to communicate a value proposition and customer discovery results to various audiences. Strategies for how to communicate highly technical information to a non-specialist audience are provided, as well as best practices for creating a compelling story in the form of a pitch presentation.	
Wednesday, May 13, 2026 9:00 am – 2:00 pm	Session 7 - Fundraising
This session provides a comprehensive overview of the fundraising process for commercializing deep tech. It covers funding sources, financing types, and steps to raise capital from investors. ELs will learn when to seek financing from various sources and gain awareness of available financing options and the overall fundraising process.	

# Core Program Syllabus Calendar

## Week 8

Dates	Programming
Tuesday, May 19, 2026 9:00 am – 2:00 pm	Session 8 - Final Presentation Practice + Next Steps Session
ELs will do a practice run of their final presentations and receive feedback. This session will also cover the entrepreneurial ecosystem in Canada and the various resources that are available to you after the program. Guests from various programs will be present to share tips and advice for optional support for your next steps.	
Wednesday, May 20, 2026 9:00 am – 2:00 pm	Week 8 - FINAL PRESENTATIONS + CLOSING CEREMONY
This event will be an opportunity to celebrate EL's accomplishments with the rest of the Lab2Market community. Half the ELs will present during the morning, then the other half during the afternoon. From here, ELs will embark on the next phase of their journey backed by actionable data and assisted by new friends and support networks.	