**Creative Destruction Lab (CDL) – Atlantic**

Creative Destruction Lab (CDL) is a nonprofit organization that delivers an objectives-based program for massively scalable, seed-stage, science- and technology-based companies.

Founded at the University of Toronto, CDL now spans 14 locations worldwide and offers 23 specialized streams. All CDL sites are housed in university business schools and offer MBA students a unique opportunity to:

* Work with exciting, world-class early-stage companies
* Gain exposure to Mentors and Corporate Partners
* Learn how people allocate scarce resources
* Learn about innovation and entrepreneurship

CDL-Atlantic, based at Dalhousie University, is the only location in Atlantic Canada. In addition to the Prime (general tech) stream of companies, they have a second specialized stream dedicated to ocean tech companies, and they will admit 20 Ventures to each.

Through the generous gift from CDL-Atlantic Founding Partner Mr. Mark Dobbin, six Memorial University MBA students can participate in CDL-Atlantic (three per stream), alongside MBA students from Dalhousie University, University of New Brunswick, and Saint Mary’s University.

Selected students will be able to travel free of charge and participate in the CDL-Atlantic in-person sessions taking place in Halifax, Nova Scotia.

CDL-Atlantic has moved several of its sessions to an online format. Therefore, some of the sessions will be virtual.

**CDL Session Format**

CDL Sessions are a full day, typically running from 8:00 am – 6:15 pm, and they are broken up into three components:

* Small-Group Meetings
* Large Room Discussions
* Deliberations

Students are assigned to a company participant (Venture) for the day, which allows them to observe all of the Small Group Meetings the company has with the various mentor pairings. Students gain exposure to both startups and experienced business leaders who serve as mentors.

Later in the day, mentors and companies come together in a Large Room Discussion; where the objectives for each Venture are discussed and debated. The students get to observe these conversations, which provide interesting insights into the experienced entrepreneur’s approach and advice on growing the businesses.

At the end of the day, students are invited to observe the in-camera deliberations where the mentors decide which companies will continue in the program. A minimum of one Venture must be cut at each Session.

At the in-person Sessions, students are invited to join a Venture Social. All founders of the startups, along with the students and the CDL team, connect to get to know one another and talk about the experience.

In the CDL-Atlantic Cohort, 4 Sessions will be running on the following days for 2025/2026 for both Prime and Oceans Ventures:

**CDL-Atlantic Session Dates**

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| **CDL Oceans Sessions** | **CDL Prime Sessions** |
| **Thursday, October 23, 2025**  IN-PERSON - HALIFAX, NS | **Thursday, September 25, 2025**  IN-PERSON - HALIFAX, NS |
| **Wednesday, December 10, 2025**  VIRTUAL - ZOOM | **Thursday, December 11, 2025**  VIRTUAL - ZOOM |
| **Wednesday, February 11, 2026**  VIRTUAL - ZOOM | **Thursday, March 12, 2026**  VIRTUAL - ZOOM |
| **Tuesday, April 14, 2026**  IN-PERSON - VANCOUVER, BC | **Monday, May 25, 2026**  IN-PERSON - HALIFAX, NS |

**Working with Ventures**

Following Session 1 students will be matched with Ventures and in January they have an opportunity to provide consulting services to the remaining Ventures in the program. CDL-Atlantic’s Academic Lead works with the Venture Managers to ensure all students have experience working with the startups on a specific project to enhance their learning. Further, MBA student participation includes a **credited self-directed research project** under Dr. Carlos Bazan in the winter semester.

**Access to CDL-Atlantic Course**

During the fall term, off-site MBAs will have access to the Dalhousie CDL-Atlantic Google Classroom and the Slack Workspace.  This will facilitate student-student networking opportunities with other MBA students from across Atlantic Canada.

If interested in participating in the CDL-Atlantic sessions please complete the following application form and email it to **Memorial’s Research Innovation Office (RIO)** at [**rio@mun.ca**](mailto:rio@mun.ca). The deadline to apply is **Friday, August 15th, 2025** **at 5pm.**

**CDL-Atlantic Sessions Application Form**

Submit to [rio@mun.ca](mailto:rio@mun.ca) by August 15th, 2025 at 5pm.

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| **Name:** | Click here to enter text. | |
| **Email:** | Click here to enter text. | |
| **Master’s Program and Student #:** | Click here to enter text. | |
| **Briefly list your experience (educational/work) or attach a resume.** | | |
| Click here to enter text. | | |
| **Briefly tell us why you are interested in participating.** | | |
| Click here to enter text. | | |
| **Would you prefer to participate in the Prime or Ocean cohort?** | | Choose an item. |
| **Your participation includes a self-directed research project under Dr. Bazan, please indicate how many self-directed courses have you done in the course of your MBA.** | | Choose an item. |
| **Check your availability below (please take into consideration the travelling time and that preference will be given to students that will be able to attend all sessions of one of the cohorts – Prime or Oceans).** | | |
| **Oceans Sessions Dates & Locations** | | **Availability** |
| **Session # 2** – Wednesday, December 10, 2025 - Virtual | | Choose an item. |
| **Session # 3** – Wednesday, February 11, 2026 - Virtual | | Choose an item. |
| **Prime Session Dates & Locations** | | **Availability** |
| **Session # 1** - Thursday, September 25, 2025 - Halifax | | Choose an item. |
| **Session # 2** – Thursday, December 11, 2025 - Virtual | | Choose an item. |
| **Session # 3** – Thursday, March 12, 2026 - Virtual | | Choose an item. |
| **Session # 4** – Monday, May 25, 2026 - Halifax | | Choose an item. |