

# The Venture Lab.

*“The best founders didn’t wait. Neither should you.”*

4

WEEKS

10

STUDENTS

1

PROJECT, YOURS

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UofT Statistics & Economics · Cambridge MPhil (Incoming)

Grades 10–12 · June–August 2026 · Remote

# Fridays & Saturdays. 16 hours. One project.

4 weeks per cohort — sessions on Fridays and Saturdays only

2-hour sessions — 4 hours per week, 16 hours total face time

Flipped classroom: 1 hour discussion on assigned material + 1 hour project build & activity

10 students · 1 mentor · 1 project each

## 2026 SCHEDULE

# Four cohorts. June through August.

Cohort 1		June – July
<b>WEEK 1</b> Friday 19 June 2026	Saturday 20 June 2026	
<b>WEEK 2</b> Friday 26 June 2026	Saturday 27 June 2026	
<b>WEEK 3</b> Friday 3 July 2026	Saturday 4 July 2026	
<b>WEEK 4</b> Friday 10 July 2026	Saturday 11 July 2026	

Cohort 2		July
<b>WEEK 1</b> Friday 10 July 2026	Saturday 11 July 2026	
<b>WEEK 2</b> Friday 17 July 2026	Saturday 18 July 2026	
<b>WEEK 3</b> Friday 24 July 2026	Saturday 25 July 2026	
<b>WEEK 4</b> Friday 31 July 2026	Saturday 1 August 2026	

Cohort 3		July – August
<b>WEEK 1</b> Friday 17 July 2026	Saturday 18 July 2026	
<b>WEEK 2</b> Friday 24 July 2026	Saturday 25 July 2026	
<b>WEEK 3</b> Friday 31 July 2026	Saturday 1 August 2026	
<b>WEEK 4</b> Friday 7 August 2026	Saturday 8 August 2026	

Cohort 4		July – August
<b>WEEK 1</b> Friday 24 July 2026	Saturday 25 July 2026	
<b>WEEK 2</b> Friday 31 July 2026	Saturday 1 August 2026	
<b>WEEK 3</b> Friday 7 August 2026	Saturday 8 August 2026	
<b>WEEK 4</b> Friday 14 August 2026	Saturday 15 August 2026	

# Four weeks. One complete project.

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## Identifying the problem

WEEK 01

### IDEAS COVERED

Problem definition, assumption mapping  
research framing

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### ACTIVITY

Problem Deconstruction Sprint

## Sizing the market

WEEK 02

### IDEAS COVERED

TAM / SAM / SOM, data sourcing  
quantitative modelling

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### ACTIVITY

Consulting Case Market Sizing

## Building the prototype

WEEK 03

### IDEAS COVERED

Prompt engineering, AI-assisted development  
product thinking

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### ACTIVITY

Landing Page Prompt Design

## Testing and ways forward

WEEK 04

### IDEAS COVERED

User testing, iteration, customer discovery

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### ACTIVITY

Demo Day