

TMF AI ICURe Discover June 2025

Key Dates & Expectations

Programme Outline*	
Applications Open	23 rd May 2025
Applications Close	16 th June 2025, 23.59
Welcome Call	23 rd June 2025 (1.5 hrs)
Bootcamp Day 1	25 th June 2025 (5.5 hrs)
Bootcamp Day 2	26 th June 2025 (5.5 hrs)
Coaching Calls	TBC (1.5 hrs)
Pitch Training	6 th August 2025 (1.5 hrs)
Practice Pitch	13 th August 2025 (time tbc)
Options Roundabout	21 st August 2025 (time tbc)
*Exact timings and dates for sessions will be confirmed on your Welcome Call	
<p>*The research student/technician will be expected to attend all sessions scheduled above and should hold these dates in their diary when applying.</p> <p>*Technology Transfer Representatives are also welcome to attend all sessions, but it is not obligatory.</p>	

What is Discover?

This Innovate UK ICURe Discover is an 8-week, part-time online market discovery programme designed to support researchers in exploring their potential market. The programme aims to enhance market awareness and deepen the understanding of potential technology applications.

How does it work?

Our 8-week, part-time online market discovery programme is developed using the lean startup methodology, which applies the scientific method (hypothesise, test, evaluate) to business ideas. Participants will learn how to use this approach to gauge their potential customers' opinions about their idea, product, or service. This programme is suitable for participants looking to explore the potential of their early-stage projects.

What does it include?

- Support to carry out market and customer discovery on a part-time basis over an 8-week period.
- Introduction to Design thinking and lean start-up techniques (BMC and Value Propositions).
- Trainer and mentor feedback with next steps guidance following your ICURE Discover journey.
- Up to £2,500 support for market discovery activities.
- It is expected that the participant will commit up to 75 hours on the programme – around 30 hours for training and panel and around 45 hours for market validation and panel preparation

Discover provides a route towards other ICURE Programmes. ICURE Discover is now a compulsory route into the ICURE Explore Programme.

Why Attend?

Past participants say that having dedicated time to spend understanding what commercialisation of research means has dramatically changed their perspective on their research, ideas, and innovations. The programme introduces ICURE and provides the space and opportunity to think differently about impact, commercialisation, and entrepreneurship.

Who is eligible?

TMF AI ICURE Discover is open to all researchers and research students of UK universities and approved public sector research establishments (PSREs) who are funded by UK Research Councils to deliver AI based research. We accept innovations from any discipline or background within these areas.

We particularly welcome applications from individuals in:

- Under-represented groups including women, people of colour, those living with disabilities, and those from the LGBTQI+ communities.
- Approved public sector research establishments (PSREs) conducting research within the specified domains.

How do I apply?

- The online application form will ask a series of questions about you and your research project.
- There is a limited number of spaces on each cohort, but we try to provide support to as many applications as possible.
- The application form may be accessed from the links on this website.

You will need to have engaged with your University Technology Transfer Office (TTO) and your Principal Investigator prior to applying.

Please contact us if your university does not have a TTO or IP Manager and we will endeavor to help.

If you have any further questions, please direct them to icure@warwick.ac.uk