

## ICURe Explore October 2025

### Key Dates & Expectations

Programme Outline*	
Applications Open	7 <sup>th</sup> July 2025
Applications Close	5 <sup>th</sup> September 2025, 23.59
Welcome Call	6 <sup>th</sup> October 2025 (2.5 hrs)
Bootcamp Day 1 (In-person)	8 <sup>th</sup> October
Bootcamp Day 2 (In-person)	9 <sup>th</sup> October
Bootcamp Day 3 (Online)	13 <sup>th</sup> October
Bootcamp Day 4 (Online)	14 <sup>th</sup> October
Coaching Calls	(1.5 hrs) (23 <sup>rd</sup> Oct, 6 <sup>th</sup> Nov, 17 <sup>th</sup> Nov, 17 <sup>th</sup> Dec)
Mid-Point Review	2 <sup>nd</sup> December 2025
Pitch Training	13 <sup>th</sup> January 2026 (1.5 hrs)
Practice Pitch	16 <sup>th</sup> January 2026
Options Roundabout	21 <sup>st</sup> & 22 <sup>nd</sup> January 2026
*Exact timings and dates for sessions will be confirmed on your Welcome Call	
*The Entrepreneurial Lead will be expected to attend all sessions scheduled above and should hold these dates in their diary when applying.	

## About ICURE Explore

This programme provides financial support of up to £35,000, including a maximum of £20,000 for the Entrepreneurial Lead's salary, as well as funding for assumption testing and customer discovery activities. This programme is aimed at helping research teams from across the UK to explore technology applications and test value propositions through extensive market engagement globally.

The ICURE Explore programme is designed using lean start-up methodology and funded by Innovate UK. Lean start-up takes the scientific method (hypothesise, test, evaluate) and applies it to business ideas. Your team will learn how to use this approach to test what your potential customers think about your idea, product, or service.

Past participants say that having three months of commercialisation support, dedicated time, and funding to spend on customer discovery has dramatically changed their perspective on their innovation.

## What's included

- £35,000 support (Max) for the salary of the Entrepreneurial Lead to participate full-time over the 12 weeks, and expenses associated with testing key market assumptions and market exploration.
- Access to our team of experts and proactive connections to our network of entrepreneurs, investors and funders.
- Membership of a national community of past participants and graduates.
- 4 days of intensive bootcamp training on how to develop a hypothetical business model and identify your customers' pain points.
- Test value propositions through extensive market engagement.
- Undertake deep in-market research of supply chain, regulators, customers and competitors.
- You will plan and execute 3 months of tailored market discovery for your idea, product or service using online software platforms, video conferencing and marketing tools.

## Why Attend?

Our participants get access to leading university resources, and fantastic networks of mentors and investors who join them early on their journey. We're de-risking very exciting technologies which have enormous potential to change the world for the better.

## A pathway to Commercialisation

ICURE trains, funds, and supports research teams to determine whether there is a market for products or services that utilise their ideas, research, science, and technologies. Up to £35,000 of funding is available to 'get out of the lab' and validate commercially promising ideas in the marketplace.

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

If you have any further questions, please direct them to [ciaran@thehelixway.com](mailto:ciaran@thehelixway.com)