

ICURE Discover Sprint September 2025 Key Dates & Expectations

Programme Outline*	
Applications Open	10th June 2025
Applications Close	18th August 2025, 23.59
Welcome Call	11th September 2025 (3pm – 4.30pm)
Bootcamp Day 1	Monday 15th September 2025 (Residential, Scarman, University of Warwick)
Bootcamp Day 2	Tuesday 16th September 2025 (until 4pm, Scarman, University of Warwick)
Coaching Calls	1.5 hrs on each Tuesday and Thursday between 18th September and 30th September
Pitch Training	Monday 29th September 2025 (on-line.11am to 12.30pm)
Practice Pitch	Wednesday 1st October (on-line, 9am to 5pm)
Options Roundabout	Friday 3rd October 2025 (on-line, 9am to 5pm)
<p>*Exact timings and dates for sessions will be confirmed on your Welcome Call</p>	
<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 Sprint?

ICURE Discover Sprint is a 3-week intensive version of the Innovate UK ICURE Discover 75-hour programme, designed to support researchers and technicians in exploring their research's potential markets. The programme aims to enhance market awareness and deepen the understanding of potential technology applications.

How does it work?

The intense 3-week Discover Sprint Programme encompasses all of the material of the 8-week, part-time online market discovery programme 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 but requiring a rapid intense commitment for market exploration outside of term times. This Discover Sprint is ideal for those looking to apply for a place on the ICURE Explore programmes which start early in autumn terms.

What does it include?

- Support to carry out market and customer discovery on an intensive basis over a 3-week period.
- Introduction to Strategyzer Business Models.
- Trainer and mentor feedback with next steps guidance following your ICURE Discover journey.
- Up to £2,500 support for market discovery activities.

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 on understanding what commercialisation of research means has dramatically changed their perspective on their research, ideas, and innovations. The programme provides the space and opportunity to think differently about impact, commercialisation, and entrepreneurship.

Who is eligible?

ICURE Discover is open to all researchers from UK universities and approved public sector research establishments (PSREs). We accept innovations from any discipline or background within these areas.

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