ICURe Discover April 2026

Key Dates & Expectations

Programme Outline*	
Applications Open	**23rd February 2026**
Applications Close	**27th March 2026, 23.59**
Welcome Call	**20th April 2026 (1.5 hrs)**
Bootcamp Day 1	**21st April (5.5 hrs)**
Bootcamp Day 2	**22nd April (5.5 hrs)**
Coaching Calls	**1st May, 13th May, 26th May & 12th June (1.5 hrs)**
Pitch Training	**22nd June (1.5 hrs)**
Practice Pitch	**25th June**
Options Roundabout	**30th June 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.** ***Technology Transfer Representatives are also welcome to attend all sessions, but it is not obligatory.**	

What is Discover?

This Innovate UK ICURe Discover is a 10-week, part-time online market exploration programme for researchers and technicians to explore their potential market. The programme aims to enhance market awareness and deepen the understanding of potential technological applications.

How does it work?

Our 10-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 or those who require a part-time commitment for market exploration.

What does it include?

- Support to carry out market and customer discoveries on a part-time basis over a 10-week period.
- Introduction to Strategyzer Business Model Canvas (BMC).
- 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 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?

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

We particularly welcome applications from individuals in:

- Universities who have not previously participated in the ICURe programme.
- Universities who do not receive HEIF funding.
- 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 ciaran@thehelixway.com