

ICURE Discover September 2026

Thursday 24th September to Thursday 26th November 2026

KEY DATES AND EXPECTATIONS**

Applications open	Wednesday 8 th July 2026
Applications close	Friday 4 th September 2026 @ 23:59
Notification of results sent to applicants	By Friday 11 th September 2026
Programme Outline	
Welcome Call / Session 1	Thursday 24 th September 2026, 13:00 – 16:00
Session 2	Thursday 1 st October 2026, 13:00 – 16:00
Session 3	Thursday 8 th October 2026, 13:00 – 16:00
Session 4	Thursday 15 th October 2026, 13:00 – 16:00
Session 5	Thursday 22 nd October 2026, 13:00 – 16:00
No session w/c 26 th October (school holiday)	
Session 6	Thursday 5 th November 2026, 13:00 – 16:00 (full team invited – PSA & TTO compulsory if imminently applying for Explore)
Session 7	Thursday 12 th November, 13:00 – 16:00
Session 8	Thursday 19 th November 2026, 13:00 – 16:00
Session 9	Presentation Day: Thursday 26 th November, 09:00 – 17:00
<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>	

** Timetable subject to change.

What is Discover?

This Innovate UK ICURE Discover is a 10-week, part-time online market discovery programme designed to support researchers and technicians 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 10-week, part-time online market discovery program 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 discovery on a part-time basis over a 10-week period.
- Half-day workshops, following a pre-course briefing with our team of experts.
- Flexible online delivery
- Hearing from guest speakers, who will share their learning and experiences from their ICURE journeys.
- Introduction to Strategyzer Business Model Canvas (BMC)
- Trainer, mentor, and peer feedback with next steps guidance following your ICURE Discover journey.
- Up to £2,500 support for market discovery activities

Why Attend?

Discover is now a compulsory route into the ICURE Explore Programme.

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 icure@setsquared.co.uk or use the contact form via this website.