

Royce ICURE Discover October 2026

Key Dates & Expectations

Programme Outline*	
Applications Open	21 st July 2026
Applications Close	18 th September 2026 11.59pm
Welcome Call	19 th October 2026 (1.5 hrs)
Bootcamp Day 1	21 st October 2026 (5.5 hrs)
Bootcamp Day 2	22 nd October 2026 (5.5 hrs)
Coaching Calls	TBC
Pitch Training	TBC
Practice Pitch	TBC
Options Roundabout	17 th December 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.	

About Royce ICURE Discover

Innovate UK ICURE is partnering with the Henry Royce Institute, funded by the Engineering and Physical Sciences Research Council (EPSRC), to deliver an ICURE Discover programme in October 2026, specifically to accelerate research and innovation in advanced materials.

Royce-ICURE Discover is an 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 service or experience.

Please note it is a pre-requisite to attend ICURE Discover if you wish to apply for [ICURE Explore](#)

Full details are given below. If you have any further questions, please direct them to ciaran@thehelixway.com

Who can apply?

The Henry Royce Institute (Royce) ICURE Discover Programme is open to all UK academics who are actively involved in the development of an advanced materials technology. This includes any research staff or technical research staff member who receives their salary or stipend from an eligible university, PSRE, research institute or organisation (including, but not limited to, PhD, technician, PDRA, fellowship, and group leader positions).

Royce recognises the importance of robust market understanding for the successful commercialisation of advanced materials research into real-world applications. This programme aims to support market discovery work and is targeted on materials technology researchers addressing net zero and clean energy applications. Areas of interest include, but are not limited to the following examples:

- Materials related ideas addressing green hydrogen production, storage, transport, end use, monitoring/sensing
- Re-cycling and re-use of materials including closed loop approaches such as magnets/magnetic materials recycling or resource recovery from waste produced during manufacturing including forming and machining processes, and technologies that reduce toxicity in processes and treatments
- Materials challenges addressing the water-energy nexus, energy storage and cooling
- New applications for platinum group metals (PGMs)
- Next-generation electronics, telecommunications and sensors

What's included?

- Up to £2,500 support for testing assumptions and market discovery activities
- Part-time, online market discovery spanning 8 weeks
- Two-day online training bootcamp with commercialisation experts to develop a hypothetical business model, learn how to talk about technology to potential customers, and identify customer pain points
- Training on how to gather market feedback that indicates the next steps for your bioscience research and potential for commercialisation
- Access to our teams of experts; we will proactively connect you to our network of entrepreneurs, investors and funders
- Training in commercial viability using tools such as the Business Model Canvas (BMC)
- Develop an understanding of existing market offerings and competitive landscape for your sector
- Give a reflective presentation to our panel of experts and gain further traction for your commercialisation plans
- Opportunity to apply for the [ICURE Explore](#) programme and secure up to £35,000 of grant funding to carry out more extensive market exploration and customer discovery

Application support

The online application form will ask a series of questions about you and your research project.

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