CreaTech ICURe Discover – January 2027

Key Dates and Expectations

Applications Open	01/11/2026
Online Information Session	17/11/2026 Register
Applications close	08/12/2026 @23:59
Notification of results sent to applicants	by 17/12/2026
Programme Outline	
Welcome Call	18/01/2027
Bootcamp Day 1	19/01/2027
Bootcamp Day 2	20/01/2027
Coaching Call 1	01/02/2027
Coaching Call 2	10/02/2027
Coaching Call 3	19/02/2027
Coaching Call 4	02/03/2027
Pitch Training	10/03/2027
Practice Pitch	16/03/2027
Options Roundabout	23/03/2027

The EL 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.

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About CreaTech ICURe Discover

This ICURe Discover programme is open to academics, postgraduate research students and technicians working on projects that meet Innovate UK's priorities for creative technology (CreaTech), including digital production, platforms and content technologies; with an emphasis on the Frontier Industries: film and TV, video games, music & live performance and, advertising & marketing.

The 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 service or experience. 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.

If you are unsure whether your research fits the scope of the programme, please get in touch with the ICURe team.

Please note it is a pre-requisite to attend ICURe Discover if you wish to apply for ICURe Explore.

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