

Grand Scale Kickstart for ICURe programme

Frequently Asked Questions

What is the Grand Scale Kickstart for ICURe programme, and how can I determine if it's the right fit for my company?

The Grand Scale Kickstart for ICURe programme is specifically designed for B2B tech spinout companies that have ambitions to grow their customer base rapidly and are seeking support to develop an effective go-to-market strategy for launch.

It is delivered by [Grand Scale's](#) experienced growth marketers, [Leanne Jennings](#) and [Roisin Garland](#), who have spearheaded marketing for many B2B tech companies from launch, scaling and growth, right through to lucrative exit (Wombat and Neueda) and high profile IPO (Kainos).

This programme will empower you to create an effective go-to-market strategy for your business, allowing you to create powerful lead generation campaigns now and into the future - from developing your go-to-market, establishing your ideal champion persona, using prospecting strategies to secure volumes of potential customers, creating content that converts and gaining the know-how to realise the full power of automation to scale your marketing operations.

Over the course of the 8-week training programme, you will create a solid go-to market strategy and action plan for business growth. Following the training programme, Grand Scale will provide 10 months of strategic marketing membership including monthly coaching, content and community.

Can anyone be an apply for the Grand Scale Kickstart for ICURe Programme?

All ICURe spin-out companies are eligible to apply for the Grand Scale Kickstart for ICURe programme. The aim of the competitive selection process is to determine when is the 'right' time for companies to maximise benefit from joining the programme and it is based on the following criteria:

- You must have a defined use case for your product for a specific target market segment, a viable prototype or product, and are preparing for launch within the next 12-18 months
- Your market research should demonstrate that your product aligns with the market requirements, which could be substantiated through Proof of Concept (POC) or trial runs.
- Your business priorities include driving sales, acquiring new customers and developing a clear road map for launch.
- Your team has the commitment and bandwidth to fully engage in the programme.



Who from the company can join the programme?

There are three places per company that can join the programme. As a strategic sales and marketing programme, at least one participant must be a C'level representative (founder, cofounder, CEO, director).

How is the programme delivered and what happens if myself or my team miss a session?

Grand Scale Kickstart for ICURe Programme has two key elements, an intensive training programme (2 months) and access to ongoing mentorship via a strategic sales and marketing membership product (10months). Both are delivered online via the Grand Scale Portal. Training lessons and supporting materials can be access at your convenience from the Grand Scale Portal. Live coaching sessions and masterclasses are delivered via zoom and recordings are available should you miss any sessions. Only in exceptional circumstances should any of the live sessions be missed in the intensive training programme.

Will that affect our chances of securing a place if we do not have a marketing professional in our team?

Grand Scale Kickstart for ICURe is designed for technical founders and leaders with limited sales and marketing experience. You do not need to have dedicated sales and marketing personnel. This programme provides you with the essential training and support to develop your strategic sales and marketing strategy and upskill you how to build and launch your business and new products.

What exactly is Empower and how will it continue to provide marketing support once we have completed the intensive training programme?

Empower membership provides a comprehensive package that includes monthly deep dives into marketing topics with industry experts, unlimited access to a content library of resources, exclusive access to a private community of like-minded tech leaders for networking, sharing ideas and collaboration.. Additionally, Grand Scale's team of dedicated marketing professionals is available daily in the Empower Community to address your sales and marketing challenges and offer guidance.