

ICURE Explore EXJAN25

Tuesday 7th January 2025 to Tuesday 31st March 2025

KEY DATES, EXPECTATIONS AND GUIDANCE**

<ul style="list-style-type: none"> Monday 30th September 2024 	Applications open
<ul style="list-style-type: none"> Monday 11th November 2024 – 23:59 hours 	Applications close
<ul style="list-style-type: none"> By Friday 29th November 2024 	Notification of results sent to applicants
<ul style="list-style-type: none"> Friday 3rd January 2025 	Pre-Bootcamp Welcome conference call
Bootcamp Part 1 – Face to Face @ Southampton	
<ul style="list-style-type: none"> Tuesday 7th January 2025 – Day 0 Wednesday 8th January 2025 – Day 1 Thursday 9th January 2025 – Day 2 Friday 10th January 2025 – Day 3 	Day 0 - ELs arrive during the evening. Day 1 - ELs only Day 2 - ELs All Day PSA/TTO/BAs register at 3.30pm to attend Introduction Sessions at 4pm, followed by evening dinner & over-night stay. Day 3 – All Team members attend until 3pm
Bootcamp Part 2 - Online	
<ul style="list-style-type: none"> Tuesday 14th January 2025 – Day 4 Wednesday 15th January 2025 – Day 5 	All team members: Entrepreneurial Lead (EL) / Principal Scientific Adviser (PSA) / Technology Transfer Officer (TTO) / Business Adviser (BA)
Please note:	
<ul style="list-style-type: none"> The EL and PSA roles can only be undertaken by one person per role (i.e., you cannot have one staff member covering both roles). The EL will spend 10 weeks contacting and holding online and face to face meetings with target companies and organisations to investigate the market for their research. Contacts/travel will be both national and international. The EL must be employed full-time by the applying university / PSRE and dedicate 100% of their time to the programme for its duration – Tuesday 7th January 2025 until Tuesday 31st March 2025. 	
Conference Calls - Online	
<ul style="list-style-type: none"> Session 1 – Monday 20th January 2025, 13:00 - 15:00 Session 2 – Monday 27th January 2025, 13:00 - 15:00 Session 3 – Monday 3rd February 2025, 13:00 - 15:00 	ELs & TTO required PSA & BA optional
<ul style="list-style-type: none"> Session 4 – Monday 10th February 2025, 13:00 - 15:00 Session 5 – Monday 17th February 2025, 13:00 - 15:00 	ELs required TTO, PSA & BA optional
<ul style="list-style-type: none"> Mid-Point Review – Monday 24th February 2025, 09:00 - 17:00 	ELs required TTO required for 1hr, 20 mins AM, & 1hr PM. PSA & BA optional.
<ul style="list-style-type: none"> Session 6 – Monday 3rd March 2025, 13:00 - 15:00 Session 7 – Monday 10th March 2025, 13:00 - 15:00 	ELs required TTO, PSA & BA optional
Digital Clinics - Online	
<ul style="list-style-type: none"> Session 1 – Monday 20th January 2025, 10:00 - 11:00 	ELs required. TTO, PSA & BA optional
<ul style="list-style-type: none"> Session 2 – Tuesday 21st January 2025, 10:00 - 11:00 	ELs required TTO, PSA & BA optional
Options Roundabout Pitch Training Day – Face to Face @ Southampton	
<ul style="list-style-type: none"> Monday 17th March 2025 and Tuesday 18th March 2025 	ELs required plus a minimum of one other team member to attend in person, preferably the BA.
Options Roundabout Panel – Face to Face @ London	
<ul style="list-style-type: none"> Thursday 27th March 2025 and Friday 28th March 2025 	<ul style="list-style-type: none"> All team members must attend. We recommend all team members attend in person but there is a hybrid option for those who

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<p>** Timetable subject to change.</p>	<p>cannot.</p> <ul style="list-style-type: none"> • At least the EL and one other team member MUST attend in person. • Each team will be allocated a 1-hour slot on one of the 2 days, this will be confirmed after the Mid-point review on the Monday 24th February 2025. • The EL with their team members present will deliver their 'ICURE Journey' presentation at the Options Roundabout • The Options Roundabout panel will provide feedback to the team on commercialisation options they feel are most appropriate for the project/team at that stage.
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What is Explore?

Innovate UK ICURE Explore is a 3-month full-time market exploration programme designed to train, fund and supports research teams to determine whether there is a market for products or services that utilise their ideas, research, science, and technologies. Up to £35,000 of funding is available to 'get out of the lab' and validate commercially promising ideas in the marketplace.

How does it work?

ICURE takes the scientific method (hypothesize, test, evaluate) and applies it to commercialisation. You will learn how to use this approach to test what your potential customers think about your idea, product, or service. In addition, you will receive training and interview practice, carrying out over 100 interviews and acquiring transferrable business and social skills. Past participants say that having ICURE support, training, and funding to spend on market discovery has dramatically changed their perspective on their innovation.

What does it include?

- Funding support up to £35,000. This comprises the EL salary for the duration of the programme and a market research budget.
- Support to cover approximately 3 months of EL salary to have fully committed time for customer discovery activities whilst participating in the programme.
- Access to SETsquared experts in bringing research to market, as well as proactive connections to our network of entrepreneurs, investors, and funders.
- Dependent upon the outcome of the Options Roundabout some teams may have the opportunity to access further training and some specialist sector support, apply for Innovate UK follow-on funding and access investors as part of the ICURE Exploit Programme.
- Face-to-Face and online bootcamps – this will be an intensive bootcamp where you will learn how to talk about your technology to customers, develop a hypothetical business model and identify your customers' pain points. You will also create a detailed action plan of your market discovery journey.
- Approximately 3 months of market validation against the customer discovery plan for your research using online software platforms, video conferencing and marketing tools and face-to-face engagement. This will involve targeting direct engagements with over 100 business leaders. You will join weekly conference calls with our team of experts who will provide guidance in taking research ideas to market.
- Face-to-face pitch training to teach you how to pitch your research to potential customers and investors.
- Options Roundabout Panel - the opportunity to pitch to an experienced panel of funders, stake holders and mentors to help accelerate the impact from your research and give feedback on commercialisation pathways.

NB:

- (i) This funding is not a grant, and there is no money paid upfront. Expenditure will go through the appropriate finance office at your university and would then be reclaimed after the programme finishes, based on actual and evidenced expenditure.
- (ii) InnovateUK will not cover any travel Visa costs.

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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 Explore is open to research teams in the UK excluding those from incorporated and/or trading companies. This includes, but is not limited to, UK researchers in a public or academic lab, a research institute, an incubator, or a national facility.

ICURE teams are composed of four individuals:

1. **Entrepreneurial Lead / researchers and technicians who have completed research** – MUST be employed by the university and able to commit Full-Time for the duration of the programme starting the week of the bootcamp until the last date of the Options Roundabout.
2. **Principal Scientific Adviser** – MUST be able to attend required bootcamp sessions as well as the options roundabout and be willing to support the programme throughout its duration.
3. **Technology Transfer Officer (TTO)** – MUST be able to attend required bootcamp sessions as well as the Options Roundabout. In addition, provide support for the EL and team during the ICURE programme and continued support for further commercialisation activity following the ICURE programme.
4. **Business Adviser** – motivated to offer expert guidance and support. Teams are strongly encouraged to name an adviser in their application, from a relevant industrial sector. If you do not already have an appropriate person, the ICURE team will help you identify one. Teams are responsible for any agreements or financial arrangements that may be needed with their Business Advisers.

NB! There is provision for £1200 charge including VAT within the budget, however this may only be recovered via the participating University who may then claim from ICURE as part of the overall spend at the end of the programme.

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.
- All applications will go through a competitive selection process and both the EL and Research Lead will be required to participate in a scheduled video interview as part of that process.
- **To take part in Explore, you must have support from your Technology Transfer Office (TTO), or your university equivalent, AND your research group. Please contact us if your university does not have a TTO or IP Manager and we will endeavour to help.**

If you have any further questions, please direct them to icure@setsquared.co.uk or use the contact form via this website.

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