ICURe

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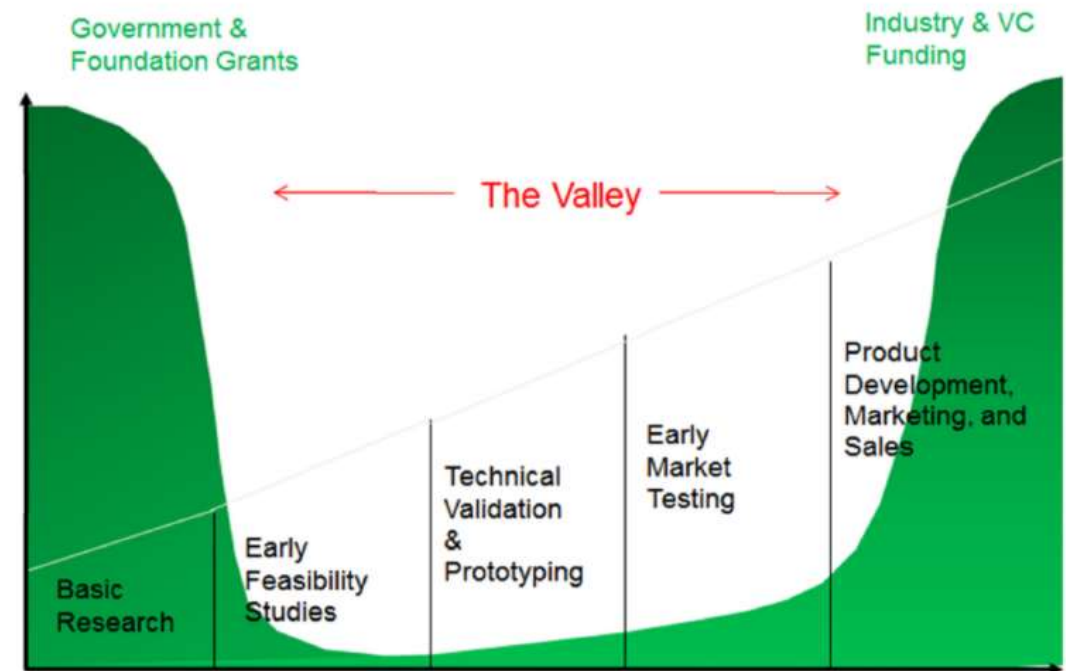- **I**nnovation to **C**ommercialisation of **U**niversity **Re**search

- Pre accelerator programme for UK researchers

- Any sector, discipline, region

What prompted ICURe?

- **2013 review of innovation policy**
- **"Valley of Death" identified**
  - Resource poor
  - High risk
- **Systemic failures highlighted**
  - Research funding ends prior to the commercial validation of an idea
  - Perceived damage to academic career
  - Lack of commercial skills

Purpose

To help UK researchers explore the commercial potential and application of their research.

Objective

To create economic, societal and environmental impact from UK research.

Priorities

Enable researchers to identify the most appropriate commercialisation vehicle for their research.
Inspire and build a community of UK entrepreneurs.
Create a pipeline of validated opportunities for investors.
Ensure targeted support is available for all researchers regardless of discipline or region.

Institution

Raise profile
Upskill staff
Build networks

Individual

Enhance commercial knowledge
Gain commercial experience
Join a community

Idea

Test
Refine
Enhance impact

Investor

Access innovation
De-risk and co-fund
Generate RoI

ICURe

UKRI Innovate UK

UKRI Innovate UK — ICURe

SCAN ME

	ICURe engage	ICURe discover	ICURe explore	ICURe exploit
ℹ	6-weeks part-time ICURe taster programme to find potential beneficiaries of research, determine value propositions and consider entrepreneurship as a route to getting societal Impact and as a career choice	8-weeks part-time market discovery programme supporting researchers and technicians discover more about their potential market, increase market awareness and gain deeper understanding of potential technology applications	12-weeks full-time market exploration programme that provides financial support up to £35,000 for an Entrepreneurial Lead's (EL) salary, assumption testing, and customer discovery activities. Aimed at helping research teams from across the UK to explore technology applications and test value propositions through extensive market engagement globally.	Up to 12-week intensive support for ICURe Explore teams recommended for spinout. Tailored support to prepare for company formation, business growth, and apply for up to £300,000 ICURe Exploit Grant Funding
👤?	Research Students and technicians (all disciplines)	Research Students and technicians (all disciplines)	Research teams in the UK (excluding those from incorporated and/or trading companies)	Teams recommended for spinout after ICURe Explore programme
🕐	6 weeks (part-time)	8 weeks (part-time)	Up to 12 weeks (full-time)	Up to 12 weeks (full-time) with the opportunity for further support of up to 12 months
🤲	N/A	£2,500 support for Testing Assumptions and Market Discovery (max)	Up to £35,000 support (max) for the salary of the Entrepreneurial Lead to participate full-time over the 12 weeks, and expenses associated with testing key market assumptions and market exploration	• £20,000 Salary Support (max) • Up to £300,000 ICURe Exploit Grant Funding

📈	• 2-day training bootcamp from Impact experts
	 • Mentor and peer group support
	 • Introduction to Ideation, design thinking and Value Proposition Canvas.
	 • Testing of value proposition by engaging a sample of potential beneficiaries.
	 • Consideration of how a venture to deliver Impact may be funded.
	 • Production of a video report of Impact potential and learnings.
		• 2-day training bootcamp with commercialisation experts (or alternatively spread over 8 weeks)
		 • Test key market assumptions
		 • Meet potential users, customers, partners, and suppliers
		 • Undertake initial market analysis, including segmentation, market structure and dynamics
		 • Outline commercial viability using tools such as the Business Model Canvas (BMC)
		 • Develop understanding of existing market offerings, and competitive landscape
			• Up to 5 days training bootcamp with commercialisation experts for team of 4 (EL, PSA, BA and TTO)
			 • Support for the salary of the Entrepreneurial Lead (EL) to participate full-time over the 12 weeks and also for testing key market assumptions and market exploration
			 • Individual mentoring with experienced research commercialisation mentor
			 • Test value propositions through extensive market engagement with potential customers/users, and undertake deep in-market research of supply chain, regulators, customers, and competitors
				Tailored package of support, including;
				 1. **Spinout Readiness:** 1-month support and assessment on team readiness to spinout
				 2. **Business Readiness:** 1-2-1 tailored support
				   • 2-months support for ICURe Exploit funding
				   • Grand Scale Kickstart Programme (Strategic Sales & Marketing)
				 3. **Investor Readiness:** 1-2-1 tailored support
				   • Pioneer Launch Programme (Life Science Incubator)
				   • 1-2-1 Investor Readiness support
				 4. **License Readiness:** Tailored support to prepare for and exploit license opportunities

TRL	N/A	TRL 1-4	TRL 2-6	TRL 2-6
CRL	N/A	CRL 1-3	CRL 2-5	CRL 4-6

Delivery Partners: MIDLANDS INNOVATION · NxNW PARTNERS · SETsquared (University of Bath, Bristol, Cardiff, Exeter, Southampton & Surrey) · the helix way

Supported by: GRAND SCALE · Pioneer · brilliant red digital

www.icureprogramme.com

ICURe

ICURe is a pre-accelerator programme for researchers. This programme is designed to help explore the commercial application and potential of UK research.

33% of Entrepreneurial Leads are female

532 teams successfully completed
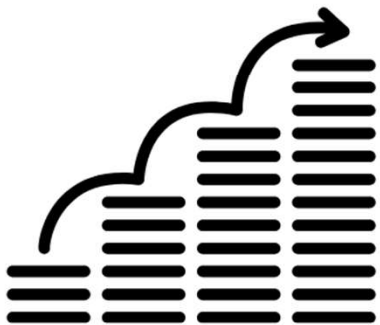
1049 applications

650+ jobs created

2128 participants
- Entrepreneurial Leads
- Principal Scientific Advisor
- Business Advisors
- Tech Transfer Officers

Additional investment
£260m+
- Private investment
- ICURe follow-on funding
- Licensing
- Collaborative research
- Public research

219 new companies created

32,500+ business contacts made

https://www.icureprogramme.com/success-stories/

Get Involved

www.icureprogramme.com

Sign up to comms.
Martina@icureprogramme.com

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