

PRIMA Programme FAQs

How long is the course?

The course runs for 10 weeks, starting on the 9th February 2026.

How much time will it take me to complete?

The majority of the PRIMA Programme is delivered online. Project leads are expected to attend the 2-day in-person workshop in February and the 1-day in-person Options Roundabout in April.

Will it cost my organisation to put me through it?

Each project is awarded £500 for travel and accommodation. This can be used to cover attendance at the workshop in London or other travel during the Programme. Any other costs will need to be covered by your organisation.

Do I need my line manager to formally approve my participation before I register?

Yes, you will need approval from your line manager to ensure you have organisational support to attend the Programme. This will be demonstrated by the Letter of Support that each project must submit.

Will I have to attend any courses in-person?

Yes, the workshop on the 11th & 12th of February is in-person in London (venue tbc) and the project lead is expected to attend. Additionally the 1-day in-person Options Roundabout on the 23rd April.

What do I get when I complete the Programme?

You will leave the Programme with a completed Business Model Canvas and a Market Discovery Action Plan for your innovation.

How many people are going through the Programme?

There are places for 14 projects in this Programme.

How will you decide who gets on?

There is a competitive selection process for applications that includes an eligibility check and panel selection review. The panel consists of experienced entrepreneurs from Government and industry.

What if I don't make it on?

There are other ways to access support for your innovation through the Government Office of Technology Transfer. Get in touch: GOTT@dsit.gov.uk.