

Public Research Innovation and Market Accelerator

Prospectus: September 2026

A market discovery programme for UK public sector Research Organisations

Join a free, 10-week programme designed to support UK public sector Research Organisations to explore the commercial potential of their Knowledge Assets.

As part of a cohort of peers, you'll build the skills, capability and networks needed to develop and realise the value of your Knowledge Assets.

Funding and support (up to £2,500)

For early-stage exploration

Two-Day Bootcamp

In-person in Manchester

Support

Expert business guidance

Expert Coaching

From The Helix Way

Start-up tools and frameworks

Lean Startup & Strategyzer

Options Roundabout (Final Presentation)

Present to an expert panel

Application deadline: 6 July 2026

What is PRIMA?

The Public Research Innovation and Accelerator Programme (PRIMA) is a market discovery programme from the Government Office for Technology Transfer (GOTT), in partnership with Innovate UK and delivered by The Helix Way.

It helps UK public sector Organisations explore the potential of their Knowledge Assets.

Through structured market discovery, expert support and practical guidance, teams can test ideas and build evidence to inform their next steps.

It is designed for organisations that want to take research, data or expertise further and explore new opportunities for use, adoption and impact.

What participants can expect

Participants will apply proven Lean Start-up tools, including value proposition design, business model canvases and concise 'verbal business card' pitching to test ideas, engage stakeholders and gather insight.

The programme begins with a two-day Bootcamp, followed by coaching and structured market discovery activity.

Along the way, teams will reflect on progress, build confidence and develop a clearer view of their opportunity.

Who can apply

To be eligible, your project must:

- Be majority-owned by the applying UK Government organisation
- Show potential to create social, economic or financial value for the UK

Funding and support

Each team can access up to £2,500 to support market discovery activity.

Funding must be used in line with HM Government guidance and organisation's finance policies.

Typical costs may include travel, accommodation and activity directly linked to market discovery.

Letter of support

All applicants must provide a letter of support from a senior member of their organisation, such as a senior leader as well as your line manager.

Applications will not be accepted without this letter.

Letters must:

- Be submitted as a PDF
- Be included at the time of application
- Be sent to: **ciaran@thehelixway.com**

Project Lead

- Attend all scheduled sessions
- Be supported by a second project inventor (from the same or another eligible organisation)
- Take part in mentoring, networking and knowledge sharing
- Meet programme requirements and reporting expectations

Organisation Representative

- Attend, at a minimum the Bootcamp and Options Roundabout
- Should be an innovation or commercialisation lead

Additional eligibility

- The programme is designed for UK Government Research Organisations. A full list is available in GOTT's [Who We Work With](#) guidance on [GOV.UK](#)
- Under current restrictions funding for activity involving Russian or Belarusian entities are **not** eligible
- Open to researchers, scientists, and engineers

Programme structure

The programme is delivered in three stages: Bootcamp, Market Discovery and Options Roundabout.

Eligible organisations can submit more than one application for different projects.

The Bootcamp

Dates: 15th & 16th September 2026

Location: Manchester

What you will cover

Value proposition and customer focus

- Clarify your idea and who it could serve

Business model thinking

- Explore need, value and possible routes forward

Shaping the opportunity

- Explore where the strongest potential may lie

Hypothesis development

- Turn assumptions into practical questions and tests

Market engagement

- Learn how to gather insight from the right people

Action plan

- Build a practical roadmap for market discovery

Market Discovery (8 weeks)

Following the Bootcamp, teams will take part in structured market discovery activity, supported by expert coaching and practical guidance. During this phase, participants will test their assumptions, engage with stakeholders and gather evidence to better understand the potential of their Knowledge Asset.

This stage focuses on building insight through real-world engagement, helping teams to refine their thinking, explore opportunities and develop a clearer view of potential routes to application and impact.

The Options Roundabout

Date: 19 November 2026

Location: Manchester

At the end of the programme

The Options Roundabout is the final stage of the programme, where teams share what they tested, what they learned and what they recommend doing next.

- Who they engaged with
- What they learned from users, stakeholders or potential partners
- The themes, opportunities and next steps emerging from the work

Teams will also:

- Set out their project, audience and opportunity
- Present to a panel of funders, stakeholders and relevant experts
- A Q&A session to help teams test their thinking and shape what happens next.

Key dates

Applications Open: 1 April 2026

Applications Close: 6 July 2026

Applicants Informed: Week beginning 27 July

Welcome Call: 14 September 2026

Bootcamp Day 1: 15 September 2026

Bootcamp Day 2: 16 September 2026

Coaching Calls:

- 24 September 2026
- 2 October 2026
- 12 October 2026
- 22 October 2026
- 3 November 2026

Pitch Training: 10 November 2026

Practice Pitch: 13 November 2026

Options Roundabout: 19 November 2026

[Apply Now](#)

