

## **SETsquared Bristol**

### **Introduction to Business Review Panels for panellists**

SETsquared is the global no. 1 university business incubator programme that accelerates hi-tech high-growth ventures. Our business review panels provide a series of interventions to our early and later stage businesses, which rely heavily on pro-bono input from experts.

The fundamental purpose of a business review panel (BRP) is to help keep our ventures on track, answer key challenges of the day, avoid pitfalls and get some strategic advice. Most ventures at a SETsquared centre will have a total of 3 business reviews at a 6-10 month frequency.

The review panel is comprised of SETsquared staff and experienced business people, typically covering the legal, financial, market, technical and growth sectors. The panel, which is carefully selected to match the venture, will feedback on the plan, provide strategic guidance, as well as answer particular questions they have. Typically, we keep the same panel members for BRPs through the life of a venture to ensure continuity.

The company under review will present their business goals and strategies along with a progress update and some key issues they would like the panel to help with. Most members find this fresh pair of eyes means the experienced panel members can point out weaknesses before they become a concern. This remains the focus objective of our BRPs; to help the company develop, meet its targets and avoid common pitfalls.

#### **What you will gain as a BRP panellist**

We find the motivations of SETsquared panel members vary but the benefits arise from:

- Seeing and learning about new innovations and enterprises
- Connecting with innovative start-ups and other business experts
- Learning from the experience of being on the panel
- Learning from other panel members
- Participating in the debate around solving key problems for startups is intellectually stimulating, challenging and enjoyable!

## The BRP process

The reviews normally run as follows:

- Ventures prepare an executive summary along with some advance questions for the panellists and these are sent to panel members one week beforehand.
- Panellists are asked to read the documents, prepare their own feedback and answers to advance questions in preparation for the BRP.
- The session begins with a 15 min panel briefing with the BRP chair (Centre Director or Entrepreneur in Residence)
- The review starts with introductions and the venture's presentation on progress.
- The rest of the BRP, normally 2 hours, debates the business strategy and offers answers to the advance questions.
- Finally, if appropriate, a number of key action points are agreed.
- The review notes are circulated to the participants around 1 week later

The Business Review Panels are treated as confidential and all notes are unattributed apart from final comments. All panellists are asked to disclose any potential or actual conflict of interest in advance.

You can find a list of our current member businesses on the [SETsquared website](#).

For more information on business review panels please contact [amy.price@setsquared.co.uk](mailto:amy.price@setsquared.co.uk) / 0117 903 1274