SETsquared
Bristol
Part of the SETsquared Partnership

PROPEL HANDBOOK



An Onboarding Guide to the Propel Programme

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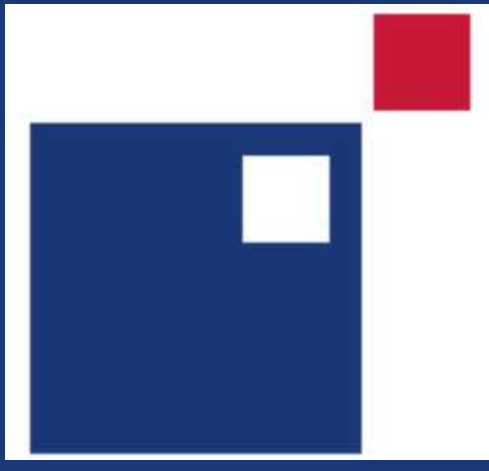
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Welcome to SETsquared Bristol!

We are delighted to welcome you to the Propel programme!
Please take some time to review this handbook, as well as any correspondence you have received from the team.

A good understanding of the topics covered here will help you get the most out the programme.

About Us

We exist to help tech founders who want to have an impact in the world.

We incubate tech startups - helping them transition from where they are now to where they need to be. Through coaching and training, offer workspaces, as well as our vibrant network of advisers and investors, we off our entrepreneurs everything they need to enjoy high economic growth while delivering real impact.

Changing the world - right here from Bristol

We grow global businesses from our base in Bristol - the city we call home. We are proud to be a part of Bristol Innovations, working hard to grow the value and diversity of Bristol as a global leader for innovation.

Saying no to barriers

We're no fan of boundaries, and we believe tech should be accessible to anyone with the ambition and ideas to back it up. That's why we work to open doors that have traditionally stayed shut, through the advisers we bring in, the founders we champion, and the support we shape around people who haven't always had an easy route into this sector. If you've got a brillant tech idea and the drive to build it, we want to hear from you, whoever you are and wherever you've started from.

The Team



Caroline Thompson
Centre Manager

Innovation driven support for founders

caroline.thompson@setsquared.co.uk



Lauren Ellse
Programmes Manager

Management and development of incubation and training programmes

lauren.ellse@setsquared.co.uk



Jason Nichols
Incubation Manager

Incubation support for SETsquared founders and advisers

jason.nichols@setsquared.co.uk



Sophie Connolly
Events and Programmes Coordinator

Co-ordinating member activities including events, showcases, and workshops.

sophie.connolly@setsquared.co.uk

Entrepreneurs in Residence

Your assigned Entrepreneur in Residence (EIR) will serve as a critical friend throughout your SETsquared journey. They will provide personalised guidance, drawing from their professional expertise and extensive experience in supporting startups to overcome challenges, expand their networks, gather resources, and scale their businesses.

You will have your onboarding session with both your EIR and our incubation manager. You are entitled to one hour of EIR time fortnightly. **We strongly encourage you to make the most of this opportunity** by scheduling regular sessions throughout your Quest journey on Meeting Booker.

If you are unsure of who your assigned EIR is, please contact the team.



Dr Becky Sage
Entrepreneur in Residence

Entrepreneur, CEO, Director and Talent Development

becky.sage@setsquared.co.uk



Kevin Simmons
Entrepreneur in Residence

Entrepreneur, Business Mentor, Early-stage Tech Investor and Senior Executive

kevin.simmons@setsquared.co.uk



Stewart Noakes
Entrepreneur in Residence

Entrepreneur, Non-Executive Director, Business Mentor and Coach

stewart.noakes@bristol.ac.uk

Onboarding Checklist

1 - Submit your Contract and AML Documents

Please note that submitting your signed contract and AML documents is **mandatory** in order to access membership services

- **Sign and return your membership contract,** which will be sent to your via Adobe Request E-signature

- **Submit your proof of identity and proof of address documents to** bristol@setsquared.co.uk. For further guidance, please refer to the proof of identity checklist for individuals found **here.**

2 - Provide your Contact details

To make sure we can reach you with important information and updates, please send **preferred names and contact details for yourself and relevant staff** to the Team Assistant and to bristol@setsquared.co.uk.

Please identify a **main contact** and include **at least one phone number**.

3 - Register on our Platforms

- **Access your Venture Hub account**
  Our platform for all Quest content. Your account will be approved upon submitting your signed contract and AML documents

- **Join the SETsquared Bristol members Slack group**
  This is a collaborative space for you to communicate with the SETsquared community. The SETsquared Bristol team will also use Slack to share events, opportunities and updates.

- **Register for Meeting Booker**
  Our appointment scheduling platform for booking in sessions with Entrepreneurs and Advisers-in-Residence.

4 - Book in your Initial Meetings

Our Team Assistant will provisionally book your onboarding sessions for you on Meeting Booker. You can book additional sessions with other advisers on **Meeting Booker.**

- **Onboarding session with Incubation Manager and Entrepreneur-in-Residence**
  Get an overview of your membership services and plan the first steps of your journey through the programme.

- **Funding Ready Onboarding Session**
  New to funding? Looking to become investment ready? Get an overview of the routes available to you with an initial session with a funding readiness adviser.

- **IP Health Check Session**
  An early 1-2-1 with one of our IP lawyers in residence to flag what's worth protecting in your business.

5 - Send us your Marketing Details

If you would like us to promote your company, please send the following to **bristol@setsquared.co.uk**:

- Company bio and any early accomplishments
- Company logo
- Photo of yourself and your team (if applicable)
- Link to your website

Please see the **marketing and PR toolkit** below for further information.

6 - Optional Tasks

- Head to our website for additional information about SETsquared and the SETsquared Partnership
- Follow us on **LinkedIn** and sign up to receive the monthly SETsquared newsletter
- Add one of our logos to your website with a link to the SETsquared website. (If you choose to do this, thank you!)

Programme Resources

Member Platforms

Venture Hub

Venture Hub is the platform for all Quest content, which includes lessons and guidance to aid your startup journey. You will receive an invitation to sign up after submitting your signed contract and AML documents.

If you do no receive your invitation or for any questions about navigating Venture Hub, please contact **Sophie Connolly, our Events and Programmes Coordinator.**

Meeting Booker

To book in with your assigned Entrepreneur in Residence (EIR), as well as Adviser in Residence (AIR) sessions, **please register for an account on Meeting Booker**.

Please follow this guidance when using Meeting Booker:

- **Sign in with your username**, not your email address.
- **Add meetingbooker.net@gmail.com to your safe sender list** to receive notifications and calendar invites.
- **Make any changes to appointments via Meeting Booker**, instead of rescheduling directly on your own online calendar.
- **Do not book more than 1 hour of EIR time per fortnight**, and keep in mind that **AIR bookings operate on a fair usage policy.**
- Whenever possible, **book your sessions at least one week ahead.** Please contact bristol@setsquared.co.uk if you need urgent advice.
- Help your EIR/AIR come prepared by including **a brief summary of the reason for your appointment in the meeting details.**
- Find guidance on navigating the platform under **"Help."**

SETsquared Bristol Members Slack

Join our very own Slack community to:

- Connect with other members
- Receive updates about upcoming events, workshops and surgeries
- Hear about external opportunties
- Contact the SETsquared Bristol team

Advisers in Residence

Our Advisers in Residence (AIRs) generously donate their time to offer guidance and feedback in their areas of expertise, helping you identify key areas of focus, potential pitfalls, and helpful tips and tricks. Topics covered in their surgeries include **marketing, product management, business operations, AI, and patent protection.**

See here for a full list of our current AIRs and their service summaries. You can view the schedule of appointments and book in on **Meeting Booker**. If you do not see any available slots, please contact **bristol@setsquared.co.uk**.

You will be signposted to advisers we think would benefit you during your onboarding sessions, as well as in meetings with your EIR, so do not feel pressured to speak with them all right away.

Workshops and Events

You can find information about our upcoming events, as well as links to register, in the on Eventbrite and in the SETsquared Bristol Slack. We also send out an events bulletin, so please do let us know if you or your team would like to be added to this list.

Here are some examples of the types of events we offer:

TechXpo | **Workshops** | **Roundtables** | **Demo Nights**

Connects | **Investor Readiness** | **Implementation Days** | **Group Coaching**

If you have suggestions for events or workshops, please contact Sophie Connolly (sophie.connolly@setsquared.co.uk)

Business Review Panels

What is a BRP?

Business Review Panels (BRPS) provide an opportunity to receive strategic advice from a diverse panel of experts on three key issues of your choice. The session is to help keep your business on track by guiding you in setting and acheiving your goals, as well as identifiying potential challenges before they become problematic.

Each panel is carefully selected to suite your business and is comprised of SETsquared staff and experienced professionals from sectors such as legal, financial, market, technical, and growth. They offer feedback on your business plan, providing strategic advice and addresss the three questions you submit ahead of the session.

How often are BRPs scheduled?

1st BRP - *6 Months after onboarding*
2nd BRP - *8-10 Months after 1st BRP*
3rd BRP - *12 Months after 2nd BRP*

Further BRPs by request only

How do I prepare?

In the months leading up to your BRP, you will be contacted to confirm a date and provide feedbackon the panel selection. It's important to respond promptly to these communications to ensure that invitations are sent to the panellists in good time.

Around 2-3 weeks before and after your BRP, you will have a pre and post-BRP meeting with your Entrepreneur in Residence (EIR) to prepare your BRP documents, as well as debrief after your panel.

For more information on BRPs, please read our **Business Review Panel guide.**

Marketing & PR Toolkit

During your time in the Propel Programme, our team can help you to amplify your company profile and activities through our channels and networks.

Onboarding Announcement	During onboarding, please let us know if you would like us to announce your company on our LinkedIn, in our newsletter, as well as on our website on the companies page.
Social Media Engagement	Please tag **@SETsquaredBristol** on LinkedIn for us to share specific posts. We can also follow your company profiles if you prefer!
News sharing	Please share your company news, such as funding, product launches, jobs recruitment, partnerships, and awards so we can publicise via our channels. If you send us a press release, we may write a version for our website.
Press list	If you are planning a press campaign, we will be happy to share our local press distribution list or contacts. Specific support for PR strategy and content creation should be directed to the Marketing AIRs.
PR opportunities	We have great relationships with local businesses and national industry press, and actively pitch members for PR opportunities. We will contact you if an opportunity arises.
Award opportunities	As well as the chance to win SETsquared Bristol's Success of the Month award, our team may nominate our members fo external awards as well as encourage you to apply. Please share with us if you are nominated for or win an award.

Discounts & External Opportunities

Commercial Partner Offers

As members of SETsquared, you can access discounts from our commercial partners. These include offers from:

- Google Cloud
- HubSpot
- Xero
- Dell Technologies

Please email bristol@setsquared.co.uk for more information about these offers.

External Opportunities

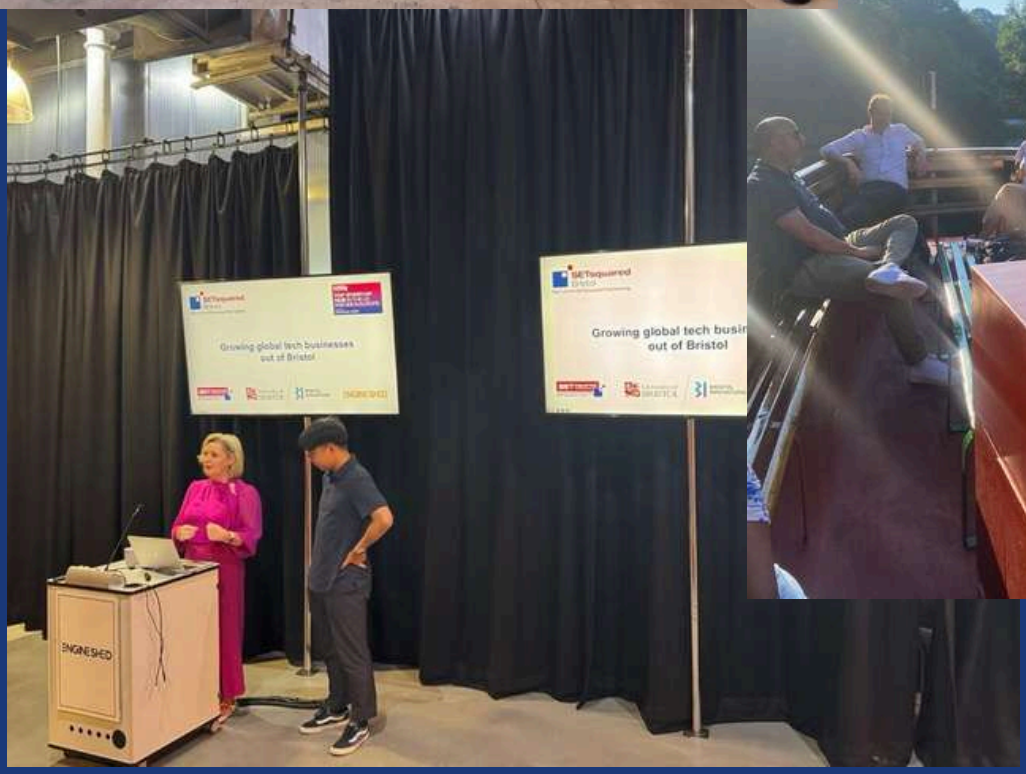
While the team highlights upcoming internal events, workshops and roundtables on the SETsquared Slack, we also actively use this to actively keep members informabout about selected external opportunties in Bristol, the South West, and the UK as a whole.

These curated updates include funding opportunities, networking events, and other opportunities, keeping you aware of valuable resources beyond the immediate offerings of SETsquared Bristol.

You can join our Slack community here.







GET IN TOUCH

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University of Bristol
Temple Quarter Enterprise Campus
Cattle Market Road, Bristol
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bristol@setsquared.co.uk

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