

## Frequently Asked Questions

### What is From Start-to-Table?

From Start-to-Table is the acceleration program set forth by Startup Lisboa, endorsed by Turismo de Portugal, to allow for innovation within the restaurant and food tech ecosystem.

### Who can apply to the program?

Startups from all corners of the world with up to five years of existence, be it technology-based or food & beverage products that can bring innovation to the restaurant and food tech ecosystem.

### How can I participate?

Applications are open from August 17<sup>th</sup> to October 1<sup>st</sup> at [fromstart-to-table.com](https://fromstart-to-table.com).

### Is it free?

Applying and participating to the acceleration program is completely free.

### Can I apply with two different projects?

No, each candidate can apply with only one project.

### If I take part of From Start-to-Table, the program gets some percentage of equity in my project?

No, the program doesn't take any percentage of equity in your project

### How does the selection process work?

After the application period, there will be a pre-selection of projects that are to be presented before a panel of judges on October 12<sup>th</sup> and 13<sup>th</sup>.

From the selected candidates, up to 20 projects will be chosen to join in the program.

### What does the presentation before the judges entail?

The promoter(s) of each project must make a presentation of up to 5 minutes using the respective mediums they deem more appropriate, be available to answer questions raised by the jury.

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### What are the criteria followed by the judges for the selection of projects?

- Project/company with innovative and differentiating business model
- Team quality and ability to implement the project
- Feasibility of the idea
- Innovation as far as the process, the product or the marketing strategy go, in relation to established businesses
- Potential impact on the restaurant and foodtech sector
- Have potential for growth and/or scalability
- In the case of new sustainable F&B products, the environmental, social and economic impact they provide

### When is the program taking place?

The program will last for 8 weeks starting on October 29<sup>th</sup> and ending on December 14<sup>th</sup> with the Demo Day.

### How does the program work?

Over 8 weeks, entrepreneurs will work on validating the business model with the support of the program's partners and in co-creation with all the participants. At the same time, they will be given training and mentorship by several experts.

### The program includes:

- Workshops;
- Mentorship meetings;
- Follow-up meetings for each project;
- Networking events;
- Inspirational talks;
- Final public presentation of the projects to potential partners, clients, investors and media.

### What is the program's schedule?

The program will take place during business hours, taking up on average 1 working days per week.

### What is the format of the program? Totally virtual?

The program will take place predominantly in a remote/virtual format, except for the first 2 days and the last day of the program, when physical presence is compulsory.

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### Is there a prize at the end?

On Demo Day, the participating projects will deliver their pitch before a panel of judges composed of investors, experts, media and relevant figures from the ecosystem, from which there will come out 2 winners:

- 10,000 euros for the best “Restaurant Technology” project;
- 10,000 euros for the best “New Sustainable F&B Products” project;

The two winners will be directly incubated at Startup Lisboa, as well. The program’s partners will also endorse the opening up of channels for prototyping and validation in current market context.

### Who are the mentors on From Start-to-Table?

There are several mentors with different profiles with the ultimate purpose of providing validation and scalability to the business model.

### Who are the program’s partners?

The partners of From Start-to-Table’s 5th edition are:

Institutional Partner: Turismo de Portugal

Innovation Golden Partner: Delta Cafés

Partner: Sparkfood

Data Partner: Zomato Portugal Partners: AHRESP / Marriot Lisbon / Intermagazine

### More information

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