

## From Start-to-Table | 6<sup>th</sup> Edition

English Version

# General Rules and Regulations

## Preamble

The acceleration program From Start-to-Table is an initiative set forth by [Startup Lisboa](#) and [Unicorn Factory Lisboa](#), with the institutional support of [Turismo de Portugal](#).

The main purpose is to promote innovation within the food tech and restaurant ecosystem, through:

- a) F&B TECHNOLOGY- We are seeking for FoodTech solutions that modernizes the F&B and restaurant industries, including concepts that help automate processes, minimize waste, manage stocks, orders & deliveries, menus, human resources, payments, marketing, as well as enhance customer experience.
- b) NEW SUSTAINABLE F&B PRODUCTS– We are seeking entrepreneurs and projects that aim to develop the food of the future and market brand-new F&B products and address new food trends. We want to meet innovative and sustainable F&B products, new ways of consuming or producing, and even alternative food ingredients.

These General Rules and Regulations refer to the sixth edition that will take place in 2023.

## **From Start-to-Table | 6<sup>th</sup> Edition**

English Version

### **Article 1**

#### **Objectives**

The goals of this initiative are as follows:

- a) To promote innovation within the foodtech and restaurant sector;
- b) To foster and support the implementation of innovative projects that allow for a unique, differentiating experience for the customer;
- c) To contribute to the innovation and competitiveness of the supply in this sector, with its environmental and social sustainability in mind;
- d) To foster and give identity to a food tech ecosystem in Portugal that sets its attention on the development of solutions for the entire value chain (front office, back office and customer experience);
- e) To promote debate on the main challenges in the sector, namely: convenience, delivery, automatization and robotics, payment, big data, experience, hospitality, sustainability, among others.

### **Article 2**

#### **Recipients**

- a) Individuals over 18 years of age, of any nationality, applying independently or as a team with an innovative project within the foodtech and restaurant sector may apply to this initiative;
- b) Companies up to 5 years of formal existence may apply as well — by formal existence we mean the date of legal constitution of the company;
- c) Projects with the intention of accommodating into or that are already accommodated into franchising networks are not electable to apply.

### **Article 3**

#### **Application Process**

- a) Applications must be submitted through the form available on the program's website: [www.fromstart-to-table.com](http://www.fromstart-to-table.com);

## **From Start-to-Table | 6<sup>th</sup> Edition**

English Version

- b) The application period takes place between August 17<sup>th</sup> and October 1<sup>st</sup> 2023 (until 11:59 PM);
- c) The organization reserves the right to unilaterally, and by posting a notice on the program's website, extend the application period;
- d) The organization is not responsible for any misplacement or non-reception of applications, even if such may result from network or website disruptions or failures;
- e) Each promoter/company may submit one application only;
- f) The promoter (or team of promoters) should be the owner of the idea to be presented under this initiative;
- g) Regarding teams, should be appointed a promoter who will represent the team to the organization and be the contact and spokesperson throughout the process. The contact details on the application form must be active and up-to-date throughout the period of the initiative.

## **Article 4**

### **Application Assessment**

- a) Applications will be analyzed beforehand for verification of formal electability requirements of the promoters and the project;
- b) Applications will be subjected to a preliminary assessment according to the goals of the program for the purpose of a pre-selection;
- c) Promoters/projects that do not meet the requirements mentioned in paragraph a) of this article, or whose projects have not been pre-selected or display enough information, will be informed, by e-mail, that they are not going forward to the next assessment stage;
- d) The assessment is based on the information on the application form;
- e) After the previous analysis, promoters will be able to present their projects before a panel of judges with the purpose of selecting the projects that will take part in the acceleration program, being that 20 projects are to be chosen among the total participants within the indicated categories;
- f) The judges' session will consist of a 5-minute presentation that shall be supported by digital mediums or others the promoters deem appropriate;
- g) This judges' session will take place on October 11<sup>th</sup> and 12<sup>th</sup> and the judge assessment shall take into consideration the following criteria:

## **From Start-to-Table | 6<sup>th</sup> Edition**

English Version

- I. Project/company with innovative and differentiating business model
  - II. Team quality and ability to implement the project
  - III. Feasibility of the idea
  - IV. Innovation as far as the process, the product or the marketing strategy go, in relation to established businesses
  - V. Potential impact on the restaurant and foodtech sector
  - VI. Have potential for growth and/or scalability
  - VII. In the case of new sustainable F&B products, the environmental, social and economic impact they provide
- h) The judge panel mentioned in the previous paragraph will include members of Startup Lisboa, NEST, Turismo Portugal and guests;
  - i) The decision on the selection of projects will be sent by e-mail to the promoters;
  - j) The organization will make every effort to ensure the selection of 20 projects; however, it shall not be deemed responsible in case the selection of that number of projects is not possible.

## **Article 5**

### **Methodology**

- a) The definition of “acceleration program” is a program that supports the validation of ideas/business models within the context market, as well as the implementation and growth strategies for the participating projects;
- b) An acceleration program will be put available to the finalist projects, which participation is mandatory for at least one of the founders of the project;
- c) The acceleration program will be held in English;
- d) The acceleration program will predominantly take place remotely, except for the first two days and last day of the program, where on-sight participation is mandatory;
- e) The program is composed of workshops, mentorship meetings and follow-up for each project, networking events, inspirational talks, and a final public presentation of the projects to partners, potential clients, investors, and media;
- f) The program will begin on October 29<sup>th</sup> and will last for 8 weeks, taking place during business hours. On average, the program will take up 1 working day per week.

## **From Start-to-Table | 6<sup>th</sup> Edition**

English Version

### **Article 6**

#### **Demo Day**

- a) The Demo Day - final public presentation of the projects - will take place on December 14th, 2023 in a place and time to be disclosed;
- b) In the Demo Day it is intended to select the winning projects from each of the program categories;
- c) The Demo Day consists of a public presentation of each project. The pitch must be supported by digital means or others that the promoters consider appropriate; however, physical presence is mandatory. In addition to presenting their project and main factors of differentiation factors in the market, they must report on the evolution and main developments during the program;
- d) In the Demo Day it is intended to select the winning projects from each of the program categories
  - I. Project/company with an innovative and differentiating business model
  - II. Quality of the team and its capacity to implement the project of the idea presented
  - III. Innovation at the level of the process, product or associated marketing concerning business already installed
  - IV. The potential impact on the restaurant and foodtech sector
  - V. Potential for growth and/or scalability
  - VI. In the case of new sustainable F&B products, the environmental, social and economic impact they provide
  - VII. Project performance and progress during the course of the program.
- e) The selection of the winners will be made by a jury that will consist of members of Startup Lisboa, Turismo de Portugal, NEST, Portugal Ventures, partners and guests.

### **Article 7**

#### **General Conditions of Participation**

## **From Start-to-Table | 6<sup>th</sup> Edition**

English Version

- a) Participants are responsible for all information and contents of the project they present;
- b) Participants shall act in a cordial manner and with respect for the rules and procedures of operation, program and security of the organization and partners;
- c) Inappropriate or abusive behavior, including the use of obscene language, shall not be tolerated;
- d) The organization reserves the right to exclude any participant who, during the initiative, does not comply with the rules set out in these rules or does not participate in the initiatives planned for the program.

## **Article 8**

### **Prizes**

- a) The winners in the two categories to be selected on Demo Day will be given the following prizes:
  - I. 10,000 euros in prize money for each project;
  - II. Direct access to incubation at Startup Lisboa;
  - III. Free incubation at Startup Lisboa for the first 6 months;
- b) Each participating project will benefit from:
  - I. Possibility of validating and prototyping the project with potential customers and within context market;
  - II. Access to benefits and services provided by the partners;
  - III. Access to a vast network of mentors (founders, investors, experts in the sector, among others);
  - IV. Access to Startup Lisboa's and its partners' network;
- c) The prize money to be given to the winners will be accompanied by legal document, according to the Portuguese law;
- d) An IBAN shall be provided in order to pay the prizes via bank transfer.

## **Article 9**

### **Confidentiality**

## **From Start-to-Table | 6<sup>th</sup> Edition**

English Version

The parties agree to keep the content of all information they access to within this initiative confidential, including intellectual property and industrial property, even after its completion, except if it is absolutely necessary for the execution of this initiative or the promotion of the program.

### **Article 10**

#### **Intellectual Property**

- a) The industrial property and the intellectual rights of the submitted ideas/projects belong to the promoter(s);
- b) The promoters bestow the organization the authorisation to use non-confidential information for promotion and marketing purposes;
- c) The organization of this initiative shall not be deemed responsible for any violation of intellectual property, misuse or plagiarism by other promoter or any other individual.

### **Article 11**

#### **Data Protection**

The privacy and personal data protection of our users is extremely important to Startup Lisboa. By applying to the program and filling out the application form, you are accepting Startup Lisboa's Privacy Policy, which can be accessed [here](#).

### **Article 12**

#### **Final Provisions**

- a) The organization reserves the right to change these General Rules and Regulations by giving notice of said alterations to promoters that are applying/participating in any of the categories;
- b) All circumstances that have not been contemplated in these General Rules and Regulations shall be duly analysed and established by the organization;

## **From Start-to-Table | 6<sup>th</sup> Edition**

[English Version](#)

- c) The participation in the Program implies the promoters' explicit acceptance of the terms and conditions of the General Rules and Regulations.