



## **From Start-to-Table | 2<sup>nd</sup> Edition**

### **English Version**

# **Frequently Asked Questions**

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

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

### **Who can apply to the programme?**

Ideas or projects from all corners of the world with up to three years of existence, be it technology based, non-technology-based or food & beverage products that can bring innovation to the restaurant ecosystem.

### **How can I participate?**

Applications are open until 15 September at [fromstart-to-table.com](http://fromstart-to-table.com).

### **Is it free?**

Applying to the acceleration programme is completely free.

### **Can I apply with two different projects?**

No, each candidate can apply with only one 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 1 and 2 October. From the selected candidates, 25 projects will be chosen to join in the programme.

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

The promoter(s) of each project must make a presentation of up to 3 minutes using the respective mediums they deem more appropriate.

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

- Project/company with an innovative and differentiating business model
- Team quality and ability to implement the project
- Viability of the idea
- Innovation as far as the process, the product or the marketing strategy go, in relation to established businesses
- Potential for growth and/or scalability

Each criterion will be ranked from 1 to 10, where 1 is poorly ranked and 10 is highly ranked.

### **When can we expect to know which projects were selected?**

Selected projects will be informed via e-mail until 5 October.

### **When is the programme taking place?**

The programme will last for 9 weeks starting on 12 October and ending on 10 December with Demo Day.

### **How does the programme work?**

Over a 9-week period, entrepreneurs will work on validating the business model, which will be a co-creation between all the participants, and at the same time they will be given training and mentorship by a number of experts.

### **The programme includes:**

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

### **What is the programme's schedule?**

The programme will take place during business hours, taking up 3 working days per week on average.

### **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 and relevant figures from the ecosystem, from which there will come out 3 winners:

- 10,000 euros for the best restaurant technology;
- 10,000 euros for the best new restaurant concepts;
- 10,000 euros for the best Food & Beverage product.



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The three winners will be directly incubated at Startup Lisboa, as well. The programme'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. Please refer to the full list of mentors at [fromstart-to-table.com](http://fromstart-to-table.com).

#### **Who are the programme's partners?**

The partners for the second edition of From Start-to-Table are:

Main Partner: Turismo de Portugal

Innovation Golden Partner: Delta Cafés

Silver Partner: Sagres

Partners: AHRESP, Inter Magazine, N360 and Portugália

#### **Contacts**

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