

From Start-to-Table | 2nd Edition
English Version

General Rules and Regulations

Preamble

The acceleration programme From Start-to-Table is an initiative set forth by Startup Lisboa, endorsed by Turismo de Portugal.

The main purpose is to promote innovation within the restaurant ecosystem in Portugal, so as to improve qualification by tackling the challenges and increased demands resulting from the strong dynamic of growth and qualification of tourism in Portugal, through:

a) Restaurant technology – Food loves tech. That’s right, restaurants need more than great food, great locations and great customers: they need tools that help managing human resources, waste, stock, deliveries, orders, menus, reservations, payments, marketing and even customers’ reviews. Here we refer to apps, software and robotics to get smart kitchens, more efficient, more sustainable, more customer- and planet-friendly restaurants. We also refer to products that are used in the kitchen and at the table, like appliances or backup equipment. Everything tech-based that makes the sector more modern and helps freeing up those who work in the industry — from the chef to the waiter — to make them focus on what’s more important: the customer and the food.

b) New restaurant concepts – New business ideas for restaurants. Restaurants that stand out for the food, the experience, the concept, the space, the way they want to reach the customer and meet incoming needs and different audiences, as well as how they intend to grow and branch out internationally. A restaurant is no longer just a place to eat, but rather to socialise and live in, and to make positive impacts in today’s society.

c) Innovative Food & Beverage Products – Projects that aim to bring new food and beverage products into the market. As far as this is concerned, the kitchen is not the limit, and everything can begin at the lab or the vegetable garden. We ask for innovation, food and beverage products that meet new needs and ever-diversifying food trends. Convenience, sustainability, new ways to consume long-standing ingredients and nutrients, or old ways to consume new ingredients and nutrients. Restaurants’ tables, supermarkets’ shelves, our fridges, our lunchboxes — they’re all a whole universe to conquer.

These General Rules and Regulations refer to the second edition that will take place in 2019.

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Article 1
Objectives

The goals of this initiative are as follows:

- a) To promote innovation within the restaurant sector in Portugal;
- b) To contribute to supply chain innovation and competition within the sector, supporting the development and implementation of new concepts;
- c) To contribute to the creation of new products for the sector that demonstrate a high degree of innovation;
- d) To foster and support the implementation of innovative projects that allow for a unique, differentiating experience for the customer;
- e) 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);
- f) To promote debate on the main challenges in the sector, namely: convenience, delivery, automatisisation 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 restaurant sector (technology-based, non-technology-based and product) may apply to this initiative;
- b) Companies up to 3 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 programme's website: www.fromstart-to-table.com;
- b) The application period takes place between 18 July and 15 September 2019 (until 11:59 PM);
- c) The organisation reserves the right to unilaterally, and by posting a notice on the programme's website, extend the application period;
- d) The organisation 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;

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- f) The promoter, or team of promoters, shall be the owner of the idea to be presented within the scope of this initiative;
- g) As to teams, a promoter shall be nominated who will represent the team before the organisation and operate as point of contact and spokesperson throughout the process. The contact information in the application form must be active and up-to-date during the period of the initiative;

Article 4
Application Assessment

- a) Applications will be analysed beforehand for verification of formal electability requirements of the promoters and the idea/project;
- b) Applications will be subjected to a preliminary assessment according to the goals of the programme 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, via e-mail, that they are not going forward to the next assessment stage;
- d) The organisation reserves the right to invite promoters to redo their application;
- e) The assessment is based on the information on the application form;
- f) 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 programme, being that 25 projects are to be chosen among the total participants within the indicated categories;
- g) The judges' session will consist of a 3-minute presentation that shall be supported by digital mediums or others the promoters deem appropriate;
- h) This judges' session will take place on 1 and 2 October and the judge assessment shall take into consideration the following criteria:
 - I. Project/company with innovative and differentiating business model
 - II. Team quality and ability to implement the project
 - III. Viability of the idea
 - IV. Innovation as far as the process, the product or the marketing strategy go, in relation to established businesses
 - V. Have potential for growth and/or scalability
- i) Each criterion will be ranked between 1 and 10, where 1 is poorly ranked and 10 is highly ranked;
- j) The judge panel mentioned in the previous paragraph will include members of Startup Lisboa and guest experts;
- k) The decision on the selection of projects will be sent by e-mail to the promoters until 5 October;
- l) The organisation will make every effort to ensure the selection of 25 projects; however, it shall not be deemed responsible in case the selection of that number of projects is not possible.

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Article 5
Methodology

- a) The definition of “acceleration programme” is a programme 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 programme will be put available to the finalist projects, which in-person participation is mandatory for at least one of the founders of the project;
- c) The acceleration programme will be held mainly in English;
- d) The programme is composed of workshops, mentorship meetings and follow-up for each project, networking events, outings, inspirational talks, and a final public presentation of the projects to partners, clients and investors;
- e) The programme will begin on 12 October and will last for 9 weeks, taking place during business hours, in Lisbon. On average, the programme will take up 3 working days per week;
- f) The final public presentation of the projects will happen in December 2019 in a place and time to be disclosed.

Article 6
Prizes

- a) The winners in the three categories — Technology for restaurants; New concepts for restaurants; Innovative Food & Beverage Products — 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 an invoice, according to the Portuguese law;
- d) An IBAN shall be provided in order to pay the prizes via bank transfer.

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Article 7
Confidentiality

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 programme.

Article 8
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 organisation the authorisation to use non-confidential information for promotion and marketing purposes;
- c) The organisation 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 9
Data Protection

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

Article 10
Final Provisions

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