

**From Start-to-Table | 3<sup>rd</sup> 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) **RESPONSIBLE RESTAURANTS AND F&B PRODUCTS** – Real innovation often goes beyond technology. And if you think restaurants are "always the same", it is because you don't know those innovative entrepreneurs and projects that aim to put brand-new F&B products or distinct restaurant concepts on the market, all the while having a positive impact on environmental, social, and economic sectors. This new category is designed for those who seek to create restaurants and products that make a difference locally and globally. We are looking for restaurants or products with a responsible and sustainable nature, new ways of consuming and producing, or even alternative ingredients. Concepts that make us better people and make us do better — projects with a purpose and responsibility that inspire the community.

These General Rules and Regulations refer to the third edition that will take place in 2020.

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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 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, automatism 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 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 programme's website: [www.fromstart-to-table.com](http://www.fromstart-to-table.com);

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- b) The application period takes place between August 6th and September 15th 2020 (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;
- 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 organisation 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 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 20 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 September 29<sup>th</sup> and 30<sup>th</sup> and the judge assessment shall take into consideration the following criteria:
  - I. Project/company with innovative and differentiating business model

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- 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 restaurant concepts and new F&B products, the environmental, social and economic impact they provide
- i) The judge panel mentioned in the previous paragraph will include members of Startup Lisboa and guest experts;
  - j) The decision on the selection of projects will be sent by e-mail to the promoters until October 2nd;
  - k) The organisation 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 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, potential clients and investors;
- e) The programme will begin on October 11th and will last for 9 weeks, taking place during business hours. On average, the programme will take up 3 working days per week;
- f) The programme will be adapted to current conditions, with most of the sessions done in remote/virtual mode, with some face-to-face meetings planned, respecting the rules regarding time and the current context.

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**Article 6**

**Demo Day**

- a) The Demo Day - final public presentation of the projects - will take place on December 10th, 2020 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 programme categories;
- c) In the Demo Day it is intended to select the winning projects from each of the programme 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 restaurant concepts and new F&B products, the environmental, social and economic impact they provide
  - VII. Project performance and progress during the course of the initiative
- d) The selection of the winners will be made by a jury that will consist of members of Startup Lisboa and invited specialists.

**Article 7**

**General Conditions of Participation**

- 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, programme and security of the organization and partners;
- c) Inappropriate or abusive behaviour, 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.

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**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 an invoice, according to the Portuguese law;
- d) An IBAN shall be provided in order to pay the prizes via bank transfer.

**Article 9**

**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 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 organisation the authorisation to use non-confidential information for promotion and marketing purposes;

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- 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 11**

**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 12**

**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.