

From Start-to-Table | 4th 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 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 ecosystem, and that have concerns of environmental, social and economic sustainability.

How can I participate?

Applications are open from August 19th to October 3rd at 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 October 14th and 15th.

From the selected candidates, up to 20 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 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 restaurant concepts and new F&B products, the environmental, social and economic impact they provide

When is the programme taking place?

The programme will last for 8 weeks starting on October 24th and ending on December 16th with Demo Day.

How does the programme work?

Over a 8-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;
- Inspirational talks;
- Final public presentation of the projects to potential partners, clients, investors and media.

What is the programme's schedule?

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

Given the new restrictions, what is the format of the event? Virtual?

The programme will be adapted to current conditions, with most of the sessions done in a remote/virtual mode, with some face-to-face meetings planned, respecting the rules in force at the time and the current context.

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;



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- 10,000 euros for the best “Responsible Restaurants and F&B Products” project;

The two 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.

Who are the programme’s partners?

Os parceiros da quarta edição do From Start-to-Table são:
Main Partner: Turismo de Portugal
Innovation Golden Partner: Delta Cafés
Silver Partner: Sagres
Bronze Partner: Host
Data Partner: Zomato Portugal
Partners: AHRESP, Inter Magazine and Lisbon Marriott Hotel

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