

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?

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 11th to September 25th 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 10th and 11th.

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 sustainable 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 23rd and ending on December 15th with Demo Day.

How does the programme work?

Over 8 weeks, entrepreneurs will work on validating the business model with the support of the programme's partners and in co-creation with all the participants. At the same time, they will be given training and mentorship by several 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.

What is the format of the programme? Totally virtual?

The programme will run predominantly in a remote/virtual format, except for the first and last day of the programme, where attendance is compulsory.

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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;
- 10,000 euros for the best “New Sustainable 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?

The partners of From Start-to-Table’s 5th edition are:

Institutional Partner: Turismo de Portugal

Innovation Golden Partner: Delta Cafés

Silver Partner: Sagres

Bronze Partner: Host

Data Partner: Zomato Portugal

Partners: AHRESP

Contacts

fromstart-to-table@startuplisboa.com