

STATUS PROTOCOL

Official CINTREXO Project Movement Document

INFORMATION DOCUMENT

This document explains how a project moves through the CINTREXO system after submission. It does not create a right to support, feedback, admission or appeal.

Movement principle

One protocol. Three possible paths: PROCEED, REBUILD, STOP. Access knows no exceptions.

1. Submission received

- The applicant submits the completed Entry Questionnaire and Project Architecture Template.
- Documents are submitted in PDF format to connect@cintrexo.com.
- Receipt of documents does not mean admission to the system.

2. Intake screening

- The project is checked against basic requirements: Food & Beverage relevance, physical product, market hypothesis, pilot readiness.
- Incomplete, non-compliant or irrelevant submissions are not processed.
- Projects may be marked NOT ELIGIBLE without further movement.

3. Architectural review

- Accepted submissions enter architectural review.
- The system reviews product reality, market logic, economics, risk and readiness for market validation.
- The result is a formal admission direction: PROCEED TO MARKET TEST, REBUILD or STOP.

STATUS PROTOCOL

Official CINTREXO Project Movement Document

INFORMATION DOCUMENT

4. Market test setup

- If admitted, the project is prepared for a defined Market Interface test.
- The system defines the format, measurement parameters, test duration and significant signal criteria.
- The market test measures consumer behaviour, not presentation quality.

5. Signal capture

- Signals are recorded through purchase, repeat purchase, price acceptance, frequency, format reaction and unit economics.
- Signals without formal capture are not used in the decision.
- The system compares signals against the hypothesis and protocol criteria.

6. Decision memo

- The project receives one formal result: PROCEED, REBUILD or STOP.
- PROCEED allows movement to the next level.
- REBUILD requires structural correction before possible re-entry.
- STOP ends the current path in CINTREXO.

7. Reverse Gate activation

- Only projects with PROCEED can be considered for Reverse Gate.
- Reverse Gate covers legal, regulatory, logistics, certification and B2B distribution pathways for Germany and the EU.
- Reverse Gate is not activated by interest, urgency or presentation. It opens only after validation.

Important

This document is informational. It contains no fields for completion and no checkboxes. It explains the movement of a project after submission.