

CINTREXO SYSTEM PRINCIPLES

Official CINTREXO Information Document

INFORMATION DOCUMENT

CINTREXO is an independent European system for market validation of Food & Beverage innovations. It is not an agency, not classical consulting, not an accelerator and not a brand house.

Core formula

Architecture before market. Market validation before scale.

1. System, not service

- CINTREXO provides access to a protocol, not personal support.
- The system applies rules, verifies hypotheses and records outcomes.
- Preparation of the project remains the responsibility of the applicant.

2. Market validation before scale

- A product is tested through real market behaviour, not through presentation materials.
- The relevant signals are purchase, repeat purchase, price acceptance, frequency and unit economics.
- Scaling is considered only after the project has passed the required validation layer.

3. Neutrality

- CINTREXO does not own participant brands.
- CINTREXO does not compete with projects inside the system.
- Neutrality protects trust between applicants, investors, institutions and the market.

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4. Decision discipline

- Every project receives a formal system outcome: PROCEED, REBUILD or STOP.
- PROCEED means the project can move to the next system level.
- REBUILD means the project requires structural correction before further movement.
- STOP means the market hypothesis or system requirements are not confirmed at the current stage.

5. Selectivity

- Submission does not guarantee admission.
- The system accepts only projects with a physical product or working prototype.
- Projects outside Food & Beverage, pure ideas and presentation-only submissions are not processed.

6. No appeal logic

- Decisions are based on protocol and market signals, not on persuasion.
- CINTREXO does not provide correspondence to argue a decision.
- The applicant may submit again only when a new factual base exists.

Important

This document is informational. It contains no fields for completion and no checkboxes. The applicant reads it before submitting the fillable forms.