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Curefoods launches Season 2 of Accelerator Programme

Participants will get access to the Curefoods capital and network

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Bengaluru-based startup Curefoods, a leading cloud kitchens operator, has announced the launch of its Curefoods Accelerator Programme Season 2, for the entrepreneurs who are going deep into the existing food systems and look forward to solving the future of food.

The brands and participants of the programme will get access to the capital and network of Curefoods, and support from an extensive expertise stack of the brand, in the fields of brand marketing and planning among others, to achieve growth and development in their entrepreneurial journey.
For the programme, Curefoods eagerly anticipates engaging with passionate companies and startups who have depth in their vision and believe in disrupting the food space.

The Curefoods Product Market Fit (PMF) criteria are defined depending on 3 aspects. The startup should be generating an annual revenue of Rs 1.5 to 3 crore. The amount of love the startup gets from its customers and the demand it is generating will also be evaluated. Lastly, the unit economics and operational efficiency of the company will also be considered. Companies having low last mile efforts and leak-proof logistics will be preferred over the others.

Once the company is part of the accelerator programme, the 10-day process to garner funding

entails a complete audit of the company’s last 18 months’ P&L. There will also be a clean reconciliation of the revenue that was reported, invoiced, and collected. A detailed breakdown of the cost of goods sold (COGS) and the evaluation of the company’s operational complexity and its scale potential will be examined. Lastly, based on the company’s future plans for the next 18 months, the required funds will be scaled.

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Read online: https://nuffoodsspectrum.in/news/30/19241/curefoods-launches-season-2-of-accelerator-programme.html
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