

Press Release

Mark Challenge 2021

Monaco, March 1st 2021

Mark Challenge is delighted to announce that 117 teams coming from 44 international Universities and Business Schools from 12 countries will participate in the 8th edition of the competition. Registered teams group 329 students and professionals representing 53 nationalities.*

This year, the highest number of applications came from institutions in Italy, France and the United Kingdom with 13, 8 and 8 Universities and Business Schools registered respectively.

Mark Challenge 2021

Mark Challenge is a business plan competition, powered by the International University of Monaco (IUM), aiming at connecting students and professionals with community leaders and academic professionals. Competition is conducted in a format of a pitch and the projects have to cope with the following prerequisites:

- Be a luxury or premium product/service
- Have an international scope
- Have an environmental or social impact
- Target Net Worth and Ultra High Net Worth Individuals

The competition is organized by IUM with the support of a committee consisting of University faculty, students and alumni communities, as well as local and international professionals.

For the 8th edition we have **2 categories** of competing teams:

- category 1: final year Bachelor students, Master students
- category 2: MBA, Executive MBA, Alumni, professionals with or without university degree

They will compete in 2 qualifying rounds:

- round 1: submission of business concept
- round 2: submission of business plan

9 best teams will receive an opportunity to pitch their entrepreneurial projects to the board of professional Jury.

If sanitary situation permits, the Grand Final 2021 will be held in the prestigious location of the Monaco Yacht Club on May 19th. Otherwise, the event will be held online the same day.

During the Grand Final, besides the Best Business Plan awards for category 1 and 2, winners will receive two Special Awards:

- The best business plan in Fashion,
- The best business plan in Yachting.

Prizes

Each winning team of category 1 and category 2 will receive the following prizes from our sponsors:

- a branding kit (new logo, color palette, recommended fonts, letterhead, business card, email signature) worth 6.000 EUR and a homepage design concept package worth 3.000 EUR offered by Relevance
- Modex BCDB Silver license offered by Modex for the category 1/ Modex BCDB Golden license for the category 2
- a value proposition and sales optimization package worth 3.000 EUR offered by Neos Chronos
- an exposure to experienced mentors active in your business area offered by Club Suisse de Monaco
- a strategic mentoring package worth 3.000 EUR offered by Networking for leaders

The registration for Mark Challenge is now closed.

The selected finalists will then compete in Monaco in the prestigious frame of the Monaco Yacht Club on May 19th, 2020.

For more information about Mark Challenge Competition, please feel free to visit our [website](#) and social media pages ([LinkedIn](#), [Instagram](#), [Facebook](#)).

**please note that numbers of the 8th edition indicated in this document can be different from the ones published on our website and on social media as participants could name their institutions in different ways during the online registration or create an account twice.*

Universities and Business Schools participating in Mark Challenge 2021:

Finland	Laurea University of Applied Sciences
France	Burgundy School of Business
	Emlyon Business School
	ESSEC Business School
	Excelia Business School
	Grenoble Ecole de Management
	INSEAD
	Ipag Business School
	Université de Nice Sophia-Antipolis
Germany	Akademie JAK
	Munich Business School
India	Birla Institute of Technology and Science, Pilani
Italy	Bocconi University
	Bologna Business School
	La Nuova Accademia delle Belle Arti
	Luiss Business School
	MIP Politecnico di Milano
	Polimoda
	SAA - School of Management
	Università di Firenze
	Università di Genova
	Università di Napoli Federico II
	Università di Palermo
	Università di Roma « La Sapienza »
	Università di Torino
Monaco	International University of Monaco
Poland	University of Warsaw
Spain	IE University
Switzerland	BSL - Business School Lausanne
	Ecole hôtelière de Lausanne
	Franklin University of Switzerland
	Glion Institute of Higher Education
	International Institute for Management Development
	Les Roches Global Hospitality Education
Turkey	Mugla University
UAE	The American University of Sharjah
UK	Cambridge University
	Imperial College Business School
	Istituto Marangoni - London Campus

	Lancaster University
	London Business School
	Royal Holloway, University of London
	Southampton University
	The Business School (formerly Cass)