Mark Challenge - Grand Finale 2022

May 19th, 2022
MONACO YACHT CLUB

1:30 Welcome of guests, jury members and competing teams

2:00 **Start of the event -** Welcoming words from **Mr. Bernard d'Alessandri**, General Director of the Yacht Club de Monaco

2:05 Keynote speech from **Ms. Amel Boubaaya,** Head of Marketing and Communications Europe at Bentley Motors

2:15 Overview of the Mark Challenge's 9th edition by **Professor Annalisa Tarquini**, Director of Mark Challenge

2:20 Presentation of the 2022 sponsors/partners and presentation of the Final Jury members

2:25 **3 business plans – Category 1 - Bachelor and Master students** (1 min. video + 6 min. presentation each + 7-10 min. Q&A)

3:20 *Coffee break*

3:35 **3 business plans – Category 2 - MBA, Alumni and professionals** (1 min. video + 6 min. presentation each + 7-10 min. Q&A)

4:30 **Special Awards Ceremony**
- Yachting
- Fashion & Accessories

5:15 **1 min. Elevator Pitches** - Category 1 & 2

5:35 **Jury Deliberates**
- Wrap-up of the Social Media Contest and announcement of the winner
- Audience choice for best business plan

5:50 **Awards Ceremony**
- Winner of the Audience Choice
- Best business plan – Category 1 - Students
- Best business plan – Category 2 – Alumni, MBAs & professionals

6:05 Closing speech by **Mr. Jean-Philippe Muller,** General Director & Dean, International University of Monaco

6:10 **End of the 9th edition of the Mark Challenge**

Final Jury panel

- **President**: **Ms. Amel Boubaaya**, Head of Marketing and Communications Europe at Bentley Motors
- **Ms. Federica Beretta**, Director at Hauser and Wirth Monaco
- **Mr. Michel Bouquier**, Senior Advisor, Monaco Government Finance and Economy Department
- **Ms. Federica Bruno**, Managing Director, 3D COMM
- **Ms. Olga Chabr Grillová**, Entrepreneur, developer and investor - CEO of EMPIRENT - Co-Founder of Leeaf
- **Mr. Rumble Romagnoli**, Founder and President – Relevance
- **Mr. Anthony Saccon**, Education, Equity & Inclusion Program Director, H For Human Foundation (H-Farm)

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