

Press Release

Mark Challenge 2022 – Grand Finale, 9th edition

Monaco, May 19th 2022



On May 19th, the Grand Finale of the 9th edition of the Mark Challenge took place in the majestic ballroom of the Monaco Yacht Club.

The three teams that represented the Bachelor & Master category (Category 1) during the Grand Finale were:

- Eight Thirty from Polimoda (Italy)
- CANDOUR from Polimoda (Italy)
- LUCA from Grenoble Ecole de Management (France)

The three teams that represented the MBA, Professionals & Alumni category (Category 2) during the Grand Finale were:

- RSG – Royal Sat Group from University of Palermo (Italy)
- Heima from Italy and Switzerland
- Akimba from France

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
- **Mrs. Federica Bruno**, Managing Director, 3D COMM
- **Ms. Olga Chabr Grillová**, Entrepreneur, developer and investor - CEO of EMPIRENT - Co-Founder of Leef
- **Mr. Rumble Romagnoli**, Founder and President – Relevance
- **Mr. Anthony Saccon**, Education, Equity & Inclusion Program Director, H For Human Foundation (H-Farm)

Winners

The Jury of the Grand Finale chose team **Eight Thirty from Polimoda (Italy)** as the winner in Category 1 and **RSG – Royal Sat Group from University of Palermo (Italy)** as the winner in Category 2.

Team **Eight Thirty** presented a comprehensive end-to-end tech platform capable of providing luxury fashion houses with an exclusive online database of highly curated scarce artisanal treasures in the fields of textiles and fashion, which luxury fashion houses can use to either recruit artisans or collaborate with them for their collection. This is supported with a virtual reality interface that simulates the artisans' world using geographic mapping set up at their showroom, allowing luxury brands to virtually meet and follow up on projects while indulging in the world of artisanal treasures. The project also intends to create an FT version of the artisanal products, which will be offered on their metaverse platform.

The concept was chosen for his ability to leverage and empower luxury values, from heritage and tradition to today's world of excellence, and changes, with technology, a strong intergrowth and a social market place of artisans. A great win-win, and passionate solution.

Team **RSG – Royal Sat Group** aims to become the sole point of reference for the technology for superyachts through two new types of hardware: one will provide worldwide connectivity to superyachts at 200mbps; the second hardware will provide cyber security.

This project won the 9th edition of Mark Challenge because of his strong potential, well defined marketplace, and opportunity for further development.

Prizes

Team Eight Thirty (Category 1 winner) has been awarded:

- **H For Human Foundation (H-FARM):** a tutor day within H-FARM Campus (value 2.000 EUR)
- **Neos Chronos:** a 3000 EUR Sales Optimization Workshop
- **Relevance:** 1-hour discovery meeting to understand the business model as well as the objectives and KPIs, and 3 hours of consultancy with a senior specialist to help the team develop the strategy and advice on digital best practices (value 800 EUR)
- **VBC – Virtual Business Card:** a free premium business card

Team RSG – Royal Sat Group (Category 2 winner) has been awarded:

- **Empirent:** a financial prize of 2000 EUR and 6 months of mentorship program with Ms. Olga Chabr Grillova, CEO
- **H For Human Foundation (H-FARM):** a tutor day within H-FARM Campus (value 2.000 EUR)
- **Neos Chronos:** a 3000 EUR Sales Optimization Workshop
- **Relevance:** 1-hour discovery meeting to understand the business model as well as the objectives and KPIs, and 3 hours of consultancy with a senior specialist to help the team develop the strategy and advice on digital best practices (value 800 EUR)
- **VBC – Virtual Business Card:** a free premium business card

Special Awards

During the Grand Final, besides the Best Business Plan awards for category 1 and 2, three Special Awards have been conferred:

- Fashion and Accessories,
- Yachting,
- Entrepreneurship.

The Special Award in Yachting is proudly sponsored by Yachting Ventures and in partnership with the Monaco Yachting Cluster and Young Professionals in Yachting - Monaco.

The Winner will receive a fully sponsored spot on Yachting Ventures' next accelerator program, as well as access to all of the support, mentorship, and community resources offered via the Yachting Ventures platform.

The Winner of the Special Award in Yachting 2022 is team **YachtingONE (Germany)**.

The project offering is a unique model of tokenized co-ownership in an innovative time sharing concept, and was chosen for embracing the trend of co-ownership via their use of tokenization, which will offer enhanced flexibility and allow customers to swap and sell their weeks onboard. This added flexibility should encourage more entrants into the market, and will likely provide a great stepping stone for charterers looking to take the next step towards hassle-free ownership.

Given that the difference between first and second place for the Special Award in Yachting was only one point, the Yachting Jury agreed to give team **BOATDOC** from the International University of Monaco (Monaco) a **Special Mention in Yachting**.

The Special Award in Fashion & Accessories is proudly sponsored by Angels4Women.

The prize awarded includes the support for further business development provided by Angels4Women, through Mrs. Annamaria Tartaglia, founder and board member of the association, CEO of The Brand Sitter, with a proven experience in Luxury and Fashion.

The Winner of the Special Award in Fashion & Accessories 2022 is team **Eight Thirty from Polimoda (Italy)**.

The project was chosen for its focus on craftsmanship and research, two values that fashion cannot ignore. A project that embraces sustainability and technological implementation by creating an original and well-conceived mix.

Given that the difference between first and second place for the Special Award in Fashion & Accessories was only one point, the Fashion & Accessories Jury agreed to give team **Watchplus24** from the International University of Monaco (Monaco) a **Special Mention in Fashion & Accessories**.

The Special Mention Award is proudly sponsored by Gruppo Matches. The prize consists of a marketing branding package.

The Special Award in Entrepreneurship is the surprise of this year's edition and is proudly sponsored by AIIM – Associazione Imprenditori Italiani nel Principato di Monaco.

The prize consists of two invitations for two people to the 5th GALA DINNER, which AIIM organises in partnership with FORBES MONACO at the end of November 2022.

The Winner of the Special Award in Entrepreneurship 2022 is team **Watchplus24 from the International University of Monaco (Monaco)**.

The project was chosen for the impactful communication, the well-executed video and the concept of presenting time in its various forms.

Audience Choice and Social Media Contest

The Winner of the Audience Choice 2022, voted by the public, is **CANDOUR from Polimoda (Italy)**.

The Winner of the Social Media Contest 2022 addressed to the semi-finalist teams is **LUCA from Grenoble Ecole de Management (France)**.

The contest required semi-finalists to create an Instagram campaign for the business idea they presented to the Mark Challenge. Each winning team member received 2022 Monaco Grand Prix tickets from May 26th to 29th.

The Winner of the Social Media Contest 2022 addressed to the voters is **@ccparker09** on Instagram.

The prize awarded includes a Chilli n.5 Dining Collection and a 50 EUR Monte-Carlo Société des Bains de Mer gift card.

More information regarding the social media contest can be found at the following link: <https://bit.ly/38eIBAY>

Mark Challenge 2022

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. The competition is conducted in the form of a pitch, and the projects must meet the following prerequisites:

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

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

For the 9th edition, we had 2 categories of competing teams:

- Category 1: Bachelor students, Master students (only teams of 2-4 were allowed to compete);
- Category 2: MBA, Executive MBA, Alumni, professionals with or without university degree (NEW: mono entrepreneurs were allowed to compete alone).

They have competed in 3 qualifying rounds:

- Round 1: Submission of business concept (presentation and executive summary) and 1-minute video – Jury 1 deliberated on March 21st
- Round 2: Submission of business plan and 1-minute video – Jury 2 deliberated on April 21st
- Round 3: Online Battles ([April 25th for Category 2](#), and [April 26th for Category 1](#)).

The 6 Finalist teams, proposed by Jury 2 and confirmed and/or modified with the Online Battles, had the opportunity to pitch their entrepreneurial ideas to the final Jury.

The Grand Finale 2022 took place in the prestigious location of the Monaco Yacht Club on May 19th, 2022.

Numbers of the 9th edition

In this 9th edition of the competition, 112 teams representing 46 international universities and business schools competed. Registered teams grouped 310 students and professionals representing 49 nationalities.

This year, the highest number of applications came from institutions in the United Kingdom, Italy and France with 9, 9 and 8 Universities and Business Schools registered respectively.

Sponsors



Partners



Thank you!

Registration for the 10th edition of Mark Challenge will be open in mid-January 2023, and the Grand Finale will be held on May 17th, 2023.

The Mark Challenge organizational team would like to express its gratitude to all teams, their universities/business schools and professors, as well as private companies that assisted our participants throughout this long journey that began in January 2022. We would like to thank all of our partners and sponsors for their support and generosity.

For more information about the Mark Challenge and to stay up to date on all the latest news, please visit our [website](#) and social media pages ([LinkedIn](#), [Instagram](#), [Facebook](#)).

The International University of Monaco (IUM) is a business school dedicated to the education of future leaders and managers. It offers Bachelor, Master, MBA and DBA programs in key sectors representing the Principality of Monaco: finance, luxury management, international management and sport business management. The University welcomes more than 600 students coming from 75 different countries.
