

Press Release

Mark Challenge 2022

Results of 1st Round

Monaco, March 21st 2022

We are pleased to announce that the Jury 1 meeting was held on March 21st, during which Jury members selected the 30 best business concepts (18 for Category 1 and 12 for Category 2 considered the number of participants in each category).

The 30 teams, composed of students and professionals from 19 universities around the world, were chosen from 88 teams that submitted their projects.

They will now have to turn their business ideas into a solid business plan.

Jury 1 panel

The first Jury was composed of professors in luxury management and business professionals:

- **Jukka Aminoff** - Entrepreneur, Founder of Luxury Sales Academy, FRSA, Author | Laurea University Finland
- **Glyn Atwal** - Burgundy School of Business
- **Matilde Bini** - Polimoda
- **Andrea Bookhagen** - HTW Berlin
- **Giovanni Luigi Bordone** – Istituto Marangoni | London College of Fashion, University of the Arts London
- **Alessandro Brun** – MIP Politecnico di Milano
- **Eleonora Cattaneo** – César Ritz Colleges Switzerland | Swiss Education Professionals
- **George Christodoulides** - American University of Sharjah
- **Julien de Grandbois** - Business School Lausanne
- **Alberto Festa** - LUISS University
- **Bilal Hassan** - Les Roches Crans-Montana
- **Marko Majer** - Business School Lausanne
- **Guido Mantovani** – International University of Monaco
- **Jan Erik Meidell** - HEG Geneva | IMD, Business School Lausanne and Seoul School of Integrated Sciences & Technologies
- **Julia Riedmeier** – Munich Business School
- **Marika Taishoff** – International University of Monaco

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.

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 have 2 categories of competing teams:

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

They will compete in 3 qualifying rounds:

- Round 1: submission of business concept
- Round 2: submission of business plan
- Round 3: online battles (further details will be announced soon)

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

If sanitary situation permits, the Grand Final 2022 will be held in the prestigious location of the Monaco Yacht Club on May 19th, 2022. 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, two Special Awards will be conferred:

- Fashion and Accessories,
- Yachting.

Prizes

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

- A Sales Optimization Workshop worth 3.000 EUR offered by Neos Chronos
- A Premium Virtual Business Card offered by VBC – Virtual Business Card

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

The Winner will be awarded 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.

More prizes will be announced in the coming weeks.

Semi-finalist teams will have until April 13th at 11:00 am CET to upload the requested documents for Submission 2.

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](#)).

Semi-finalists

Category 1- Bachelor and Master students

Team Name	BS/University	Country
AETER	NEOMA Business School	France
ALFAAZ	Indus Valley School of Art and Architecture	Pakistan
	NUCB Business School	Japan
ARIA	Emlyon Business School	France
Arome	International University of Monaco	Monaco
AURORA	Polimoda	Italy
BOATDOC	International University of Monaco	Monaco
CANDOUR	Polimoda	Italy
EcoClo	Les Roches Crans-Montana	Switzerland
Eight Thirty	Polimoda	Italy
First choice	Emlyon Business School	France
Kayros	Burgundy School of Business	France
L' Atelier	NEOMA Business School	France
LUCA	Grenoble Ecole de Management	France
Nurish	Burgundy School of Business	Monaco
plain	Munich Business School	Germany
REC-EYE-CLE	NEOMA Business School	France
VM	Polimoda	Italy
YUNS for Pets	Curtin University	Australia

Category 2- MBA, Alumni, professionals

Team name	BS/University	Country
Akimba	-	France
Gaïa	Hult International Business School	United States
GreenDress	MIP Politecnico di Milano	Italy
Heima	Université de Lausanne	Switzerland
	EHL Hospitality Business School	Switzerland
	Politecnico di Milano	Italy
	Scuola universitaria professionale della Svizzera Italiana (SUPSI)	Switzerland
MaisonDAO	-	Poland
Mergere	GCU British School of Fashion	United Kingdom
NiNi	International University of Monaco	Monaco

RGS – Royal Sat Group	Universita' di Palermo	Italy
SleeveoS	INSEAD	France
TCCZ	International University of Monaco	Monaco
Watchplus24	International University of Monaco	Monaco
YachtingONE	-	Germany