

## Press Release

# Mark Challenge 2024

Monaco, March 13<sup>th</sup> 2024

Mark Challenge is delighted to announce that 140 teams coming from 27 international Universities and Business Schools have registered to participate in the 11<sup>th</sup> edition of the competition. Registered teams group 353 students and professionals representing 56 nationalities\*.

This year, the highest number of applications came from institutions in Italy, France and Switzerland, with 6, 5 and 4 Universities and Business Schools registered respectively.

*\*Albanian, American, Argentinean, Austrian, Belgian, Brazilian, British, Bulgarian, Canadian, Chinese, Colombian, Croatian, Cypriot, Danish, Dutch, Egyptian, French, Georgian, German, Ghanaian, Greek, Hong Konger, Hungarian, Indian, Indonesian, Iranian, Irish, Italian, Kazakhstani, Kenyan, Kosovan, Latvian, Macedonian, Mexican, Monegasque, Montenegrin, Moroccan, Mozambican, Pakistani, Panamanian, Polish, Portuguese, Romanian, Russian, Serbian, Slovenian, South African, Spanish, Swedish, Swiss, Taiwanese, Tanzanian, Thai, Turkish, Ugandan, Ukrainian.*

### **Mark Challenge 2024**

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 11<sup>th</sup> edition we have 2 categories of competing teams:

- Category 1: Bachelor and Master students (only teams of 2-4 are allowed to compete);
- Category 2: MBA, Executive MBA, Alumni, professionals with or without university degree (only teams of 1-4 are allowed to compete)

They will compete in 3 qualifying rounds:

- Round 1: submission of business concept
- Round 2: submission of business plan
- Round 3: Grand Final in Monaco

The 6 Finalist teams, selected by Jury 2 will have the opportunity to pitch their entrepreneurial ideas to the final Jury.

The Grand Final 2024 will be held in the prestigious location of the Monaco Yacht Club on May 14<sup>th</sup>, 2024.

During the Grand Final, besides the reward for winners in category 1 and 2, three Special Awards will be conferred:

- Yachting
- Fashion and Accessories
- Women Entrepreneurship

**Registrations and business concept submissions for the eleventh edition of the Mark Challenge are now closed.**

### **First Round Jury Members**

The Jury 1 will select the semifinalist teams and is composed by professors and professionals in the luxury sector, with esteemed experience and professionalism:

- Dr. Jukka Aminoff, Associate at the Cambridge Learning Gateway/FRSA/Author, Laurea University Finland
- Dr. Glyn Atwal, Associate Professor at Burgundy School of Business, Burgundy School of Business
- Dr. Andrea Bookhagen, Professor of Marketing and Sustainability, Fashion Design Department at HTW Berlin, HTW
- Dr. Giovanni Luigi Bordone, Course Leader MA Marketing/ Senior Lecture Marketing and Creative Enterprise/ DBA candidate London Metropolitan University/ UEL Alumni Advisory Board, Istituto Marangoni e London college of fashion
- Dr. Yannik Bouyidou, Founder, Co-Founder, Business Mentor, Trainer & Lecture, BY Excellence, Be Customer Smart, MassChallenge + Incub&Co, Business & Hospitality Schools
- Thomas Brownles, Fashion Business Consultant, Polimoda
- Dr. Eleonora Cattaneo, Program Director MSc in Luxury Management and Guest Experience, Glion
- Dr. George Christodoulides, Professor George Christodoulides, PhDChalhoub Group Professor of Luxury Management, American University of Sharjah
- Dr. Julien de Grandbois, Professor of Entrepreneurship, a leading innovator in business education, Business School Lausanne (BSL)
- Dr. Bilal Hassan, Senior Lecture, Le Roches Crans-Montana, Switzerland
- Andrea Iossa, Marketing and Communication Manager, Sabbadini Milano

- Dr. Marko Majer, Business educator and marketing communications professional, Business School Lausanne (BSL)
- Dr. Jan Erik Meidell, PhD Full-stack software developer, at HEG Geneva, IMD, BLS and Seoul School of Integrated sciences & Technologies
- Bradley Mitton, Founder and Managing Director of Club Vivanova
- Ilie Pana, Founder & CEO / Entrepreneur, Sock Laboratory, Detergent Pharmacy, Software Company
- Dr. Julia Riedmeier, Founder Code/Luxe - Luxury Strategy Advisor - Affiliate Professor IUM, Munich Business School
- Marco Savona, CEO and Founder at Hydra Monaco
- Dr. Marika Taishoff, Executive Education, MBA Program Director, Consultant, Speaker, Award Author in Customer Experience in Luxury, International University of Monaco

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

**Universities and Business Schools participating in Mark Challenge 2024:**

France	Burgundy School of Business
	Emlyon Business School
	INSEEC
	NEOMA Business school
	Sup de Pub
Georgia	Tbilisi State University
Germany	B.A., University of Applied Science Berlin
	EU Business School
Italy	ISIA Pescara Design
	GSOM Polimi
	Polimoda
	POLI.design by Politecnico di Milano
	University of Basilicata
Liechtenstein	University of Bergamo
	University of Liechtenstein
Monaco	International University of Monaco
Poland	Kozminsky University
	WSHGiT Warsaw
Spain	EU Business School
Switzerland	Business School Lausanne
	BZBS Buchs
	EU Business School
	Glion Institute of Higher Education
Turkey	Middle East Technical University
United Kingdom	Imperial College Business School
	London Metropolitan University
	University College of London
United States	Hult International Business Schools
	McCombs School of Business
	Northeastern Illinois University