

Press Release

Mark Challenge 2023 – Grand Finale, 10th Edition

Monaco, May 17th 2023



On May 16th, the Grand Finale of the 10th Edition of the Mark Challenge took place in the majestic setting of the Monaco Yacht Club.

There were 3 teams representing **Category 1** (Bachelor students, Master students). They were:

- ABLE from the International University of Monaco
- Lacure from Polimoda (Italy)
- Mirror Me from Burgundy Business School of Business (France)

There were also four teams that represented the **Category 2** (MBA, Executive MBA, Alumni, professionals with or without university degree). They were:

- Always Found from United Kingdom
- Mon Cellier from Portugal
- YACHTNOTES from Monaco
- Affolter from Switzerland

Final Jury panel

- **President: Mr. Raffaele Sala**, Chief of Staff & Sustainability Manager at Roger Dubuis Manufacture
- **Mr. Matteo Atti**, Chief Marketing Officer at Vista Jet
- **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 Sarl
- **Mr. Tanguy Ducros**, Chief Commercial Officer at Monaco Marine
- **Mr. Giorgio Motta**, General Manager of The Mall Luxury Outlets, Kering Group
- **Ms. Sabrina Monteleone-Oeino**, Founder and Owner of Sabrina Monte Carlo

Mark Challenge 2023

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 10th edition, we had 2 categories of competing teams:

- **Category 1:** Bachelor students, Master students
- **Category 2:** MBA, Executive MBA, Alumni, professionals with or without university degree.

They have competed in 3 qualifying rounds to reach the Grand Finale:

- Round 1: Submission of business concept (presentation and executive summary) and 1-minute video – Jury 1 deliberated on March 21st to select the Semi-Finalists
- Round 2: Submission of business plan and 1-minute video – Jury 2 deliberated on April 18th to propose the Finalists
- Round 3: Online Battles (April 19th for Category 2, and April 20th for Category 1) to decree the Finalists.

The 7 Finalist teams, qualified by Jury 2 and confirmed with the vote from the audience of the Online Battles, had the opportunity to pitch their entrepreneurial ideas to the final Jury during the Grand Finale.

The Grand Finale 2023 took place in the prestigious location of the Monaco Yacht Club on May 16th, 2023.

Numbers of the 32th Edition

In this 10th Edition of the competition, 122 teams representing 44 international Universities and Business Schools competed. Registered teams grouped 329 students and professionals representing 55 nationalities.* This year, the highest number of applications came from institutions in France, United Kingdom and Italy with 11, 10 and 7 Universities and Business Schools registered respectively.

*Albanian, American, Angolan, Australian, Belarusian, Belgian, Brazilian, British, Bulgarian, Cameroonian, Canadian, Chinese, Czech, Dutch, Ecuadorean, Filipino, Finnish, French, Georgian, German, Hong Konger, Hungarian, Indian, Irish, Israeli, Italian, Japanese, Kazakhistani, Kenyan, Lebanese, Lithuanian, Macedonian, Maltese, Mexican, Monegasque, Moroccan, New Zealander, Norwegian, Pakistan, Panamanian, Peruvian, Portuguese, Romanian, Russian, Serbian, South African, South Korean, Spanish, Sri Lankan, Swiss, Taiwanese, Tunisian, Turkish, Ukrainian, Venezuelan.

Category 1 & 2 Winners

The Jury of the Grand Finale chose as the winners of this 10th Edition the following projects:

- **Category 1: ABLE** from International University of Monaco

ABLE, an extension of you. "We customize wheelchairs and prosthetics for the luxury and premium segments. We make their design dreams come true with high quality materials. We aim to destigmatize and promote disability inclusion and provide them an open and interactive community."

- **Category 2: YACHTNOTES** from Monaco.

YACHTNOTES LLC is a SaaS company with a mission to standardise communications within the yachting charter industry. The firm's product is a concierge+ platform called YACHTNOTES which is accessible on desktops/mobile devices and connects yachting charter professionals to each other and to guests, as well as to yacht owners/family offices. The platform enables charter guests to communicate their demands to all their dedicated professionals at once and increases transparency into how the yachts are being managed for yacht owners/family offices. The platform also includes additional features vital to the successful execution of charters: a map service to track the yacht or to notify a change in route, a calendar service to keep track of reservations/activities or change them on demand, and a contact book with the details of charter stakeholders for easy reference. YACHTNOTES was brought to life thanks to its collaboration with Modernizing Processes, a software development company leveraging NoCode to build platforms in record times.

Category 1 & 2 Prizes

Each winning team of Category 1 and Category 2 has received the following prizes from our sponsors:

- Support for further business development by Angels4Women (worth 3.000),
- A Luxury Brand Strategy "Workshopette" or Mentorship (worth 3.800 €) by CodeLuxe,
- A networking device: VBC black edition card per team-member + 1 year of corporate solution offered + 50% reduction for further colleagues in case of start-up by VBC.

Special Awards Winners

During the Grand Finale, three Special Awards have been conferred:

- Yachting,
 - Fashion & Accessories,
 - Entrepreneurship.
- **The Winner of the Special Award in Yachting 2023** was team **C&E** from the International University of Monaco with the following motivation: "As the world continues to move towards a more circular economic model, the yachting industry must keep up and desperately needs more initiatives and businesses to focus on the end-of-life problem. Sustainability is a hot topic, and the team uniquely positioned to partner with the major shipbuilders and refit yards to help enhance their end-of-life recycling procedures and processes. We look forward to supporting the team, helping them turn their ambitious vision into reality."
 - **The Winner of the Special Award in Fashion & Accessories 2023** was team **ABLE** from the International University of Monaco with the following motivation: "Due to their groundbreaking idea of promoting inclusivity and customization of prostheses and wheelchairs in fashion. The team has recognized the lack of representation in fashion for individuals with disabilities and has taken concrete steps to address this issue."
 - **The Winner of the Special Award in Entrepreneurship 2023** was team **Affolter** from Switzerland with the following motivation: "it targets a constantly growing audience: wealthy people who understand and value fine jewelry."

Special Awards Prizes

The Special Award in Yachting was sponsored by Yachting Ventures and Young Professionals in Yachting.

The Winner was awarded a spot on YV Business Bootcamp and a 1 year international membership at YPY plus an organization of an event for the team, offered by YPY.

The Special Award in Fashion & Accessories was sponsored by White Castle Partners and awarded the winner a 1000€ cheque to finance their project and an "accelerator" program introducing the team to potential partners or investors and will give advice on a global business development strategy.

The Special Award in Entrepreneurship was sponsored by AIIM. The winner was rewarded of two invitations for the sixth Annual AIIM Gala Dinner event.

Audience Choice Winner

The Winner of the Audience Choice 2023, was sponsored by Chilli n.5 and voted by the public, was **Lacure** from Polimoda (Italy).

The prize was a Chilli n.5 Dining Collection Sauces.

Sponsors



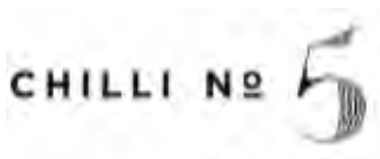
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Thank you!

Registration for the 11th Edition of Mark Challenge will be open in mid-January 2024.

The Mark Challenge organizational team would like to express its gratitude to all teams, their Universities/Business Schools and professors, and private companies that assisted our participants throughout this long journey that began in January 2023. 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.
