

2024 MARK CHALLENGE CATEGORY 2 WINNERS SHARE THEIR JOURNEY



RESONANCE WAVES

NOVEMBER 2024 INTERVIEW



1. Can you briefly describe the initial concept of your project when you participated in The Mark Challenge?

"The *Resonance Waves* project was created with the goal of offering a sustainable investment solution centered on repurposing high-quality end-of-life wood to produce acoustic components for pianos. The initial investment, made by a sponsor, launches the production of the "Blue Piano." This process involves sourcing premium wood from decommissioned boats, reclaiming premium decommissioned pianos, and remanufacturing them by incorporating marine seasoned wood. Once the Blue Piano is produced, the rental phase begins, generating profits for both the investor and our company. At the end of the rental period, the investor can choose to keep the Blue Piano or extend the rental period, thereby extending profits. *Resonance Waves* thus offers an innovative, profitable, and sustainable value-investing solution."

2. Since the competition, how has your business idea evolved?

"The *Resonance Waves* project, following its success at the Mark Challenge, has continued into the preliminary phase of scientific research conducted in collaboration between the University of Basilicata (Francesco Mancusi and Fabio Fruggiero) and the University of Bergamo (Alexandra Lagorio and Chiara Cimini). The research phase aimed to establish a solid scientific foundation to demonstrate the enhanced acoustic performance of the Blue Piano compared to a standard, newly manufactured piano. Currently, the first prototype of the Blue Piano is under construction."

3. What are the key achievements your startup has reached since participating in the competition?

"Our achievements can be summarized into three key points:

1. Validation of Initial Hypotheses: Successfully completed within the framework of a research project.
2. Laboratory-Scale Prototype: Currently under development.
3. Funding Secured: Identified potential funding sources to support the research project."

4. In what ways did The Mark Challenge contribute to your growth as a group of entrepreneurs or to the development of your project?

"The Mark Challenge was the launchpad for the *Resonance Waves* project, providing not only great visibility and opportunity for funding, but also the inspiration and motivation to continue the complex development of the project concept."





5. How did the feedback from judges and mentors during the competition influence the evolution of your project?

“The judges' feedback fueled our enthusiasm for bringing to life a project that once felt like an unattainable dream. After the competition, we received inquiries and collaboration proposals, many of which are now actively contributing to the development of our prototype.”

6. Looking back, what do you think was the most valuable takeaway from The Mark Challenge?

“When we embarked on this journey, we recognized the innovation and potential value of our project idea, but we never truly believed we could win first prize in such a prestigious competition. The most important lesson we took away from the Mark Challenge is to trust in the ideas you believe in and to have the confidence to see them through.”

7. How do you see your project evolving in the next 2-3 years?

“In the next 2-3 years, we plan to complete the development of the final Blue Piano and promote it through musical events to demonstrate its true added value.”

8. Would you recommend The Mark Challenge to future participants, and why?

“Without a doubt. Beyond the final result, the Mark Challenge is a real growth opportunity that allows participants to experience teamwork, the development of innovative and creative ideas, as well as contribute to environmental sustainability. Moreover, the chance to present your project to high-profile judges in the prestigious context of the International University of Monaco is truly a unique opportunity.”

9. If you could give one piece of advice to new participants in The Mark Challenge, what would it be?

“Believe in what you want to achieve and see it through to the end.”

