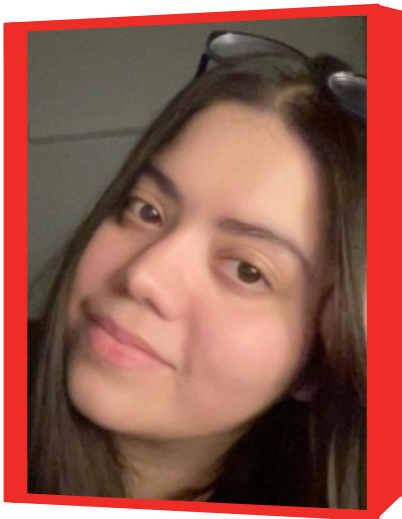




SHREYA GAUR



WINNER 11TH EDITION – HER JOURNEY



"After The Mark Challenge, I refined the concept, collaborated with an amazing team, and gained confidence to pursue my entrepreneurial dreams. The feedback and insights from mentors helped me sharpen my business approach, and the experience taught me resilience, adaptability, and the importance of staying true to my vision."

MISCHA

IT'S TIME TO MAKE YOUR STORY NOW!





1. What were your main goals or aspirations for House of Mischa at the time of the competition?

"My aspirations were twofold: to establish Mischa as a beacon of refined luxury and to build a brand that could evolve into a legacy. My goal was to create something lasting and impactful that would not only speak to today's elite standards but also inspire future generations. For me, luxury is about offering an unparalleled experience, and I wanted to build a brand that embodies qualities I believe are truly timeless."

2. After The Mark Challenge, did you continue to develop your project or explore other directions? If so, could you share more about your journey?

"After the challenge, I took the momentum from the competition and dove deeper into developing Mischa. The experience provided me with a roadmap, and I had the privilege of collaborating with an amazing team, learning from their expertise and applying those insights to refine my project. Balancing academics with my entrepreneurial goals has been challenging but rewarding. In addition to Mischa, I am also working on a health app focused on female hormone optimisation. Both projects are set to launch next year, and winning this competition gave me the confidence and clarity to pursue these goals sooner than I anticipated."

3. What were some significant milestones or changes you experienced in your entrepreneurial journey after winning the competition?

"One of the biggest changes has been refining my approach to business, using the knowledge and practical insights I gained to solidify Mischa's foundation and my other entrepreneurial pursuits, which wouldn't have been possible without the skills and belief this competition instilled in me."

4. In what ways did The Mark Challenge contribute to your growth as an entrepreneur or shape your future career path?

"The Mark Challenge was a transformative experience that accelerated my entrepreneurial journey. It refined my vision and helped me understand the importance of presenting a concept that resonates beyond aesthetics. I gained valuable insights into scalability and brand positioning, both crucial for my future. Winning instilled a sense of confidence and set a high standard for how I approach new ventures, shaping my perspective on resilience and adaptability in business. I've carried these lessons with me in every new project I've undertaken."





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

“The feedback from the judges and mentors was invaluable in giving me a fresh perspective on Mischa. As someone deeply connected to the project, it’s easy to become biased, so hearing insights from seasoned experts helped me view my work more objectively. Their constructive advice highlighted areas where I could refine my approach and inspired me to elevate the brand further. It was a learning experience that underscored the importance of listening, adapting, and always striving for excellence, even before officially launching.”

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

“My most valuable takeaway was the importance of resilience and adaptability. Competing in The Mark Challenge underscored that success requires both a clear vision and the flexibility to evolve it. This experience reinforced my commitment to Mischa’s mission while preparing me to adapt to the ever-changing luxury landscape. I learned that the best way to honour my vision was by remaining open to growth, continuously adapting, and embracing every lesson along the way.”

7. Based on your experiences, would you recommend The Mark Challenge to future participants, and why?

“I would wholeheartedly recommend The Mark Challenge. It’s more than just a competition; it’s an opportunity to learn, grow, and be truly inspired. Going through the process gave me invaluable insights from professors and industry experts, but it also taught me so much about myself—my resilience, my passion, and my ability to turn an idea into reality. Even if you don’t win, the experience itself is rewarding because it challenges you to think bigger and reach higher. I think every budding entrepreneur should have a chance to experience that.”

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

“My advice would be to stay true to your vision and bring your authentic self into your project. Be confident in your ideas, but also be open to feedback and use it as fuel to grow. The journey may be challenging, and there may be moments when the feedback feels tough—but don’t let that discourage you. Remember, every piece of advice is a stepping stone that can refine your work and push you closer to excellence. So, give it everything you have, and don’t be afraid to embrace the learning process. Whether you win or not, the experience will give you so much to carry forward.”

