

## Press Release Mark Challenge 2022

*Monaco, March 1<sup>st</sup> 2022*

Mark Challenge is delighted to announce that 112 teams coming from 46 international Universities and Business Schools will participate in the 9<sup>th</sup> edition of the competition. Registered teams group 299 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
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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 9<sup>th</sup> 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).
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They will compete in 3 qualifying rounds:

- Round 1: submission of business concept
- Round 2: submission of business plan
- Round 3: online battles on April 22nd (further details will be announced)

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.

**Registrations for the ninth edition of the Mark Challenge are now closed.**

**Registered teams will have until March 14<sup>th</sup> to upload the requested documents for Submission 1.**

## **First Round Jury Members**

- Jukka Aminoff FRSA
- Glyn Atwal
- Matilde Bini
- Prof. Dr. Andrea Bookhagen
- Giovanni Luigi Bordone
- Alessandro Brun
- Eleonora Cattaneo
- Professor Julien de Grandbois
- Alberto Festa
- Bilal Hassan
- Professor Marko Majer PhD, MBA
- Guido Mantovani
- Professor Jan Erik Meidell
- Dr. Julia Riedmeier

**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](#)).**

*\*please note that numbers of the 9<sup>th</sup> edition indicated in this document can be different from the ones published on our website as participants could name their institutions in different ways during the online registration or create an account twice.*

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**Universities and Business Schools participating in Mark Challenge 2022:**

|                          |  |
|--------------------------|--|
| Australia                | Curtin University  |
| France                   | Burgundy School of Business  |
|                          | Emlyon Business School   |
|                          | Institut Universitaire de Technologie de Lyon I                    |
|                          | INSEEC Bachelor Paris  |
|                          | Grenoble Ecole de Management                                       |
|                          | INSEAD   |
|                          | NEOMA Business School  |
|                          | SKEMA Business School  |
| Germany                  | HTW Berlin   |
|                          | Munich Business School   |
|                          | Hochschule Hannover  |
| Italy                    | MIP Politecnico di Milano  |
|                          | Politecnico di Milano  |
|                          | SAA School of Management - Università degli Studi di Torino        |
|                          | NABA - Nuova Accademia di Belle Arti                               |
|                          | LUISS Business School  |
|                          | Università degli Studi della Campania Luigi Vanvitelli             |
|                          | Polimoda   |
|                          | Università Bocconi   |
|                          | Università di Palermo  |
| Japan                    | NUCB Business School   |
| Monaco                   | International University of Monaco                                 |
| Netherlands              | Vrije Universiteit Amsterdam                                       |
| New Zealand              | University of Auckland   |
| Norway                   | BI Norwegian Business School                                       |
| Pakistan                 | Indus Valley School of Art and Architecture                        |
| South Africa             | University of Witwatersrand  |
| Switzerland              | BSL - Business School Lausanne                                     |
|                          | Cesar Ritz Colleges  |
|                          | Les Roches International School of Hotel Management                |
|                          | Glion Institute of Higher Education                                |
|                          | Université de Lausanne   |
|                          | Scuola universitaria professionale della Svizzera Italiana (SUPSI) |
|                          | EHL Hospitality Business School                                    |
| United Kingdom           | University of Derby  |
|                          | Glasgow Caledonian University                                      |
|                          | GCU London - Glasgow Caledonian University London                  |
|                          | The British School of Fashion                                      |
|                          | Istituto Marangoni - The London School of Fashion and Design       |
|                          | Imperial College Business School                                   |
|                          | University of Edinburgh  |
|                          | UCL - University College London                                    |
|                          | London Metropolitan University                                     |
| United States of America | Boston University Questrom School of Business                      |
|                          | Hult International Business School                                 |