

The Mark Challenge Announces Competition Finalists

The 3rd edition of the annual International Business Plan Competition in Monaco will have 7 teams consisting of 12 nationalities, representing 6 different universities to compete on April 6th.

18 March 2016

The International University of Monaco (IUM) is pleased to announce that after careful review and hours of deliberations, the jury has selected the 7 finalists for the Mark Challenge 2016 International Business Plan Competition at the Columbus Hotel in Monte-Carlo.

Set to compete are on April 6th are 7 teams from 6 universities made up of 12 different nationalities. Selected to represent the **International University of Monaco** are 2 teams: *Casa Connoisseur* and *Memory Catchers*; from Italy, *Events Hood* from **Luiss Guido Carli** - Rome; *Million Dreams Inc* from **SDA Bocconi School of Management** – Milan, and representing the **University of Turin**, *Treselit*; from France, *La Magie Group* from **Grenoble École de Management**, *Ralvs* from **INSEEC MSc & MBA**, Paris. The Mark Challenge would like to thank all participating teams for their submissions.

The Mark Challenge is an annual International Business Plan Competition for students aimed at fostering innovative ideas in the technology driven luxury and premium service sector. The victorious team will win the guidance of successful industry consultants and entrepreneurs to develop and launch their business along with the opportunity to present at the 2016 Monaco Symposium on Luxury on April 7th & 8th.

Enquiries:

Annalisa Tarquini

Director of The Mark Challenge
Director of MSc Luxury programs
atarquini@insec.com
#leaveyourmark

