

La Magie Group Winners of the 2016 Mark Challenge

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The Mark Challenge 2016 is thrilled to announce the winning team of the 3rd edition of the Mark Challenge Annual International Business Plan Competition fostering innovation in the technology driven luxury and premium service sector.

After a day of intense competition, the Jury, composed of international entrepreneurs and business professionals, awarded first place to La Magie Group, founded by Jingyan Jiang, Yu Wang and Linxin Fan from Grenoble École de Management, France. In second place is IUM's own Casa Connoisseur, founded by Mieka Ferreira, Maxime Lamothe and Stefanie Thompson. In Third place, also representing IUM is Memory Catchers, founded by Ana Valeria, Alejandro Rivera and Pamela Moreno. Memory Catchers is also awarded the coveted prize of Audience Choice and wins the opportunity to compete in the JCI Monaco Business Plan Competition final. Other special mentions include: Best Charity Plan awarded to Events Hood; Best Financial Plan awarded to Million Dreams Inc; Best Marketing Plan awarded to RALVS and Best Brand Identity awarded to Treselit.

La Magie will be provided the necessary support to develop and launch their business along with the opportunity to present to an audience of industry leaders at the 2016 Monaco Symposium on Luxury on April 7th.

The International University of Monaco (IUM) would like to thank all of the competing teams for their dedication and innovation. IUM is honoured to have the support and contribution of all those involved in the planning and execution of the Mark Challenge. Save the date, April 28th 2017 –the countdown to The Mark Challenge 2017 is now on!

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