

## IUM's The Mark Challenge Announces Participants

75 teams from 16 different countries ready to **leave their mark** in the 2017 International Business Plan Competition organized by the International University of Monaco

February 23rd 2017

The International University of Monaco (IUM) is excited to announce the roster of teams for the initial stage of the 4<sup>th</sup> edition of The Mark Challenge. The Mark is an annual International Business Plan Competition for graduate students which aim is to foster innovative ideas in the technology driven luxury and premium services sector. The competition is an IUM initiative organized by a committee consisting of University Faculty and students as well as local professionals.

The International University of Monaco is pleased to have the involvement of 75 participating teams made up of 234 students representing 33 Business Schools from 16 different countries. The full list of participating Business Schools can be found on the following page.

The winning team of the 4<sup>th</sup> edition will receive a prize of 2000 euro and a package of 10,000 euro for marketing, logo and branding consultancy as necessary support to develop and launch their business, offered by our sponsors: Money Mail Me, Ambra Ventures, Ingenium Media, and DTF Group.

Registration is now closed. The submission date for the final Business Plan is March 27<sup>th</sup> 2017. The selected finalists will then compete in Monaco on April 25<sup>th</sup> 2017.

The International University of Monaco (IUM) is a business school dedicated the education of future leaders and managers. It offers Bachelor, Master, MBA and DBA programs in key sectors representing the Principality of Monaco: finance, luxury management, international management and sport business management. The University welcomes more than 600 students coming from 75 different countries.

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For more information about The Mark Challenge,  
visit the official website:

[www.themarkchallenge.com](http://www.themarkchallenge.com)

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### Business Schools Participating in The Mark:

- Bucharest University of Economic Studies
  - Corvinus University of Budapest
  - Eastern Mediterranean University
  - ESSEC Business School
  - Grenoble Ecole de Management
  - HULT International Business School
  - IAE Aix-Marseille
  - IE Business School
  - Imperial College Business School
  - INSEAD
  - INSEEC
  - IUM
  - London Business School
  - London School of Economics
  - LUISS Business School
  - MIP Politecnico di Milano
  - National Institute of Technology, Tiruchirappalli
  - Nizhny Novgorod State Pedagogical University
  - Pamukkale University
  - Politecnico di Milano
  - SDA Bocconi School of Management
  - Turiba University
  - Università Bocconi
  - Università di Torino
  - Università Federico II Napoli
  - University College London
  - University of Athens
  - University of Cape Coast
  - University of Gujrat
  - University of Munich
  - University of Nottingham
  - University of Pécs
  - University of Westminster
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