

## The Mark Challenge 2017 Announces Competition Finalists

April 12<sup>th</sup> 2017

The Mark Challenge, organized by the International University of Monaco offers to international students with an entrepreneurial spirit the opportunity to pitch a Premium or Luxury business idea in front of a professional panel. “The Mark” competition requires students to create a unique, customized and detail-oriented service or innovate on an existing service, and to include a “charity” or “social impact” dimension in the business model.

**The 4<sup>th</sup> edition of the Mark Challenge International Business Plan competition attracted 75 teams from 32 business schools located in 16 different countries. The final will bring together 7 teams, representing 5 universities, who will pitch their business idea in front of the professional jury.**

The International University of Monaco (IUM) and the Mark Challenge team are proud to announce the selection of finalists to compete in the 4<sup>th</sup> edition of the International Luxury and Premium Service Business Plan competition at the Novotel Hotel in Monaco, on April 25<sup>th</sup>, 2017.

After careful consideration of the business plans received, the jury, presided over by Nelson Piquet Jr. and composed of potential investors, community leaders, and other influential personalities in the fields of premium and luxury services has selected 7 teams from 5 universities.

The finalists are: Team Estia from MIP – Milan, Italy, team Elysian from IUM – Monaco, team CustAmaze from IUM – Monaco, team Tailored Men from IUM – Monaco, team ID Shield from LUISS Business School – Rome, Italy, team Sielu from Munich Business School – Munich, Germany and team Loox from London Business School – London, UK.

The 2017 Edition of the Mark Challenge will take place on 25<sup>th</sup> April at the Novotel, Monaco. The winning Team of the 4<sup>th</sup> Edition will receive a prize consisting of cash, and a consultancy package provided by our Sponsors **MONEY MAIL ME, AMBRA VENTURES,** and **INGENIUM MEDIA.** The best Social Entrepreneur Project will be awarded a prize by one of the Sponsors, **MONACO IMPACT,** and the Mark Challenge 2017 is further sponsored by **DTF GROUP,** and **MONACO SARL.**

The International University of Monaco (IUM) is a business school dedicated to 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  
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[www.themarkchallenge.com](http://www.themarkchallenge.com)