

business@school International Finals 2025

An Idea with Drive: Student Team from Vienna Wins International Finals with Best Business Idea

A motor for stand-up paddleboards—with their business idea Marlin 650, five students from the Theresianum school in Vienna in Austria prevailed against teams from Albania, Germany, Italy, Switzerland, and the UK.

Milan, June 18, 2025. Carl (17), Amalia (16), Leon (17), Angelina (16), and Anfisa (17) from the Theresianum school in Vienna want to make water mobility easier. The student team from Austria has developed a motor for stand-up paddleboards. “For people with physical limitations and for people who want to glide on the water with a stand-up paddleboard without much effort,” explains team member Leon. With this idea, a mature prototype, and a detailed business plan, the team impressed the judges of the International Finals of business@school, the educational initiative of the international management consulting firm Boston Consulting Group (BCG), in Milan.

Presentation for High-Profile Judges at the Close of the Project Year

Understanding business, working in a team, and thinking entrepreneurially—this is what more than 1,000 students at around 70 schools have learned and experienced over the past ten months as part of business@school. Supported by teachers and around 400 dedicated coaches from the business world, they developed their own business ideas and, in the process, not only acquired key skills for the future but also awakened their entrepreneurial spirit.

The best teams at participating international schools presented their business ideas and business plans at the International Finals, held at the German School of Milan, after which they answered the judges’ probing questions. Chairperson of the judges’ panel Marco La Torre, Principal at BCG in Milan, took part in business@school himself as a student and reported to the current class: “I’m both proud and humbled to be here with you again. business@school has shaped not only my understanding of business but also my belief in the power of young ideas to change the world. It’s a full-circle moment for me and a reminder of how this initiative creates lasting impact across generations.”

Panel of Judges

- Alessandra Bergamo, HR Director, Mediamarket Italia
- Stefano Grazioli, Professor, Information Technology & Innovation, University of Virginia
- Marco La Torre, Principal, Boston Consulting Group

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- Lorenza Maggio, Board Member, Chief Strategy and Integration Officer, ITA Airways
- Andrea Menicatti, CEO, Food & Beverage, Prada Group
- Johannes Züll, Chief Executive Officer, Studio Hamburg Group

Strong Competition from Albania, Germany, Italy, Switzerland, and the UK

The diverse business ideas are a testament to the creativity, entrepreneurial thinking, and problem-solving skills of the international student teams.

- Erjol (18), Emilis (16), Lisel (16), and Livia (16) from the Nehemiah Gateway School in Buçimas, Albania, presented their business idea: a seaweed farm in Lake Ohrid producing sustainable packaging, superfoods, and cosmetics.
- Ayaan (17), Marcus (17), Arkadii (17), Asher (16), Kanishk (17), and Max (17) from ACS International School Egham, UK, introduced a customizable, flexible sports bag.
- Alberto (16), Carlotta (17), Beatrice (17), Lorenzo (16), Enrico (17), Michele (17), and Leonardo (16) from the German School of Milan developed an AI-based tutor for individual learning support.
- Jean-Thomas, Yul, Jakob, Sebastian and Anton (all 17) from the Munich International School in Starnberg presented a digital platform for networking football talents, coaches, and scouts.
- Zarak (18), Oscar (18), Hannah (18), Mikaela, (17) and Victoria (17) from the Enge Cantonal School in Zurich presented Frootgo, a natural, frozen fruit snack from the food truck on the lakeshore.

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Social Responsibility

Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. Founded in 1963 by Bruce D. Henderson, BCG now has more than 100 offices in over 50 countries. In addition to their work for clients, BCG consultants also support selected humanitarian organizations on a pro bono basis, such as Save the Children and the World Food Programme of the United Nations. BCG currently works with over 200 partner organizations on 350 social impact projects around the globe. In Germany, the firm is particularly active in the education and support of youths and young adults.

In its initiative **business@school**, BCG has partnered with other companies and teachers for over 25 years to provide secondary school students with the opportunity to learn about business first-hand at their schools. business@school also equips students with key skills for their future careers and sparks their entrepreneurial spirit.

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