

business@school International Final Milan

With Rhythm and Strategy: UK Student Team Wins International Final in Milan

A software platform connecting musicians, venues, and live events – with their business idea “RhythmBase,” Richard (17), Casper (17), Cosmo (17), Calum (17), and Daniel (17) from ACS International School Egham, UK, prevailed against teams from Italy, Albania, Germany, Austria, and Switzerland at the International Final in Milan.

Milan, June 16, 2026. “Today, 73% of independent artists manage their careers across three or more platforms simultaneously. There is no central overview of revenue streams and no standardized booking system. That’s exactly what RhythmBase solves: we are building the operating system for the independent music industry – analytics, gig bookings, revenue tracking, and AI, all in one place. One platform, two user groups, no compromises,” the team explains. With this idea, they impressed the jury of the business@school International Final in Milan, the educational initiative of the international management consulting firm Boston Consulting Group (BCG).

Presenting Before a Distinguished Jury at the End of the Project Year

Understanding business, working as a team, and entrepreneurial thinking – these are the skills that more than 1,000 students from around 70 schools have learned and experienced over the past ten months through business@school, the educational initiative of Boston Consulting Group (BCG). Supported by teachers and around 400 dedicated business coaches, the students developed their own business ideas, gaining valuable future-ready skills while also discovering their entrepreneurial spirit.

“I enjoy supporting business@school because I want to provide young people with the encouragement and inspiration that helped me along my own journey. Seeing students exceed their own expectations and gain confidence in their abilities is especially rewarding for me,” says Sarah Luksic, Principal at Boston Consulting Group.

The top teams from Albania, the UK, Italy, Germany, Austria, and Switzerland presented their business ideas and business plans at the International Final held at the German School of Milan before answering the jury’s critical questions. The jury was highly impressed by both the ideas and the quality of the business plans:

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A BCG INITIATIVE

Anja Kolnsberg
Pressestelle

Ludwigstraße 21
80539 München

Mobil +49 170 334-4327
presse@businessatschool.de



“Your presentation was concise and compelling, supported by strong data and well-prepared answers to every question. What particularly impressed us was that you conducted your research directly with artists and venue operators and developed a clearly differentiated unique selling proposition,” the jury praised.

The Jury Consisted of

- Francesca Marano, Project Management Officer, GRUPPO FLORENCE
- Sarah Luksic, Principal, Boston Consulting Group
- Alessandro Zanotti, Managing Director – EMEA Lead Retail, Accenture Song
- Lorenza Maggio, Board Member, Chief Strategy & Integration Officer, ITA Airways
- Ilaria Tiezzi, Global Sales & Commerce Lead for CGRT Industries, Accenture

Strong Competition from Albania, Italy, Germany, Austria, and Switzerland

Given the many outstanding ideas, the jury faced a difficult decision.

- Era (17), Stefi (17), Altea (17), Markus (16), and Segi (17) from Nehemiah Gateway, Buçimas/Pogradec, Albania, presented OHREED – biodegradable packaging made from locally harvested reeds.
- Sophia (17), Nicola (17), Delia (16), Riccardo (17), Leila (17), and Georg (17) from the German School of Milan presented Nuvyio Systems – an intelligent system for watering and monitoring plants in urban environments.
- Shubham (17), Aryaan (17), Damien (17), Stepan (17), and Dante (16) from Munich International School Starnberg presented Spatch – an app for organizing sports games and sports communities.
- Agneshka (17), Thomas (17), Ridhi (16), Amelie (16), Davide (17), and Karun (16) from the International School of Stuttgart presented That Upcycling App – a marketplace connecting customers with upcycling craftspeople.
- Julian (17), Matteo (18), Maximilien (18), Felix (18), and Fabio (19) from Maygasse Business Academy Vienna presented VetNote AI – an AI-powered documentation software for veterinary practices.
- Anna (18), Tom (18), Tara (18), Tim (18), Mia (18), and Loris (18) from Kantonsschule Enge Zurich presented Parkable – a platform connecting drivers with unused parking spaces.

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Social Responsibility

Boston Consulting Group (BCG) is a global management consulting firm and one of the world's leading advisors on business strategy. Founded in 1963 by Bruce D. Henderson, BCG today has offices in more than 100 cities across over 50 countries.

In addition to its client work, BCG consultants provide pro bono support to selected humanitarian organizations, including Save the Children and the United Nations World Food Programme. Together with more than 200 partner organizations, BCG currently supports over 350 social impact projects worldwide. In Germany, the firm is particularly committed to the education and development of young people.

Through its educational initiative business@school, BCG has been working with schools and corporate partners for more than 25 years to help students understand economic concepts and business principles while providing practical insights into the world of business. business@school also equips students with valuable skills for their future careers and inspires entrepreneurial thinking.

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