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PRESS RELEASE

Nancy, July 2, 2026,

Entrepreneurship

AI assistant for tradespeople, garlic farming in Lorraine, ceramic jewelry: 3 student-entrepreneurs recognized at ICN Business School's 2026 Entrepreneurship Award

On June 2, at its Paris La Défense campus, ICN Business School celebrated the talent of its students at the 2026 Entrepreneurship Award. 12 finalists presented their projects to a jury, which recognized 3 winners in the Innovation, #ATM, and Jury's Choice categories. The event is part of a broader initiative to help ICN's 100+ student-entrepreneurs showcase their projects.

Every year, ICN Business School shines a spotlight on its student-entrepreneurs at this now-essential event in the school's calendar. The 2026 edition brought together 12 finalists, from both the Bachelor's and Grande École programs, in a pitch format before a jury of professionals. Following the presentations, 3 projects were awarded prizes, respectively in the Innovation, #ATM, and Jury's Choice categories.

Each winner received €2,000 in financial support from ICN Business School's endowment fund, intended to help them carry their project forward.



Three projects, three journeys

Innovation Award: Amen TOUATI, a first-year student in the Grande École Program, co-founded *MyCall AI* with Matteo FILIOL DE RAIMOND. His start-up developed *Martine*, a digital secretary designed for construction tradespeople: she answers calls, prepares quotes and invoices, follows up on unpaid bills, and manages social media, 24/7. The service, already used by around a hundred tradespeople, is available from €59 per month.

#ATM Award: Jean-Baptiste CASTET, a first-year Bachelor's student, joined his family's farm, La Ferme du Plaron, in Coincourt, where the Castet family has been farming for four generations. It was during an internship in Tarn-et-Garonne, a garlic-growing region, that he discovered this crop and decided to introduce it in Lorraine. He founded *Lor'Ail*, becoming the region's first garlic producer.

Jury's Choice Award: Sarah GUIMBERT, a first-year Bachelor's student, took over *Louloute*, a ceramic jewelry brand handcrafted in the Vosges and founded by her mother. She trained in ceramic-making, relaunched production, and is now designing new collections, sold at louloute.net.

Entrepreneurship at ICN Business School

At school, everything is designed to help students pursue their studies and their entrepreneurial project at the same time. The entrepreneurship unit supports them throughout the year, including for applications for official student-entrepreneur status.

Throughout their studies, the school gives them dedicated time to work on their project: the entrepreneurial project elective allows them to develop it further while earning academic credits. With authorization, students can also choose an entrepreneurial assignment in place of a traditional internship to save time. They can also take a gap year dedicated to their entrepreneurial project.



‹‹This competition perfectly illustrates ICN Business School's DNA: bringing art, technology, and management into dialogue to give rise to innovative projects. At ICN, entrepreneurship draws its full strength from this encounter between creativity, boldness, and the ability to act. ›› David GEGONNE, entrepreneurship lead and professor in ICN Business School's *Strategy and Entrepreneurship* department.

ABOUT ICN BUSINESS SCHOOL

Founded in 1905, ICN Business School is a private higher education institution recognized by the French State. It awards a bachelor's degree grade for its Bac+3 programs (Bachelor in Management) and a master's degree grade for its Grande École program (Bac+5). Triple-accredited AACSB, AMBA, and EQUIS, and a member of the CDEFM within the Conférence des Grandes Écoles, ICN Business School trains its students and executives to develop innovation through creativity within organizations. The school offers an #ArtTechnologyManagement pedagogy across its 3 campuses.

The ICN community is driven by three core values: openness, commitment, and team spirit. ICN Business School also comprises:

- 3,300 students, including 38% international students;
- 88 permanent faculty members and 8 affiliated faculty;
- 3 campuses: Nancy, Paris La Défense, and Berlin (Germany);
- More than 130 partner universities worldwide;
- 30 student associations;
- 150 corporate partners;
- More than 24,000 graduates.

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