



GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

It's called a challenge for a reason.

**RULE BOOK
2019-2020**

Version of January 20, 2020 (*)

**This version of the Rule Book has been adapted to the number of teams and judges participating in the GGC 2019-2020 in regards to the various schedules.*

INTRODUCTION

The Goodman Gold Challenge (GGC) is a unique mining “investment management” competition for undergraduate students. The vision is to create a real-world business competition, using existing companies in their current situations, requiring decisions based on the analysis of industry trends and a changing environment. Unlike all other business competitions, this one is not paper-based and not using a fictitious company. It is unique in its genre!

TEAM COMPOSITION

Teams are to be comprised of four (4) full-time undergraduate students attending the same university. **We strongly encourage diversity and visible minorities within teams.** Students can be from different faculties and departments, granted they meet academic eligibility. **New for 2019-2020: Only one (1) team per university can participate.**

Teams may have a coach, academic advisor and/or supervisor for guidance and aid in organizing registration, accommodations, and competing. However, said coach, advisor or supervisor will not be permitted to participate at the competition level if they choose to attend the competition. This individual may attend the various events offered by the competition, at their own expense.

ACADEMIC ELIGIBILITY

In order to be eligible to compete in the Goodman Gold Challenge, students must be enrolled in a full-time undergraduate program at a university during the same academic year as the competition.

Students in a masters, PhD or professional program may not participate in the Goodman Gold Challenge. Students who have recently or already graduated from their postsecondary institution are also not eligible to compete in this competition.

Audits for eligibility may be required; where students will need to provide proof, mailed directly from their university’s registrar, to prove they are enrolled in a full-time undergraduate program during the same academic year as the competition.

Students who are doing an internship or taking part in a COOP program at the time of the competition may still participate if said internship or COOP is an integral part of the program of study. Teams should demonstrate that internship or COOP are part of the program by sending us a letter or a web link when registering for the competition.

The COMPETITION

The Goodman Gold Challenge is the only mining investment management competition of its kind, bringing real-world situations to a case competition unlike any other. Students from across the globe will be tasked to live like a CEO, minus the heavy pockets!

The idea is to enact an investment scenario in which each participating university team plays the role of a financial advisor. The firms are competing for a single, wealthy client's business, impersonated by Mr. Jonathan Goodman **and** an investment committee. Thus, teams should consider not only Mr. Goodman's investment risk profile but also those of the investment committee. Mr. Goodman being interested in investing in the mining industry, the teams will have narrowed down their potential choices to three "favourites", the three companies analysts prefer in the mining industry.

The top executives from these three companies will "pitch" their businesses to the teams, and they will need to select the one in which to invest Mr. Goodman's money. The teams will have to prove through thorough analysis that they indeed have a better investment than the other teams, and justify their decision. This will be based on a variety of financial and management analysis tools, such as risk analysis, net present value calculations, etc.

Can a team recommend more than one company? Teams must decide if this is a risk they wish to take. **Judges are expecting to get a recommendation of only one (1) mining company as indicated in the above paragraph.** A team will not be disqualified for recommending more than one company; it all depends how the judging panel interprets your recommendation.

From an academic standpoint, the GGC is to be a financial investment competition at its base. To add a mining management flavour and some complexity to the mix, other elements have been added. The competition is a three-tier process leading to a final investment decision, involving the following elements:

- Environmental analysis: basing themselves on news reports, industry trends, company websites, investment and finance blogs and the likes, teams will have an opportunity to evaluate the mining industry and the chosen mining companies. This analysis is performed prior to the competition.
- Valuation of investment: basing themselves on pitches from mining company CEO's (or top executive), annual reports, other investor reports, technical reports and press releases, the teams will have to evaluate each company from an investment perspective.
- Due diligence and risk analysis: basing themselves on the identified issues of the three mining companies studied, the teams will have an opportunity to meet and discuss with a leading industry analyst; these analysts are the judges of the competition. The goal is to forecast changes in the value of the investments based on an "expert" source.

The CHALLENGE

The Goodman Gold Challenge is divided into four (4) events, dispersed during the competition. In addition, students are informed of the names of the three mining companies a few weeks before the competition to prepare for the challenge. The number of weeks teams will have to prepare will be announced in December 2019; it will vary between 6 and 3 weeks. The challenge process is described below.

Pre-competition: Industry and company analysis

To ease the task of creating a comprehensive and complete environmental scan, it is suggested that the participants begin upon registration. Six to three weeks before the competition, all registered teams will be notified as to the three mining companies that will be used for the competition. This will allow the teams to start understanding the current trends and market forces in the mining industry, and most importantly, to analyze the three companies by reviewing any public information available from various sources, such as the Internet, blogs and personal contacts with investment analysts. The goal is for each team to be fully prepared for the next phases of the competition.

Opening gala: League and time slot selection

During the opening gala, teams will be randomly selected to determine their team number. The team number will determine the team's schedule for the due diligence (event 2) and industry analyst/judge (event 3) schedules. See Event 1 and Event 2 for the tentative schedule.

Teams will be asked to make a key decision during the Opening gala ceremony. As teams are assigned a team number, they will decide which league and time slot they wish to be placed in for the preliminary round of presentations.

If a team is not present at the opening gala, it will be assigned the remaining time slot and the last team number. If two or more teams are not present at the opening gala, the remaining time slots and team numbers will be randomly assigned to those teams. With 7 teams participating, the following is the qualifying round presentation schedule.

Presentation Schedule - Qualifying Round

| <u>Start Time</u> | <u>End Time</u> | <u>League 1</u> | <u>League 2</u> | <u>League 2</u> |
|--------------------------|------------------------|------------------------|------------------------|------------------------|
| 09:00 | 09:45 | A | D | F |
| 09:45 | 10:30 | B | E | G |
| 10:30 | 11:15 | C | | |

Based on team number draw,
team chooses a League and a time slot.
Presentation 20 minutes + 10 Q&A.

Event 1: Company pitch

Three (3) top executives, such as CEO's and CFO's, of the mining companies will have up to 30 minutes to pitch their companies to the teams in a public forum. Executives are expected to briefly present their annual report and reasons as to why investors should invest in their companies.

Teams will NOT be permitted to ask questions to the CEOs while they are presenting their company. They will have an opportunity to meet each CEO during the due diligence phase of the competition (Event 2).

Prior to the presentations, all teams may receive a USB key with a copy of any documents (e.g.: annual report, investors report) that the company wants to share.

Event 2: Due diligence

Once the teams have had the time to quickly analyze each company from an investment standpoint, they will conduct due diligence. They will have the opportunity to individually meet the companies in a round robin "speed meeting" format. They will interview the executives and will be tasked with "digging" for problems or get specific information to help them make a decision. They must uncover problems or determine "hidden" opportunities with each company through their own questions and based on their prior analysis. This will hopefully represent a realistic scenario in which investors need to discover and weigh investment potential with each company.

Teams should prepare clear and concise questions for the executives of each company so as to get as much feedback as possible within 10 minutes. See the example of the schedule for the CEO's speed meeting format.

| Schedule for CEO's speed meeting | | | | | 10:00 Duration (minutes) |
|---|-----------------|---------------------------|----------------------|---------------------------|--------------------------|
| Start Time | End Time | Lundin Gold | Marathon Gold | Maritime Resources | |
| 10:35 | 10:45 | T1 | T2 | T3 | |
| 10:45 | 10:55 | T4 | T5 | T6 | |
| 10:55 | 11:05 | T7 | T1 | T2 | |
| 11:05 | 11:15 | T3 | T4 | T5 | |
| 11:15 | 11:25 | Break - 10 minutes | | | |
| 11:25 | 11:35 | T6 | T7 | T1 | |
| 11:35 | 11:45 | T2 | T3 | T4 | |
| 11:45 | 11:55 | T5 | T6 | T7 | |

Random draw for team number at Opening ceremony.
At the 10:00 minute mark, session starts and timer countdown begins.
At the 00:30 minute mark:
- Meeting team must wrap up with the CEO;
- Incoming teams prepares to go wait at the CEO's door.
At the 00:00 minute mark:
- Meeting team must leave the CEO's room and go to waiting room;
- Incoming team enters the CEO's room.

Event 3: One-On-One with the judges

As in the real world, investment firms have access to industry analysts to make an informed decision. Thus, in this round, teams will have access to all the judges and the Chairman of the Goodman Gold Challenge, Mr. Jonathan Goodman. During this one-on-one session, teams will be able to "pick the brain" of judges to get their opinion or advice. Teams can use this session to gather additional information to better prepare their final investment recommendation. The one-on-one sessions with judges will last 10 minutes per judge. After a few sessions, there will be a 20-minute break to allow teams to regroup to plan and strategize the next round of one-on-one sessions.

See the example of the schedule for the JUDGE's speed meeting format.

| Schedule for JUDGE'S speed meeting | | 00:10:00 Duration (minutes) sessions 00:20:00 Duration (minutes) break | | | | | | | | | |
|---|-----------------|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|--|
| Start Time | End Time | Judge1 | Judge2 | Judge3 | Judge4 | Judge5 | Judge6 | Judge7 | Judge8 | Goodman | |
| 01:30 | 01:40 | Team1 | Team2 | Team3 | Team4 | Team5 | Team6 | Team7 | | | |
| 01:40 | 01:50 | Team3 | Team4 | Team5 | Team6 | Team7 | | | | | |
| 01:50 | 02:00 | Team5 | Team6 | Team7 | | | Team1 | Team2 | Team3 | Team4 | |
| 02:00 | 02:10 | Team7 | | | Team1 | Team2 | Team3 | Team4 | Team5 | Team6 | |
| 02:10 | 02:20 | | Team1 | Team2 | Team3 | Team4 | Team5 | Team6 | Team7 | | |
| 02:20 | 02:30 | BREAK - 20 minutes | | | | | | | | | |
| 02:30 | 02:40 | Team2 | Team3 | Team4 | Team5 | Team6 | Team7 | | | Team1 | |
| 02:40 | 02:50 | Team4 | Team5 | Team6 | Team7 | | | Team1 | Team2 | Team3 | |
| 02:50 | 03:00 | Team6 | Team7 | | | Team1 | Team2 | Team3 | Team4 | Team5 | |
| 03:00 | 03:10 | | | Team1 | Team2 | Team3 | Team4 | Team5 | Team6 | Team7 | |

Random draw for team number at Opening ceremony.
 At the 10:00 minute mark, session starts and timer countdown begins.
 At the 00:30 minute mark:
 - Meeting team must wrap up with the JUDGE;
 - Incoming teams prepares to go wait at the JUDGE's door.
 At the 00:00 minute mark:
 - Meeting team must leave the JUDGE's room and go to next room;
 - Incoming team enters the JUDGE's room.

Submission of presentation:

Teams must hand-in a USB with their final PowerPoint presentation between 7:30am and 8:00am on the day of the presentations. Any late submissions will not be accepted and the team will not be moving on to the initial round of presentations. The presentation must be in PowerPoint and saved with the file-name (team number) assigned to them prior to submitting.

Assignment of judges to leagues:

At breakfast of the presentation day, a random draw will be made publicly to assign judges to leagues. Efforts will be made to adhere to the following conditions:

1. **New for 2019-2020** - For each league, attempts will be made to have at least one mining CEO and one investment or banking specialist.
2. In the event that the number of judges does not divide equally for each league, by random draw, one or two leagues will have an extra judge.

Event 4: Qualifying round - Investing pitch

In the initial round of the competition, each team will be allowed 20 minutes for the formal oral presentation or pitch to a panel of judges, hereafter named an investment committee, to which company they recommend an investment. Teams will tell the committee which company they must invest in and why. Teams should provide a justification based on risk analysis, NPV or any other quantitative and qualitative tools. Teams must "sell" their investment idea to the committee. Each member of the team must participate in the presentation. The qualifying round is closed-door.

Following their pitch, the committee will have up to 10 minutes to question the team. Again, we stress the importance that the evaluation will be based on the team's abilities to sell their idea, demonstrate research quality and originality in their thought processes. See the section "Evaluation sheet" for details of the evaluation criteria.

New for 2019-2020: Teams will receive comments and feedback from the judges immediately after the Q&A session. The schedule for the qualifying round of a team presentation is as follows:

- 00:00 to 02:00 – Setup and greet the judges (2 minutes)
- 02:00 to 22:00 – Presentation (20 minutes)
- 22:00 to 32:00 – Question period (10 minutes)
- 32:00 to 35:00 – Judges individually score the team – Team leaves the room (3 minutes)
- 35:00 to 45:00 – Judges provide feedback and comments to the team (up to 10 minutes)

Event 5 – Final round - Investing pitch

New for 2019-2020: Prior to the final round, the winning team of each league will have the opportunity to receive additional feedback from the judges of their league. This feedback session will last 15 minutes.

This final round of presentations is open to the public. Teams will redo their 20-minute presentation followed by a 15-minute question and answer session. The Q&A is extended by 5 minutes because of the larger pool of judges on the panel. Winners will be announced at the Awards gala. Next is an example of the tentative schedule of the final round of presentations.

Presentation Schedule - Final Round

| <u>Start Time</u> | <u>End Time</u> | |
|--------------------------|------------------------|---|
| 01:30 | 02:05 | X |
| 02:10 | 02:45 | Y |
| 02:50 | 03:25 | Z |

STUDENTS ROLE

Role-playing by students

The students must consider themselves as long-term investors looking for capital appreciation. Thus, teams should have a focus on investing rather than speculating; considering a long-term investment horizon with a view to making a large capital gain. That way, it does not matter whether they are representing a pension plan or high net worth individual or just someone looking to make money in the market.

Use of props

Teams are allowed to use props such as objects and boards. All props must be handled only by the presenting team and remain with them. The props cannot be given to or be handled by judges or anyone in the presentation room.

JUDGES ROLE

Role-playing by judges

The judges play the role of an investment committee; they will use their real names and professional position when introducing themselves: "My name is _____, I'm responsible for ____(position/role)____ at ____ (company name)____." Thus, each member of the judging panel is playing "their real-world" role; they are not assigned a specific area of focus nor assigned an arbitrary imaginary responsibility within the investment committee. Doing so will ensure that the judges consider all aspects of the investment analysis and recommendation, and gives students clarity regarding the expertise and motivations of each judge.

Doing so should allow consistency in the judging process for the entire round, so teams can be assured of getting similar treatment to their opponent. As in the real world, judges will be free to ask questions that span more than one aspect of the presentation.

Fairness in judging

We understand every judge carries inherent biases based on their experience, expertise and background; however, a judge should be able to remove the competitor evaluation from any bias such as that towards personal background or race. As we have international schools attending, competitors may have noticeable accents that should not affect the evaluation of their content and style.

Favouritism

Competitors are not required to remove their nametags before they enter the presentation room. Furthermore, teams are allowed to display their university name on the first page or any subsequent slides of their presentation. Thus, participating schools and students are made public to the judge's eyes. This said, we ask that judges keep their personal feelings and opinions of students and schools to themselves and that it not let it affect their scoring of the competitors.

Firm adherence to time

A monitor (also known as a "timekeeper") will supervise each presentation. The monitor will begin by asking members of the audience to switch off all mobile phones. The monitor will then ask the team to enter the presentation room when it is available for the presentation. The team will have two (2) minutes to setup and get ready to present. When ready, the monitor will introduce the presenting team by stating the name of the institution, and let the judges introduce themselves by name and organization and, finally, motion the presentation to begin. One of the following techniques will be used to inform the team of time remaining for their presentation.

- Technique 1 (most likely): A laptop displaying a timer will be placed behind the judges and facing the team. The time will commence at 20 minutes and automatically go down to zero. Team members will be able to glance at the laptop screen and manage the flow and speed of their presentation.
- Technique 2 (unlikely): Using letter-size cards, the monitor will indicate to the presenting team when there are ten (10) minutes, five (5) minutes, three (3) minutes, and one (1) minute remaining in the presentation time. It is imperative that the monitor sits where all team members can see the time cards.

When the 20 minutes are up, the monitor will end the presentation whether or not the team has finished. Following the completion of the formal presentation, the monitor will state the amount of time available for questions for the panel of judges. Generally this will be 10 minutes for the preliminary round and 15

minutes for the final round; but if delays have been experienced, the Q&A time may be reduced. Teams may show new slides during the Q&A session provided they are relevant to questions asked. The team may not, however, continue the presentation. One of the timekeeping techniques will be used: a laptop with a time displayed towards the judges or time cards. In the case of time cards, a five (5) minute, a three (3) and a one (1) minute warning will be given during the question & answer period. It is imperative that the monitor be visible to the judges during the Q&A period.

We ask our judges to please be wary of the Q&A time limit and to please make their questions succinct and to the point in order to allow the competitors to answer them. We also ask our judges to please respect our schedule in order to keep the entire competition on track.

Feedback

During the qualifying round only, there is an opportunity for judges to provide feedback to the teams; we encourage the judges to provide as much critical and constructive feedback as possible to competing teams. The evaluation sheets of the preliminary round may be made available to the teams at the closing gala or upon a formal request to the GGC organizing committee; evaluation sheets will not be available for the final round.

Attendance to our events

We highly encourage all judges to attend the various events of the competition: opening gala, social evening, etc. We ask that you remain neutral when meeting and interacting with the competitors and other judges to ensure fairness to all teams. Coaching of the teams is only possible during the speed-meeting event (Event 3).

Determining the finalists (Preliminary round)

During the preliminary round of the competition, we kindly ask our judges to complete the evaluation sheets independently from each other and to not interfere or “push their opinion” onto the other judges in the room. Judges will have a few minutes to decide the score and outcome of the presenting teams. Judges are not asked to deliberate in determining the winner of the preliminary round.

There will be three (3) finalists for the final round. The finalists will be those having the highest score in each league. In the event there are only 2 leagues, the finalists will consist of those having the highest score in each league and the third finalist will be the team with the next highest average score from both leagues.

Determining the winner (Final round)

Judges should work to come to a consensus when evaluating teams, as opposed to each judge stating an individual score and then averaging these scores. For discussion purposes, the scores indicated on the evaluation sheets will be tallied and presented to all judges in the deliberation room.

Evaluation sheet

The judging sheet that will be used both for the qualifying round and the final round of the competition is available in the appendix.

Scoring

After the teams have presented, each judge will determine a winner on an eleven-point scale, i.e. the total of the points for all teams in the league must equal eleven (11). Ties are not permitted and the lowest possible score is 0. Judges are allowed to use 0.5 fractions in their scoring (i.e., 4.0, 3.5, 2.0, 1.5 and 0.0), provided this does not result in a tie.

AWARDS GALA

The winning team will be announced during the Awards Gala. The winning team will receive a letter of congratulations, with details regarding how to get their prize. All teams will have the opportunity to view their ranking in the preliminary round of the competition, which will be provided to them at the gala (after the announcement of the winning team).

ACADEMIC HONESTY

The Goodman Gold Challenge and Laurentian University want to ensure that everyone plays a fair game. Teams will be asked to agree to an academic honesty policy upon their arrival at the competition. Any dishonest behaviour during the competition will have consequences and can result to a team's disqualification.

However, the Goodman Gold Challenge is different than other case competitions. This competition aims to be realistic. As the students are informed of the three (3) companies weeks before the competition, access to resources is unlimited. Students are free to use resources on the Internet, libraries, as well to ask their peers, professors, and industry professionals for insight prior to the competition. Once teams arrive in Sudbury for the 3-day competition, we ask that coaches, academic advisors and/or supervisors do not intervene or provide any assistance to the teams.

PARTICIPATION & PROFESSIONAL CONDUCT

Students are expected to participate in all of the competition's events, making it a wholesome and worthwhile experience for all participants.

Participating students are expected to conduct themselves in a professional and appropriate manner during the entirety of the event. The competition will welcome a multitude of guests, from special guests and keynote speakers, to community and academia members, to industry professionals and corporate sponsors.

Students are also expected to dress appropriately during all events of the competition. Business casual is appropriate for most of the competition; however, formal attire is expected for both the Opening (welcome) Gala and the Awards (closing) Gala. Winter clothing is also necessary, including boots and a winter jacket. Coat-check services will be available during the competition.

The Goodman Gold Challenge is an excellent opportunity for students to network with other students and industry professionals, all while experiencing a unique mining management competition. We encourage all students to participate wholeheartedly in the competition and make the Goodman Gold Challenge one to be remembered!

PROCEDURE IN THE EVENT OF RULE VIOLATION

The organizers retain the right to disqualify any team from the competition if the rules are not observed or if a team does not maintain a proper standard of conduct in the professional and collegial spirit of the competition.

Any concerns or disputes regarding the implementation of these rules and/or any improper or disloyal behaviour must be brought to the immediate attention of the organizers. Please note that the decision of the Academic Integrity Officer is final and not subject to review.

ITEMS TO BRING

Students are asked to bring the following items for the Goodman Gold Challenge:

- Credit card, one per room (to cover any incidentals or damages in hotel room);
- Winter clothing, including a coat and boots;
- Formal attire, for Opening Gala and Awards Gala;
- Business casual clothing for various events during the competition.

Students are free to bring laptops, textbooks, or any other tools and resources for the competition.

We also encourage students to bring resumes and business cards, if they wish to network with the many industry professionals and guests at the Goodman Gold Challenge.

Ramsey Lake becomes a large skating rink during the month of January and February at the foot of Science North. Students who wish to skate on the lake should bring skates and proper clothing.

CONCLUSION

The Goodman Gold Challenge is to be an event like no other. The competition hopes to build awareness around financial investment and demonstrate how investing is imperative to one's financial growth and success, regardless of one's studies or career choices. The competition aims to create a fair learning environment, with integrity and professionalism. We hope all students can embrace this mission and make the Goodman Gold Challenge one to be remembered!

JUDGING SHEET



GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

Judging Sheet - February 2020 - Preliminary Round

Team #: _____

| EVALUATION CRITERIA | COMMENTS AND RATINGS | |
|--|--|--|
| | Range: N = Needs Improvement A = Average E = Excellent | |
| Quality of Research <ul style="list-style-type: none"> ▪ Does the team have correct quantitative analysis (are the numbers right?) ▪ Is the analysis sound? ▪ Is the logic flow appropriate? | Rating:___ | |
| Presentation <ul style="list-style-type: none"> ▪ Did the team "sell" the investment idea? ▪ Is the presentation style outstanding? ▪ Is the content flawless? | Rating:___ | |
| Originality of Thought <ul style="list-style-type: none"> ▪ Did the team bring something new to the table? | Rating:___ | |
| Handling of Questions <ul style="list-style-type: none"> ▪ Ability to defend position, convincing ▪ Consistency with presentation ▪ Ability to answer questions ▪ Smoothness and balance of group | Rating:___ | |
| GENERAL COMMENTS | | |
| STRENGTHS | | |
| AREAS FOR IMPROVEMENT | | |
| KEY REASON FOR DECISION | Score: ___ / 11 | |

* If changes are made to the rulebook prior to the commencement of the competition, registered teams will be notified by email of the changes. The most recent version of the rulebook will always be available on the website.