



GOODMAN GOLD CHALLENGE

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DÉFI D'OR GOODMAN  
INVITATION PACKAGE

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**January 29 -31, 2025**  
Goodman School of Mines  
Laurentian University Sudbury,  
Ontario Canada

Dear Colleague,

It is with great excitement that we invite you to the seventh annual Goodman Gold Challenge, an investment management competition centered on the mining industry.

Hosted by Laurentian University's Goodman School of Mines and the Faculty of Management, the Goodman Gold Challenge is a competition unlike any other. Students will evaluate the investment potential of three mining companies currently trading on the TSX or TSX-V and recommend to their top tier clients a single company for their portfolio.

The GGC will provide students with a real-life experience, putting their academic credentials to a vital test. Students will have a once-in-a-lifetime opportunity to interview three mining company CEOs about the current and projected financial strength of their company and why it belongs on their Tier 1 client list. Students will meet with REAL industry analysts to go over their work and who will provide advice, mimicking a financial firm obtaining advice from an exterior consultant. The competition offers multiple opportunities for students to network with CEOs, CFOs, industry professionals, business executives and students from other universities.

Their performance could win their team shares worth the equivalent of four (4) ounce of gold.

Please visit our website [www.goodmangoldchallenge.com](http://www.goodmangoldchallenge.com) for more information regarding the GGC and registration!

On behalf of Laurentian University, the Goodman School of Mines, and the Faculty of Management, we hope to see you at the seventh Goodman Gold Challenge.

Sincerely,

Dr. Nadia C.S. Mykytczuk, Ph.D.

Dr. Nadia C.S. Mykytczuk, Ph.D.  
Executive Director / Directeur Général  
Goodman School of Mines / École des mines Goodman  
Laurentian University / Université Laurentienne Sudbury,  
Ontario



**Laurentian University**  
**Université Laurentienne**  
**GOODMAN** SCHOOL OF MINES  
ÉCOLE DES MINES



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## THE COMPETITION

The Goodman Gold Challenge (GGC) is a unique investment management competition for undergraduate students. Using 3 existing mining companies in their current situations, the GGC is unlike all other business competitions; **not** paper-based and **not** using fictitious companies.

## THE DETAILS

**WHO** Team of 4 undergraduate students

**WHERE** Laurentian University's Goodman School of Mines, Sudbury, Ontario, Canada

**WHEN** Wednesday, January 29 to Friday, January 31, 2025

**HOW** \$1000 Registration Fee per team

**WHAT** The Goodman Gold Challenge, of course!

## OVERVIEW OF EVENTS

**TUESDAY, JANUARY 28TH, 2025**

Team arrivals

**WEDNESDAY, JANUARY 29TH, 2025**

Local excursion (TBD)  
Opening Gala  
Wednesday evening social

**THURSDAY, JANUARY 30TH, 2025**

CEO pitches  
One-on-one session with CEOs  
One-on-one session with industry analysts/judges  
Finalize presentations

**FRIDAY, JANUARY 31ST, 2025**

Qualifying round of presentations  
Final round of presentations  
Awards gala  
Evening social

**SATURDAY, FEBRUARY 1ST, 2025**

Teams return home



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## THE CHALLENGE

It's called a challenge for a reason.

The GGC enacts an investment scenario in which each participating university team plays a finance firm. The firms are competing for a single, wealthy client's business, impersonated by Mr. Jonathan Goodman and an 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 capital or a portion of a pension fund.

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.



Everyone should know about investment and should invest, whether you're studying business, theatre, or medicine.

- JONATHAN GOODMAN, GGC FOUNDER

**The Goodman Gold Challenge is the first competition of its kind, stepping away from the paper-based case study and offering students a hands-on experience taken straight from the investment industry.**



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## AWARDS/ CLOSING GALA



The Awards Gala and Closing Ceremony will take place at Sudbury's iconic Science North, in the Vale Cavern.

This breathtaking venue looks over beautiful Ramsey Lake, and incorporates Sudbury's geology and mining history.





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## REGISTRATION

Teams are four (4) full-time undergraduate students attending the same university. Being a primarily financed-based competition, business and financial knowledge will be an asset; however, students from all programs and fields of study are welcomed.

The registration fee is \$250 per student (\$1000 CDN per team). The registration fees include accommodations for four nights, shuttle service to and from the Sudbury airport to the hotel, transportation between venues during the competition, breakfast, lunch, dinner and snacks, both galas, and some local excursions. **Students are responsible for travel to and from Sudbury.**

Registration fees must be paid in full by November 15, 2024.

For more information regarding the competition and registration, please contact Claudia Ghiandoni, the event coordinator at [goodmangoldchallenge@laurentian.ca](mailto:goodmangoldchallenge@laurentian.ca)





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## HOTEL ACCOMMODATIONS

Hilton Garden Inn Sudbury is proud to be the Goodman Gold Challenge's official accommodations partner. The hotel will also be the host for the competition's Opening Ceremony.

Relax and enjoy the great hospitality of Sudbury's brand new full service hotel, the Hilton Garden Inn featuring our Garden Grille restaurant, lounge and bar, indoor salt water pool, fitness and business centre and 120 beautiful contemporary guest rooms.

## COACHES/ SUPERVISORS

Teams who wish to be accompanied by an academic supervisor or coach may do so. Coaches and supervisors are offered a discounted price for attending at the Goodman Gold Challenge, as follows:

Faculty/ Coach Plan: \$1000 CDN

This includes accommodations for four nights, shuttle to and from the Sudbury airport and the hotel (with students), transportation between venues during the competition, breakfast, lunch and snacks, both galas, and some local excursions. Dinner for Friday evening is **not** included and is the sole responsibility of the coach.





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## SUDBURY, ONTARIO, CANADA

With three postsecondary institutions, leading medical facilities, and a rich mining history, Sudbury, Ontario is known as the capital of Northern Ontario. With that comes the Northern weather.

Visiting Sudbury in February, students can expect several feet of snow, with temperatures potentially dipping in the -30s and -40s Celsius. Students are asked to bring warm clothing for winter weather, including boots (walking to and from certain venues) and a winter jacket. There will be coat-check services available during the competition's events.

It is worth noting that flights to and from Sudbury could be delayed or cancelled due to winter weather.



*To learn more about the Goodman Gold Challenge, please do not hesitate to contact the event coordinator.*

### **Claudia Ghiandoni**

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Université **Laurentienne**

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