



GOODMAN GOLD CHALLENGE

**DÉFI D'OR GOODMAN
INVITATION PACKAGE**

January 28-30, 2026
Goodman School of Mines
Laurentian University
Sudbury, Ontario, Canada

Dear Colleague,

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

Hosted by Laurentian University's Goodman School of Mines, 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 gain their 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 the cash equivalent of four (4) ounce of gold.

On behalf of Laurentian University and the Goodman School of Mines, we hope to see you at the eighth 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



LaurentianUniversity
Université**Laurentienne**

GOODMAN School of Mines
École des mines



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** Teams of 4 undergraduate students
- WHERE** Laurentian University, Sudbury, Ontario, Canada
- WHEN** Wednesday, January 28 to Friday, January 30, 2026
- HOW** \$1100 CAD +HST Registration Fee per team
- WHAT** The Goodman Gold Challenge, of course!

OVERVIEW OF EVENTS

TUESDAY, JANUARY 27TH, 2026

Teams arrive in Sudbury

WEDNESDAY, JANUARY 28TH, 2026

Local excursion (TBD)
Opening Gala
Evening social

THURSDAY, JANUARY 29TH, 2026

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

FRIDAY, JANUARY 30TH, 2026

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

SATURDAY, JANUARY 31ST, 2026

Teams return home

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.

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.

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. Likewise, engineering and other mining-related fields of study are relevant. However, students from all programs and fields of study are welcome.

The registration fee is \$1100 CAD +HST per team. The registration fees include accommodations for three nights (January 28-30), 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 a local mining-related excursion. **Teams are responsible for travel to and from Sudbury.**

Registration fees must be paid in full by November 28, 2025.

For more information regarding the competition and registration, please contact Macy Grace Rodriguez, the event coordinator at goodmangoldchallenge@laurentian.ca



AWARDS GALA



The Awards Gala 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.



HOTEL ACCOMMODATIONS

Hilton Garden Inn Sudbury is proud to be the Goodman Gold Challenge's official accommodations partner.

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.

Transportation between the hotel and all competition venues is included.

COACHES/ SUPERVISORS

Teams who wish to be accompanied by an academic supervisor or coach may do so.

Faculty/ Coach Fee: \$1100 CAD +HST

This includes accommodations for three 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 Thursday evening is **not** included and is the sole responsibility of the coach.



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 contact the event coordinator.

Macy Grace Rodriguez

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Laurentian University
Université **Laurentienne**

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