



GOODMAN GOLD CHALLENGE

**DÉFI D'OR GOODMAN
INVITATION PACKAGE**

February 3-5, 2027
Goodman School of Mines
Laurentian University
Sudbury, Ontario, Canada

Dear Colleague,

It is with great excitement that we invite you to the ninth 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 a total of \$20,000 cash and one ounce of gold.

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



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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** Teams of 4 undergraduate students
- WHERE** Laurentian University, Sudbury, Ontario, Canada
- WHEN** Wednesday, February 3 to Friday, February 5, 2027
- HOW** \$1100 CAD +HST Registration Fee per team
- WHAT** The Goodman Gold Challenge, of course!

OVERVIEW OF EVENTS

| | |
|------------------------------------|---|
| TUESDAY, FEBRUARY 2, 2027 | Teams arrive in Sudbury |
| WEDNESDAY, FEBRUARY 3, 2027 | Local excursion (TBD) Opening Gala Evening social |
| THURSDAY, FEBRUARY 4, 2027 | CEO pitches One-on-one session with CEOs One-on-one session with industry analysts/judges Finalize presentations |
| FRIDAY, FEBRUARY 5, 2027 | Qualifying round of presentations Final round of presentations Awards Gala Evening social |
| SATURDAY, FEBRUARY 6, 2027 | 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.



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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. 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 fee covers accommodations for up to four nights (February 2-5), shuttle service to and from the Sudbury airport, 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 23, 2026.

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





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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.





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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.

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.





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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 contact the event coordinator.

Macy Grace Rodriguez

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Université **Laurentienne**

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ÉCOLE DES MINES