

THE good&well x KOTN IMPACT CHALLENGE

Are you an undergraduate student interested in solving business problems or leveraging the private business model to drive social and environmental change? We invite you to apply to our 2023 fall case competition as a team or an individual.

WHEN | Saturday, November 4, 2023, 1:00-3:00pm ET (virtual) – Challenge Kick Off
| Saturday, November 11, 2023, 9:00am-3:00pm ET (in person) – Competition Day
WHERE | Kotn Office, Downtown Toronto

CASE TOPIC

Kotn is an impact-driven clothing and home goods company that aims to create shared, sustainable growth for the communities it is a part of. To date, Kotn has supported Egyptian cotton farming communities through fair pricing and practices, as well as by funding the building and operations of 18 primary schools in these communities. As the company scales and considers the nature of its connections to its communities, consider the following:

Should Kotn consider a community ownership model as it scales? If yes, define a strategy and plan for Kotn's community ownership model over the next 5 years. If not, define a strategy and plan for Kotn's impact work over the next 5 years and explain why it will be more impactful than a community ownership model.

ABOUT THE EVENT

The Impact Challenge will kick off with a virtual case introduction and Q&A with Kotn Co-Founder and CEO Rami Helali. Over the following week, participants will work in teams to develop thoughtful solutions to the case with guidance from mentors with case-related expertise. The challenge will culminate in a final in-person presentation to judges on Saturday, November 11 in Toronto, in which two teams will be selected to pitch for the top prize. The final competition day will also feature a networking lunch and panel discussion with judges, providing participants the opportunity to connect with social impact leaders and like-minded peers.

\$3,000 IN PRIZES

The winning team will be awarded a **\$2,000 cash prize, \$500 in Kotn apparel, and the chance to have their solution implemented at Kotn.** The runner-up team will be awarded \$500 in Kotn apparel.

HOW TO APPLY

Apply by Wednesday, October 18 at 11:59 ET as an [existing team](#) of 4-5 people OR as an [individual](#) at the embedded links. Applicants are encouraged to apply early as applications will be reviewed and accepted on a rolling basis. All applicants will be notified of their application status by Friday, October 20, and successful individual applicants will be matched with their groups on the same day.

We are seeking undergraduate-level students with a diverse set of perspectives and approaches to assessing problems who will benefit through their participation and present Kotn with clear and thoughtful ideas. While not required, teams are strongly encouraged to represent at least two different academic disciplines and interdisciplinary teams will receive bonus points from judges.

ELIGIBILITY

Eligible applicants must be:

- Currently enrolled at the undergraduate level
- Able to attend both competition events in full – Saturday, November 4 from 1:00-3:00pm virtually and Saturday, November 11 from 9:00am-3:00pm in person

ABOUT GOOD & WELL

Good & Well is a boutique impact investment firm based in Toronto, Canada that invests in and supports inspiring entrepreneurs driving social change. Our objective is to help catalyse a vibrant, more equitable and sustainable market by harnessing the power of entrepreneurship.

Inspiring entrepreneurs. Driving social change.

ABOUT KOTN

A world of timeless designs that honour the people who make them and the places they're made.

Kotn started with a simple—and in retrospect, naive—goal to create the perfect t-shirt. A shirt that didn't compromise on quality, price, or the integrity of the people who made it. Today, we're a certified B Corporation voted Best for the World™, with the fourth-highest B Impact Score of apparel brands in North America. With each order, we invest in the creation of jobs, infrastructure, systems, and education to alleviate poverty and create shared, sustainable growth for the communities we are part of.

QUESTIONS

Please direct your questions to info@goodandwell.ca with the subject line "2023 Impact Challenge".