

THE good&well x **KOTN** IMPACT CHALLENGE

Are you an undergraduate or graduate student interested in solving business problems, addressing social and environmental issues, or learning more about business as a force for change? We invite you to apply to our fall case competition as a team or an individual.

WHEN | Saturday, October 26, 2024, 12:00-3:30pm ET (virtual) – Challenge Kick Off
| Saturday, November 2, 2024, 8:30am-5:00pm ET (in person) – Competition Day

WHERE | Downtown Toronto

CASE TOPIC

Kotn primarily produces its garments in Egypt, supporting local cotton farming communities through ethical sourcing and sustainable practices. However, there are some styles that cannot be made in Egypt and are manufactured in Portugal instead. The Portuguese facilities have strong ethical and sustainability standards that align with Kotn's values; however, production costs are higher and opportunities to scale are more limited than in other manufacturing hubs like East Asia.

East Asia is known for its ability to produce at scale and at a lower cost, but there may be potential trade-offs, whether perceived or actual, in terms of sustainability, labor practices, and customer perceptions.

As Kotn grows and seeks to optimize its profit margins, the following questions arise: should the company consider moving these styles from Portugal to East Asia to benefit from lower costs and larger production capacities? If yes, how can Kotn ensure it maintains the same levels of sustainability and ethical labor practices? How can Kotn expand on its impact work in these regions?

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. The kick-off day will include a workshop on how to approach a business problem. 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 2 in Toronto. Following these pitches, 2-3 teams will be selected as finalists and will pitch for the top prize. Finalists will be presented with new case information on competition day to refine their pitch. 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(s) will be awarded \$500 in Kotn apparel. All finalists will be invited to an intimate post-competition networking social with the final judges and other social impact leaders.

HOW TO APPLY

Apply by Tuesday, October 15 at 11:59 PM EST 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 Thursday, October 17, and successful individual applicants will be matched with their groups on the same day.

We are seeking 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, existing teams are strongly encouraged to represent at least two different academic disciplines.

ELIGIBILITY

Eligible applicants must be:

- Currently enrolled at a university or college
- Able to attend both competition events in full – Saturday, October 26 from 12:00-3:30pm virtually and Saturday, November 2 from 8:30am-5:00pm 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. As a part of this vision, Good & Well is investing in the next generation of thoughtful, values-driven leaders. By engaging in the work of businesses that do good and well, students experience firsthand how values like fairness, compassion, resourcefulness, collaboration, and accountability can function as critical business values. Our aim is to inspire young leaders to bring their humanity to work throughout their careers — whether in the impact sector or beyond.

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 students@goodandwell.ca with the subject line "2024 Impact Challenge". If travelling to Toronto for the in-person competition day poses a financial barrier for you, please contact us using the email address above prior to the application deadline.