



# BOURSTAD Challenge

Launch of the registration campaign for  
the 35<sup>th</sup> edition

January 12, 2022

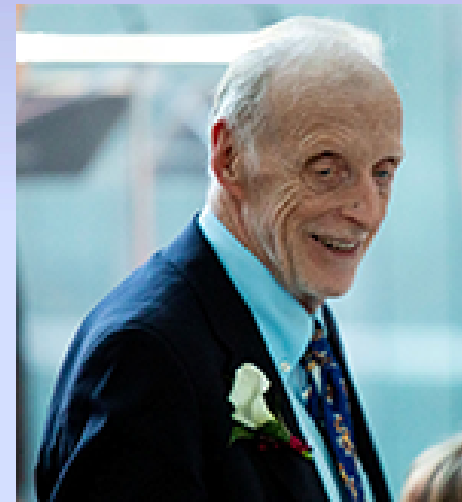
ZOOM



# 2022 BOURSTAD Challenge

## Tribute to Mr. Claude Montmarquette

- One of the founders of CIRANO and one of its main contributors for more than 25 years
- Professor and researcher emeritus of the Université de Montréal
- **A strong proponent of financial literacy**
  - Developer of FinÉcoLab games
  - Collaborated on the Bourstad project for over 10 years; was very involved in bringing Bourstad to CIRANO.





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# Program

- Opening Remarks
  - Ms. Nathalie de Marcellis-Warin, CEO of CIRANO
  - Mr. Éric Jacob, Honorary President
  - Me Fanie Dubuc, President of the jury
- Speeches by partner representatives and past winners
- Official launch of the registration campaign by Ms. Louise Roy, Chairman of the Board, CIRANO
- Main aspects of Bourstad 2022

# Direction

## Honorary President

- **Mr. Éric Jacob**

Superintendent of Client Services and Distribution  
Oversight, Autorité des marchés financiers

- President of the jury

- **Ms. Fanie Dubuc**

Senior Enforcement Counsel, Investment Industry  
Regulatory Organization of Canada (IIROC)



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# Content of the presentation

- Partners of BOURSTAD 2022
- Main aspects of the simulation
- New features of the 2022 edition



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# Bourstad/CIRANO Sponsors

- Main Sponsor
  - Autorité des marchés financiers





# Bourstad/CIRANO Sponsors

- Gold Partners



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PRÊTS À AGIR



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# Bourstad/CIRANO Sponsors

- Silver Partners



**quotemedia**







# Main aspects of the Bourstad Challenge

- Operation of the Challenge
- 3 competition components
- 3 groups of participants
- 2 portfolios
- Significant dates
- More than \$35,000 awarded in scholarships



# Operation of the Challenge

- Participants begin the simulation with \$200,000 CAD on February 14, 2022, at 9:30 a.m.
- They may engage in trading and portfolio management activities until April 14, 2022, at 4:00 p.m.
- Award ceremony in May 2022



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## 3 components

- Financial performance
  - Financial return realized during the simulation
- Portfolio management
  - 14 automated management evaluation measures; jury evaluation
- Responsible investing
  - Qualification questionnaire and application form; jury evaluation



## 3 groups of participants

- **High school students**
  - 1764 participants in 2021
- **College students**
  - 838 participants in 2021
- **General public and university students**
  - 442 participants in 2021



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## 2 types of portfolio

- **"Bourstad" portfolio - 595 Securities**
  - 260 shares of Canadian companies
  - 128 shares of U.S. companies
  - 86 shares of companies from outside North America
  - 101 exchange-traded funds
  - 36 actively managed funds
  - 6 currencies



## 2 types of portfolio

- **"Bourstad Plus" portfolio**
  - 100 additional securities
    - 72 options traded on the Montreal Exchange.
    - 28 leveraged index mutual funds traded in the U.S.



## Significant dates

- **February 14, 2022** - Start of the simulation
- **February 27, 2022** - Deadline to define investor, describe initial management strategy and learning objectives
- **March 27, 2022** - Deadline to adjust strategy
- **March 14 to March 27, 2022** - Responsible Investment Qualification Test
- **April 14, 2022** - End of the simulation
- **May 2022** - Awards Ceremony

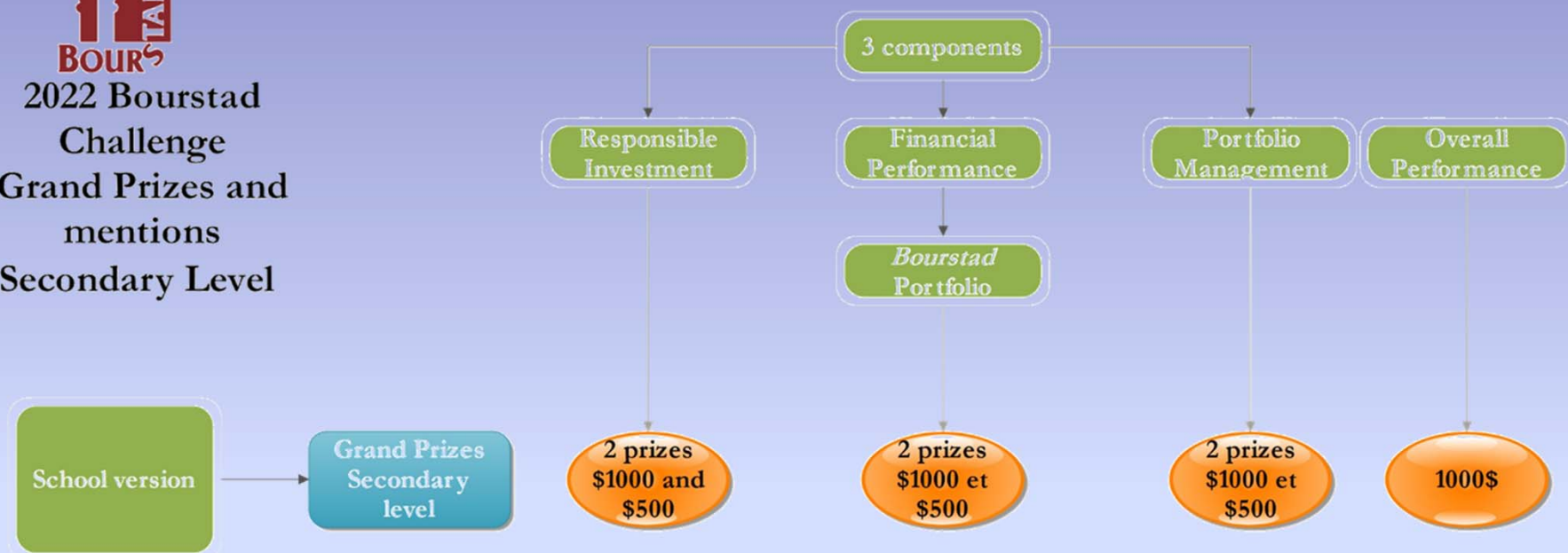


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## 2022 Bourstad Challenge Grand Prizes and mentions Secondary Level



### 2 special Grand Prizes for female contestants

Best portfolio management by a female secondary student (\$500)  
Best overall performance by a female secondary student (\$1000)

### Mentions of excellence in every schools with 20 participants or more

Best portfolio management (\$100)  
Best financial performance (\$100)



Awards Ceremony

May 2022



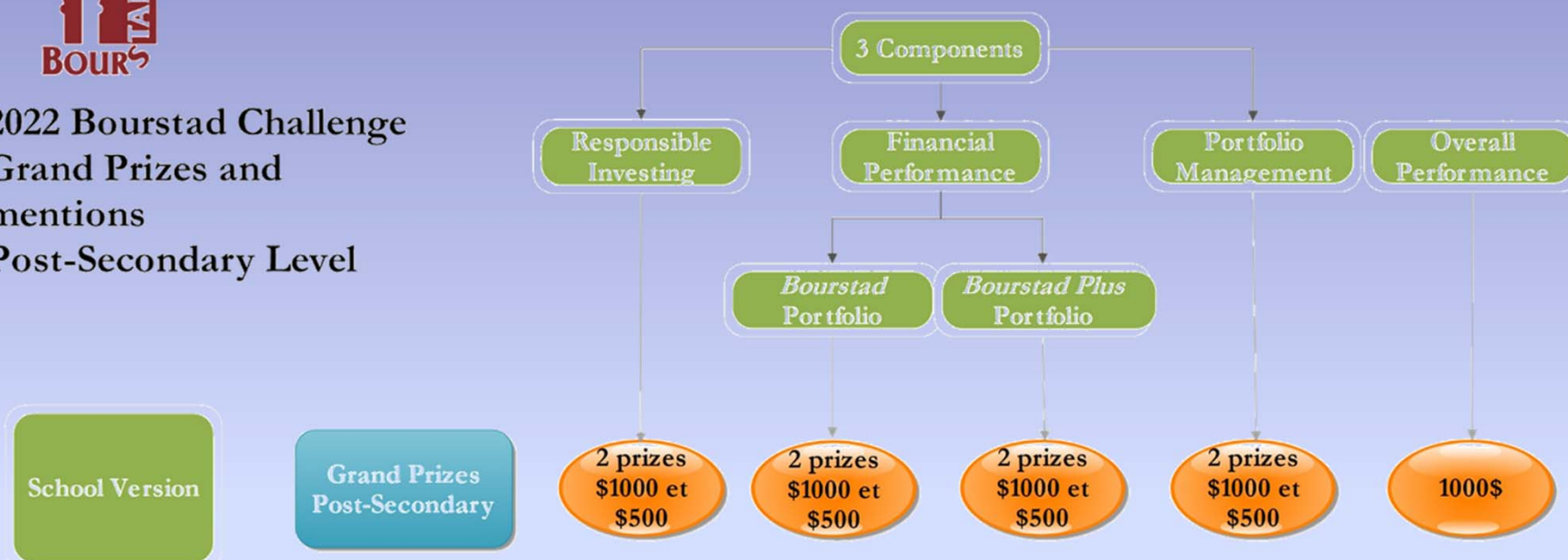
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FINANCIERS**  
Platinum Partner





## 2022 Bourstad Challenge Grand Prizes and mentions Post-Secondary Level

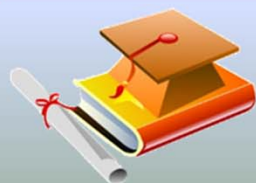


### 2 special Grand Prizes for female contestants

Best portfolio management by a female post-secondary student (\$500)  
Best overall performance by a female post-secondary student (\$1000)

### Mentions of excellence in every schools with 20 participants or more for the type of mention

Best portfolio management (\$100)  
Best financial performance, Bourstad portfolio (\$100)  
Best financial performance, Bourstad Plus portfolio (\$100)



Awards Ceremony

May 2022



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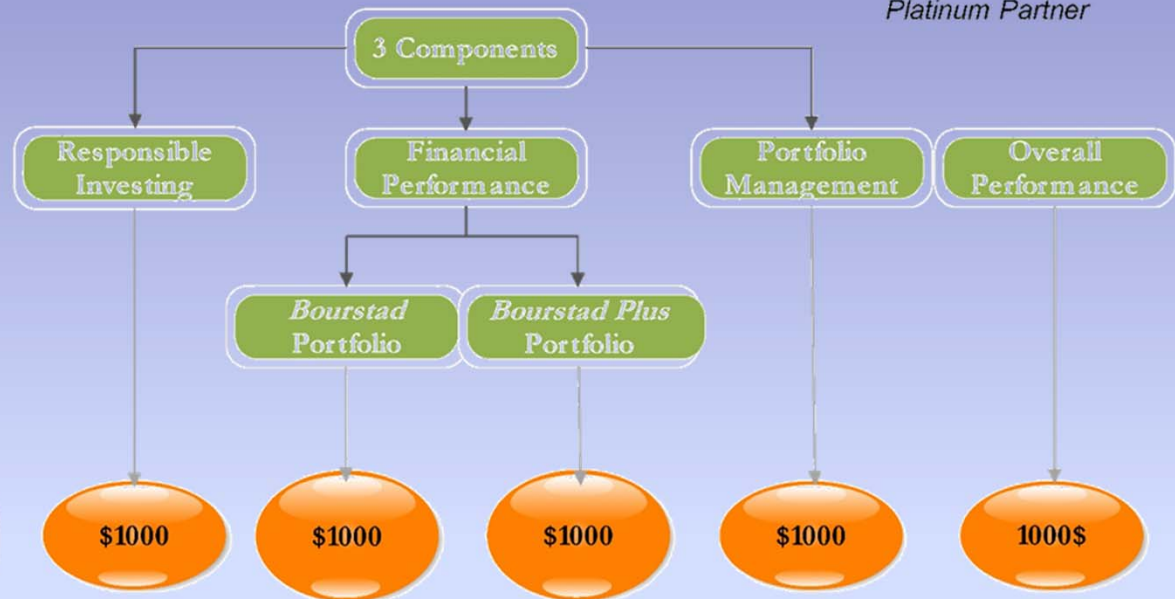
Platinum Partner



## 2022 Bourstad Challenge Grand Prizes and mentions, General public

General public,  
including  
university  
students

Grand Prizes



### 3 special Grand Prizes for university students entering the 2022 Bourstad Challenge

Best overall performance (\$1000)  
Best financial performance, Bourstad port. (\$1000)  
Best financial performance, Bourstad Plus port. (\$1000)

### Special Grand Prize for a female contestant in the general public category

Best portfolio management by a female contestant (\$500)



### Awards Ceremony

May 2022

### Mentions of excellence in every university with 20 participants or more for the type of mention

Best portfolio management (\$100)  
Best financial performance, Bourstad portfolio (\$100)  
Best financial performance, Bourstad Plus portfolio (\$100)



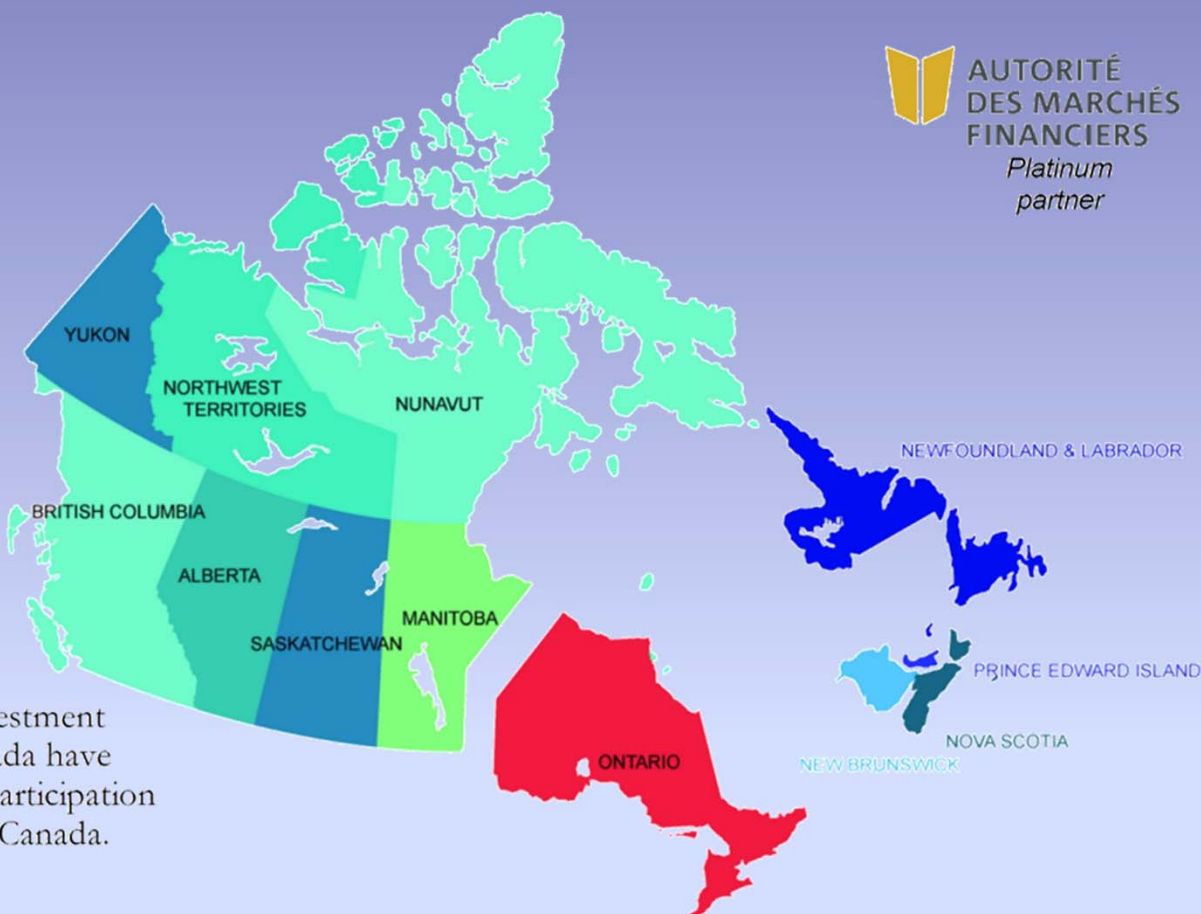
## 2022 Bourstad Challenge Regional Grand Prizes

In 2021, CIRANO and its partner the Investment Industry Regulatory Organization of Canada have launched 3 new grand prizes to promote participation in the Bourstad Challenge in all regions of Canada.



**Awards Ceremony**


May 2022



### Grand Prize for a student from a school located in each of the 3 defined regions

- Best overall performance by a student from an Atlantic province (\$1000)
- Best overall performance by a student from Ontario (\$1000)
- Best overall performance by a student from Western Canada, including the territories (\$1000)





# New features of the 2022 edition

- Nearly 50 new stocks in the Boursad Portfolio
  - 35 Canadian equities
  - 13 US equities
  - 14 shares of companies from outside North America
  - 2 exchange traded funds
- Implementation of a no-cumulation rule for all special awards
  - No longer possible to combine a special award with the corresponding prize for the entire participation category (high school, college or general public)
- the criteria for the Responsible Investment Awards will now take into account the participant's detailed participation report in addition to the results of the qualification test




## New features of the 2022 edition

- Additional special prizes for the 35<sup>th</sup> edition to be awarded by the Autorité des marchés financiers following a call for testimonials about sustainable learning achieved
- Enhancement of special financial performance awards for university students (Croesus Awards)
  - Financial performance Boursstad portfolio, \$1000
  - Financial performance Boursstad Plus portfolio, 1000\$.



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# New features of the 2022 edition

- Further integration of crypto-assets
  - 2 ETFs
    - ProShares Bitcoin Strategy ETF (BITO)
    - CI Galaxy Ethereum ETF (ETHX.B:CA)
  - 1 closed-end fund: The Bitcoin Fund (QBTC:CA)
  - Shares of companies in the crypto-currency industry
    - Coinbase Global Inc. (COIN)
    - Marathon Digital Holdings Inc. (MARA)
    - Riot Blockchain Inc. (RIOT)
  - Crypto Assets Webinar for Contestants (February 28, 2022, 7:00 p.m. to 8:00 p.m.)
    - Thierry Warin, CIRANO Fellow, Principal Investigator of the Global Economy theme
    - Robert Normand, Project Director, CIRANO



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# New features of the 2022 edition

- Several improvements to the user experience
  - Highlighting of deadlines in the participant's dashboard calendar

Afficher 5 titres

« November 2021 »						
Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

TODAY

## Achievements

- ✓ Performed the minimum eligible transactions (14)
- ✓ Investor profile defined
- ✓ Basic strategy defined
- ✓ Learning objectives des
- ☐ Lessons learned

End of the simulation; deadline for learning achievements (12:00 AM)



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# New features of the 2022 edition

- Notifications to participants issued by teachers

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200 000.00 \$

played profile

Inst. Head ▾

ulation

Dashboard

king

ources

Documentation

**Notifications**

ministration

Private simulations

Group supervisors

Groups, members  
and activation codes

Rédiger une notification

FOLDERS

Inbox 16

Sent

Compose a notification

As:  
Institutional Head

To: Participant in a private simulation

Distribution: Start Date End Date  
2022-01-27 2022-02-11

Language: ☐ FR ☒ EN

School: Collège de Rosemont

Simulation: Cours de Placement - Automne 2021

Group: All groups

Subject: Kick-off meeting for the Bourstad Challenge on February 10

✎ B U I "open sans" A [List Icons] [Table Icon] [Link Icon] [Code Icon] [Help Icon]

Hello everyone,

You are a meeting on February 10 at the Agora.

Follow this link for more information




# New features of the 2022 edition


- The notification as received by the student


BOURSTAD

204 080.65 \$

Simulation


 Dashboard

 Management

 Transaction

 Portfolio


Ranking

 Private simulation

FOLDERS

 Inbox

1

 Sent

## Message

Sujet: Kick-off meeting for the Bourstad Challenge on February 10.  
De: Paul Bourget, (Institutional Head)

Hello everyone,

You are a meeting on February 10 at the Agora.

Follow this link for more information

# Securities added to the selection

## Canadian equities

- ABC Technologies Holdings Inc. (ON)
- Altius Renewable Royalties Corp. (NL)
- Anaergia Inc. (ON)
- AutoCanada Inc. (AB)
- Lion Electric Company (QC)
- Copperleaf Technologies Inc. (BC)
- Coveo Solutions Inc. (QC)
- Definity Financial Corporation (ON)
- Dialogue Health Technologies Inc. (QC)
- DRI Healthcare Trust (ON)
- E Automotive Inc. (ON)
- Eupraxia Pharmaceuticals Inc. (BC)
- Farmers Edge Inc. (MB)
- First Hydrogen Corp. (BC)
- Devonian Health Group Inc. (QC)
- IMV Inc. (NS)
- Information Services Corporation Class A (SK)
- Killam Apartment Real Estate Investment Trust (NS)

# Securities added to the selection

## Canadian equities

- Eyecare Kits Ltd (BC)
- Magnet Forensics Inc. (ON)
- MDA Ltd. (ON)
- Neighbourly Pharmacy Inc. (ON)
- Payfare Inc. (ON)
- Pet Valu Holdings Ltd. (ON)
- Pollard Banknote Limited (MB)
- Propel Holdings Inc. (ON)
- Sigma Lithium Corporation (BC)
- Supremex Inc. (QC)
- Sustainable Power & Infrastructure Split Corp. (ON)
- TELUS International (Cda) Inc. (BC)
- Thinkific Labs Inc. (BC)
- Tidewater Renewables Ltd. (AB)
- Urbanimmersive Inc. (QC)
- VerticalScope Holdings Inc. (ON)
- Vicinity Motor Corp. (BC)

# Webinar series for participants to the 2022 Bourstad Challenge

- February 10 - **Investing in the Stock Market: Course 101**
  - In collaboration with Bibliothèque et archives nationales du Québec (BAnQ)
- February 16 - **Portfolio Management**
  - Guest expert: Mr. Ian Gascon, President of Placements Idema
- March 2 - **Crypto-assets**
  - Invited expert: Mr. Robert Normand, CIRANO project director, professor at the École des sciences de la gestion (UQAM); Mr. Thierry Warin, CIRANO Fellow, professor at HEC Montréal
- March 9 - **Responsible Investment and Corporate Social Responsibility**
  - Guest expert: Thomas Estinès – Co-president, Groupe Investissement responsable
- May 2 - **Career choices for graduates in financial services**
  - Guest Expert: Mr. Benoit Desgroseillers, Senior Director, Talent Development, Finance Montreal and other human resources specialists

Notes : 1) All these webinars will be held from 7:00 to 8:00 p.m.

2) The webinars will be held in French; English version of the presentations will be distributed to the attendees

# High schools enrolled as of January 11, 2022

- Michèle-Provost Academy
- Notre-Dame College
- Regina Assumpta College
- Queen Mary College
- Collège Sainte-Marcelline
- Saint-Sacrement College
- Trinity College
- Ville-Marie College
- Cardinal-Roy School
- Evangeline School
- École Saint-Jean-Eudes
- André-Laurendeau High School
- Antoine-de-Saint-Exupéry High School
- Augustin-Norbert-Morin High School
- Cavelier-de-Lasalle High School
- Curé-Antoine-Labelle High School
- Amos High School
- Cité des Jeunes High School
- Magdeleine High School
- Sources High School



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# High Schools Enrolled as of January 11, 2022 (continued)

- École secondaire des Trois-Saisons
- Mistral High School
- Gérard-Filion High School
- Montreal International High School
- Louis-Jobin High School
- Marcel-Landry High School
- Marcellin-Champagnat High School
- Mgr Richard High School
- Paul-Germain-Ostiguy High School
- Père-Marquette High School
- Pierre Laporte High School
- Saint-Henri High School
- F.J. Brennan Catholic High School
- Martingrove Collegiate Institute
- Nepean High School
- Petitcodiac Regional School
- Black Lake High School
- Polyvalent Le Carrefour
- Sherbrooke Seminary (high school)
- Villa-Maria



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# Cégeps registered as of January 11, 2022

- Cégep de l'Abitibi-Témiscamingue
- Cégep de Rimouski
- Cégep de Rivière-du-Loup
- Cégep de Saint-Hyacinthe
- Cégep de Thetford
- Cégep de Victoriaville
- Cégep du Vieux Montréal
- Cégep Gérald-Godin
- Champlain College Saint-Lambert
- Bois-de-Boulogne College
- Rosemont College
- Jean-de-Brébeuf College (college)
- Laflèche College
- Lanaudière Regional College in Joliette



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# CIRANO Bourstad Team

- **Operational team**

- Paul Bourget, Project Director
- Marielle Maheu, responsible for relations with institutions and participants
- Nader Jelidi, application design, development, maintenance and support
- Manon Blouet, graphic design
- Nathalie Bannier, Administrative Support, CIRANO
- Ghislain Camirand, Systems Administrator, CIRANO

- **Organization of events**

- Manon Blouet, CIRANO

- **Development team**

- Nader Jelidi, developer
- Marianne Leduc-Lévesque, User Experience
- Paul Bourget, Project Director
- Abdelmoumène Toudeft, application development consultant
- Waguih Laoun, content expert

- **Partner educational projects**

- FinÉcoLab
- Economic Quebec

- **Administrative guidance and mentoring**

- Jérôme Blanc
- Nathalie de Marcellis-Warin
- Ingrid Peignier
- Louise Roy