



# THE RON RUBIN SCHOOL FOR THE ENTREPRENEUR



*Reaching Higher!*

## Are you ready for the SPIECE CHALLENGE?

**TEAMS COMPETE, NOT FOR PRIZE MONEY, BUT FOR CHARITIES!**

Spring Term 2012

*Featuring Distinguished Guest Entrepreneur —*



**Tom Spiece** is the owner of Spiece Fitness, Spiece Sports Performance, and The Spiece Fieldhouse, located in Ft. Wayne, Indiana. He also owns The Denim Express, an online sports apparel retailer. Spiece Fitness includes a full health-spa and medical offices for orthopedic physicians. Spiece Sports Performance is a scientifically based, and physician overseen, specialized sport performance training industry for athletes of all ages. The Spiece Fieldhouse hosts AAU boys and girls basketball teams from across the Midwest.

### *So, what is the challenge?*

Eighteen Rubin students will compete not for a job or a prize, but for the greater goal of raising money and awareness for their charity of choice.

The Challenge will be in the form of a business proposal, such as a possible new product line, a proposed expansion plan, or an advertising campaign. The students' task will be to analyze the proposal and offer their best advice.

Students will compete in teams of three, each with a designated captain. Teams will tour the Spiece facilities in Ft. Wayne, where Mr. Spiece will pose the Challenge. They will be given pertinent business documents and have one week to collaborate on the project in class. Finally, they will make their presentations to a panel, including Mr. Spiece and staff.

The teams will be judged on the clarity of their presentation, the insightful nature of their advice, and the degree to which they understand and appreciate the risk involved.

The winning team will have the honor of presenting a check for \$1,000.00 to their designated charity; the 1st runner up wins \$500.00, and the 2nd runner-up \$250.00.



*Good luck!*



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