

GRADING RUBRIC

	Getting Started	Improving	Good	Excellent
Describe your business and sliding price scale.	We did not describe our business or how our business uses a sliding price scale or why a sliding price scale is good for our business.	We described our business, how our business uses a sliding price scale, and why a sliding scale is good for our business. Our description was not clear or it was inaccurate.	We described our business, how our business uses a sliding price scale, and why a sliding scale is good for our business. Our description was mostly clear and contained only minor errors.	We described our business, how our business uses a sliding price scale, and why a sliding scale is good for our business. Our description was clear and contained no errors.
Show how your sliding price scale works.	We did not describe the percent discounts in our sliding scale or how they are applied. We did not include an example to show how our scale works.	We described the percent discounts in our sliding scale and how they are applied. Our example showing how the scale works contained multiple errors.	We described the percent discounts in our sliding scale and how they are applied. Our example showing how the scale works contained only minor errors.	We described the percent discounts in our sliding scale and how they are applied. Our example showing how the scale works contained no errors.
Describe how you used market research in your sliding price scale.	We did not use market research to build our sliding price scale.	We described how we used market research and included our survey and results. We did not include a specific example showing how we used market research to build our scale.	We described how we used market research and included our survey and results, and we explained how our sliding price scale is based on those results. Our specific example showing how we used market research contained minor errors.	We described how we used market research and included our survey and results, and we explained how our sliding price scale is based on those results. Our specific example clearly and accurately showed how we used market research.
Show how your business will reduce food waste and make money.	We did not describe how our sliding scale will reduce food waste or how it will help the business make more money, and we did not include an example.	We described how our sliding scale will reduce food waste and how it will help the business make more money. We did not include an example to support our claims, or the example contained significant errors.	We described how our sliding scale will reduce food waste and how it will help the business make more money. We included an example to support our claims. The example contained only minor errors.	We described how our sliding scale will reduce food waste and how it will help the business make more money. We included an example to support our claims. The example contained no errors.
Describe why investors would be interested in your solution.	We did not explain why our solution is unique or why it will appeal to specific customer groups.	We explained why our solution is unique or why it will appeal to specific customer groups. Our explanation was not related to our sliding price scale.	We explained why our solution is unique or why it will appeal to specific customer groups. Our explanation was related to our sliding price scale.	We explained why our solution is unique or why it will appeal to specific customer groups. Our explanation was related to our sliding price scale and was very convincing.