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.