

## Task 3.1 Evaluation Rubric

Areas with Room for Improvement	Criteria	Areas that Meet or Exceed Expectations
	<p><b>Business</b> The cooperative has an appropriate, creative business name.</p>	
	<p><b>Product or Service</b> Students describe all products or services in detail. The description includes how members will use the products and services, and the value they have to members.</p>	
	<p><b>Resources</b> Students list and describe all resources the school can realistically provide.</p>	
	<p><b>Goals</b> Students have set realistic short-term and long-term goals for the cooperative.</p>	
	<p><b>Seven Principles</b> The business description includes an explanation of how the cooperative will meet the seven guiding principles of a cooperative.</p>	
	<p><b>Market Analysis</b> A logical prediction for the number and type of members interested in the product or service. Students use survey data from <i>Task 2.3 Community Values</i> to support the analysis.</p>	
	<p><b>Tools and Equipment</b> Physical facilities, if required, are described in detail, and necessary tools and equipment are listed.</p>	
	<p><b>Competition</b> The description includes a detailed summary of at least two businesses providing similar products or services. The cost of products and services they provide are included.</p>	