# Inclusive Business Partnerships

In order to prepare for this assignment, READ the information contained in the document “Streetcrafter Background.”

## Instructions

Medin created Streetcrafter as a way to offer upward mobility to communities that are historically underrepresented. The price points, product selection, and customer experience are designed to allow anyone the chance to start a successful business from home.

We have been working with local business owners who will use our products and promote our supplies. The businesses we work with are sometimes little taco stands and street vendors. We champion their business and they use our Streetcrafter products to promote their business. This creates a 360 all-around win for Streetcrafter, our customers, and the businesses we champion.

Take a look at the video John Santos added to his Youtube channel that exemplifies our efforts of inclusivity.



[Asking Vendors In The Hood To Design THEIR Brand](https://www.youtube.com/watch?v=n-5LlBKcEoo)

1. Marketing partners- Streetcrafter works with diverse content creators and even local small shop owners who would help us get the word out about the Press-ART we offer.
2. Supplies we source. Our Press-ART is also made locally. The factory that produces our Press-ART employs a diverse and culturally rich population in our city.
3. Give some ideas or examples of ways that Streetcrafter can be more inclusive.
4. What are the key items Streetcrafter should look for in our partnerships and employment to follow equity and diversity standards?

## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

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