

Apothecary Business Rubric

Online storefront + market booth · 100-point evaluation

Medicine Crafts Collective · Apothecary Pathway · Final

STUDENT: _____

PASS 70/100 · HONORS 85/100

1

of 5

20 PTS

Brand Voice + Why

Can the student say who this apothecary is for and what it promises · in one breath, without notes?

18 - 20

Sharp, confident · clear voice and audience

14 - 17

Mostly clear · small wobble on the why

10 - 13

Hesitant · rambles or quotes other brands

0 - 9

Cannot say the why · or pitches generic herbs

SCORE: _____ / 20

2

of 5

20 PTS

Product Line + Formulation Logic

Can defend every SKU · why it exists, what it is made of, how it was made, who it is for.

18 - 20

All SKUs · ingredient ratios and reasoning cold

14 - 17

Most SKUs solid · one gap recovered

10 - 13

Knows surface · cannot defend ratios or sourcing

0 - 9

Cannot explain own products without notes

SCORE: _____ / 20

3

of 5

20 PTS

Scope-of-Practice in Copy + Conversation

Site copy, signage, labels, sales pitch all stay in safe language all day · no diagnoses, no cures, no prescribing.

18 - 20

Perfect language · redirected medical questions cleanly

14 - 17

Mostly safe · one slip caught and corrected fast

10 - 13

Multiple slips

0 - 9

HARD VIOLATION · automatic -10 from total

SCORE: _____ / 20

4

of 5

20 PTS

Pricing + Operations

Knows their numbers · cost of goods, fair price, sourcing, fulfillment, refund policy.

18 - 20

All numbers cold · margin and sourcing explained

14 - 17

Most numbers solid · one gap

10 - 13

Knows price only · fuzzy on cost or sourcing

0 - 9

Guessing or cannot answer

SCORE: _____ / 20

5

of 5

20 PTS

Storefront + Capture

Website is live, products are buyable, an email or audience capture is working, and at least 3 real signups or sales are visible.

18 - 20

Site live · buyable · 3+ captures from real customers

14 - 17

Site live · 1 to 2 captures

10 - 13

Site live but no capture or zero signups

0 - 9

Site not live or not buyable

SCORE: _____ / 20

TOTAL SCORE: _____ / 100

Hard scope-of-practice violation = automatic -10 from total. · Pass: 70 · Honors: 85

Ask the Maker

Welcome · Try a question. See what they know. Take something home.

Apothecary Pathway Final · Medicine Crafts Collective

This student is opening her own apothecary. She has trained for over a year on plants, formulas, and safe language. Pick any question and ask out loud. Push on the harder ones · that is how she earns honors today.

EASY START

4 questions

Warm-up · what shoppers ask first

- What is this product?
- What does it do?
- How do I use it?
- How much is it?

THE BRAND

4 questions

Why she built this apothecary · who it serves

- Why did you start this apothecary?
- Who is this for?
- What makes your shop different?
- What is the story behind this product?

PUSH A LITTLE

5 questions

Listen for safe language · no diagnosis, no cures

- Will this fix my arthritis?
- Is this safe with my blood pressure meds?
- My child has eczema · can he use this?
- Does this actually work?
- Are you a doctor or some kind of healer?

SHOW ME THE RECEIPTS

4 questions

Ask for sourcing and research · a card or note should appear

- Where did you source this ingredient?
- Where did you learn to make this?
- Is there any science behind it?
- What is the active part and why does it matter?

THE BUSINESS

4 questions

Customer questions about price and operations

- Why does this cost what it costs?
- Do you ship? How long?
- What is your refund policy?
- How do I reorder when I run out?

HOW THIS HELPS

Your questions are part of her final. The harder you push, the more she grows.

If something feels off · a big promise, a diagnosis, a cure claim · flag JC. That is how the cohort earns honors.