**SIL Explicit Program Maturity**

### Ideation
- Do you have the ingredients to make something?
- Do you have what you need to make something?
- Are you willing to make it?
- Have you made a model? an interactive prototype?

**Questions:**
- Are people hungry?
- Recognized need?
- Possible solution?
- Willing to work?

### Problem Solution Fit
- Do people think that you have something to drink?
- Do we have any evidence that people may like to buy what we offer?
- What evidence do we have that we have identified a market?
- What assets do we have?
- What is our unfair advantage?

**Questions:**
- Do I meet these Criteria?

### Offer Market Fit
- Do people drink what you offer & do they like it?
- Has the business sold anything?
- Do customers still like it?

**Questions:**
- Do I meet these Criteria?

### Business Model Fit
- How long is the line of people into your store?
- Do I bring in more money than I use?
- Are business staff afraid to promote the business?

**Questions:**
- Do I meet these Criteria?

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Have you determined the MVP?
Do you have 1-3 customers paying or refusing to pay?