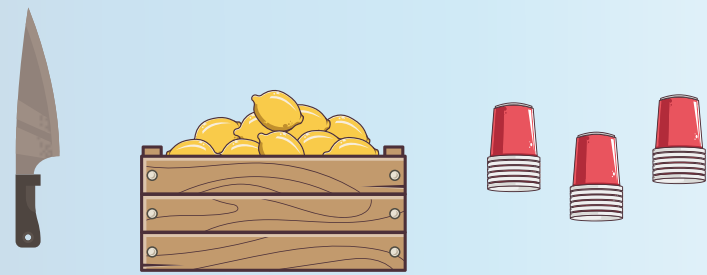


# SIL Explicit Program Maturity

## Ideation

Do you have the ingredients to making something?



## Problem Solution Fit

Do people think that you have something to drink?



## Offer Market Fit

Do people drink what you offer & do they like it?



## Business Model Fit

How long is the line of people into your store?



- ☐ Are people *hungry*?
 ☐ Do you have what you need to make something?
 ☐ Are you willing to make it?
- Recognized need?  
Possible solution?  
Willing to work?
- ☐ Have you made a *model*?  
an interactive proto-type?

- ☐
- 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?

- ☐
- Has the business sold anything?
- 
- ☐
- Do customers still like it?

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

- ☐
- Do I bring in more money than I use?
- 
- ☐
- Are business staff afraid to promote the business?

Do I meet these Criteria?



Do I meet these Criteria?



Do I meet these Criteria?



Do I meet these Criteria?