



Leading Edge Program Support & Expectations

About This Program

The Leading Edge (LE) Program is a webinar-based focus group of 10-15+ Member Store participants/volunteers from a dedicated and committed group of top participating ICBA Member Stores to provide feedback to encourage successful strategies for the marketplace. This process allows ICBA vetted and selected Vendors to develop a college store strategy or create test opportunities that can be extended to other stores upon proof of concept. As an innovation incubator, Leading Edge is ideal for product development, service providers, pop-up shops, pilot/test sites, prestige brands, sampling programs, & campus events.

Leading Edge Process

1. Review your concept with ICBA Leadership Team
2. Identify objectives in promoting the concept
 - a. Revenue share with Store
 - b. Minimal risk for test stores
 - c. Logistics
 - d. Marketing
 - e. Test (pilot) stage
 - f. Revenue share with ICBA
3. Create slide deck merging ICBA introduction with LE Vendor's "pitch"
4. ICBA schedules and hosts the webinar (40-50 minutes)
 - a. ICBA solicits 10-15+ stores from its Membership to participate in a Leading Edge webinar
 - b. ICBA introduces concept
 - c. Vendor representative makes pitch
 - d. Feedback solicited during the webinar
5. ICBA solicits follow-up feedback from Member Store participants
 - a. Stores interested in learning more or potentially moving into pilot phase are connected with LE Vendor
 - b. ICBA is available to address inquiries and provide insights to the Vendor during the pilot stage up to 90 -120 days as needed
 - c. ICBA is unable to guarantee participation in or placement of final concepts

Proof of Concept

Upon evaluation of a successful LE test concept, ICBA will work with Leading Edge Vendors to extend the opportunity to all ICBA Member Stores either through an Annual Vendor Partner (AVP) Program or at the annual ICBA Conference & PRIMEtime event. Your ICBA contact will review benefits and costs of these extensions as appropriate.

Questions? Contact:



Denise R. Walsh
Vice President of Programs & Services
P: 630-240-8882
DeniseWalsh@ICBAinc.com



Svea Chrimes
Vendor Program Manager
P: 312-767-5510
SveaChrimes@ICBAinc.com