



PSP Proposal Criteria

Corporate Overview / Company History

- Describe your organization (size, structure, locations, number of employees and history – ability to provide national coverage).
 - How many years has your company been in business?
 - Please provide information about your senior management & ownership structure.
- What differentiates your company from other vendors?
 - Who are your major competitors?
- Discuss any endorsements or relationships you have with other financial services trade associations.
 - Are you currently an ICBA Corporate Associate Member? If so, how long have you been a corporate member?
- Identify elements of a successful relationship with a community bank.
 - Does your company currently have community banks as customers? If so how many?
- Identify future goals and/or objectives of your company.

Product Description and Pricing

- Describe your product/service and its application and capabilities within a community bank.
- How is the product/service priced? What is the payment structure? (subscription based, one time flat fee)
- Please provide a typical chain of events or time-line from the initial contact with a bank through negotiation to implementation. Identify milestones and key individuals involved in the process (bank staff, your staff, C-level, etc).
- Discuss the current regulatory and compliance environment and its impact on your product and how it relates to community banks.
- If applicable, discuss your capabilities to integrate and interface with a bank's existing technology and various community bank core data processing systems.
- Describe any network security considerations that are apparent.
- How are customers and/or bank staff trained to use your product? (initially, on-going)

Sales and Marketing Plan for ICBA

- How do you currently market your products, services and expertise to the banking industry?
- What is your marketing strategy and channels?
- Discuss your customer service and sales approach.
- How do you plan to market to ICBA member banks?
 - Will you have a dedicated marketing person for this relationship?
- If selected as an ICBA Preferred Service Provider, what would be your top 3 goals for the first 24 months?
 - How many ICBA member banks would you need to participate in your program to consider it a success in years 1-3?

ICBA Discount and Royalty Formula

- ICBA programs typically offer a unique discount and/or value-add for ICBA members only.
 - What specific discount or value-add will you offer to ICBA member banks?
- Describe your proposed royalty formula for licensing the ICBA name and logo as a Preferred Service Provider. Provide a pro-forma that includes reasonable projections for sales to members and royalty paid to ICBA.

Financials and ICBA Member References (NDA executed at your request)

- Please provide financial information for the last 3 years, including financial statements, annual reports, credit references, etc. (audited statements preferred)
- Please provide at least 5 references (preferably from community banks, ranging in asset size, geographic location, number of employees, etc.)