

[UA] ICM MEETING

A structured session that aligns your concepts, tech packs, and development direction before sampling and production begin. We see the Initial Concept Meeting not just as a meeting, but as a **working session** where ideas are clarified, risks are addressed, and the path forward is defined together.

[01] WHY WE CONDUCT AN ICM

WHY DOES THIS MATTER?

The ICM creates early alignment and reduces risk, surfacing challenges before they reach sampling or production.

- Align your design vision with production expectations
- Identify potential challenges and risks early
- Provide initial feedback and alternative solutions
- Validate feasibility; costing, timelines, and execution
- Enable faster, more efficient decisions before sampling

[02] WHAT TO PREPARE

WHY DOES THIS MATTER?

The more you share in advance, the sharper the meeting. Bring what you have, our team will help estimate and align the rest.

Project Information

- Techpacks
- Design references
- Collection overview (if applicable)

Key Focus Areas Assessed:

- Target price
- Estimated Order Quantity
- Sampling Timeline
- Production Timeline

[03] WHAT IS IN THE ICM

WHY DOES THIS MATTER?

A structured, collaborative discussion that leaves both sides with clarity and confidence before moving forward.

- **Concept Review** - Review design intent, tech packs, and construction details.
- **Feasibility** - Assess materials, techniques, and production capability.
- **Costing** - Align target price with materials, construction, and MOQ.
- **Timeline Check** - Confirm sampling, production, and delivery timelines.
- **Risk & Mitigation** - Identify risks in design, materials, or execution, and propose solutions.

[04] WHY THIS PROCESS MATTERS

WHY DOES THIS MATTER?

By investing time upfront, we help you move faster and more efficiently throughout the entire production journey.

- **Clear communication** from the very beginning
- **Reduced back-and-forth** during development
- **Better control** over cost and timeline
- **Higher confidence** in execution