

ALL ABOUT **IDEAL** ENERGY COOPERATIVE

The IDEAL Mission

To sustain, promote, and expand independent retail energy businesses by...

Aggregating Members' purchasing power for fuel, equipment, and essential business services with our Supplier & Vendor Partners.

Elevating members' operational excellence through best practices, education, and training.

Proven, Profitable Model

IDEAL Energy Cooperative is a for-profit, member-owned and governed qualitative purchasing cooperative.

Independent business owners join together to aggregate their fuel, equipment and business services with our Supplier & Vendor Partners who provide rebates, purchasing incentives and operational expertise.

Members are independent business owners who are required to stay independent and retain their own local brands.

Become an IDEAL Owner !

Join **IDEAL Energy Cooperative** to take advantage of our Rebates, Savings and Networking offered exclusively to our IDEAL Owners.

Schedule a 15 minute update introduction to learn and earn more about our proven, profitable cooperative.

Contact IDEAL Founder, Kris Magnusson
kris@idealenergycooperative.com

IDEAL Owner Benefits



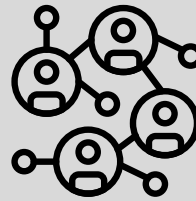
Rebates

Earn Rebates by doing business with our Partner Network. You might qualify already!



Direct Savings

Save on your Business Expenses through our Supplier and Partner Network



Networking

Join our network of fellow IDEAL Owners and Partners who share their expertise on all topics with you!



No Annual Fees!

No Recurring Annual Fees!

IDEAL Highlights

- **NO Annual Fees!**
- **\$1 Million** in Rebates Earned since 2021
- **83% of Members ROI'd** their investment through Direct Savings alone
- **34% of Members have ROI'd** by Patronage Payouts
- Scan for our Owner Testimonials



Common Questions

Q: How does IDEAL, a purchasing cooperative, work?

A: Vetted supplier and vendor partners offer incentive-based goods and/or services to IDEAL Member-Owners with upfront savings, retroactive rebates, and exclusive IDEAL programs. Profits are distributed annually as “patronage” based on a pro-rata share of members’ share of partners’ programs. Members also take advantage of IDEAL intel, guidance, and networking to make better informed and more PROFITABLE decisions for their businesses.

Q: What about my competitors who also join?

A: We like to say that Member-Owners can “compete on the street but cooperate in IDEAL”. We keep all information and discussion from Owners completely confidential. IDEAL maintains this strict confidentiality throughout all communications and discussions, in fact, we have had Owners refer their competitors because they are respected operators that would benefit from Ownership in IDEAL. We believe our greatest competition are the large corporate, multi-national, interstate retailers.

Q: Am I able to maintain relationships with my current Supplier/Vendors?

A: Yes, we believe that maintaining long established relationships among Owners and their suppliers/vendors is critical. In fact, we strengthen that relationship with suppliers/vendors by their support of members through IDEAL and enhance new relationships by encouraging our Owners to refer them as Partners.

Q: You do not have my current Supplier/ Vendor as a Partner, what happens now?

A: No problem. Refer them for partnership in IDEAL and we will contact, vet, and invite those partner referrals to grow with us! Check out our current Supplier and Vendor Partners here: [IDEAL Partner Directory](#)

Q: I am busy. How much time commitment/participation is needed?

A: IDEAL understands how busy you are because all of our members are 24/7/365 energy distributors! We keep this in mind when designing our programs and communication resources, so that most are accessible when members are available. Remember, cooperatives do for their members that which is difficult to do themselves, saving Owners time! Our Annual Meeting and Networking is a required time commitment for Owners (or their proxies), typically 2.5 hours once a year with an online option.

Q: Is there an Investment to Join?

A: Yes. Each Member-Owner buys into an equity share along with a voting share. All Owners have the same ownership % and equal voting rights under the Cooperative’s by-laws. As this information is proprietary, the Board requires a prospective Owner to be privately-held, sign an NDA and attend an introductory presentation. A one-time initiation fee is assessed upon acceptance into the cooperative.

Q: Are there any additional fees?

A: Currently there are no annual fees as long as the Member-Owner or their proxy attends the Annual Meeting & Networking, which can be fulfilled in person or online.

Q: How do I become a Member?

A: Member-owners refer potential energy distributors. IDEAL’s management will reach out personally to set up a confidential in-person or virtual presentation. The Board of Directors will review any prospective members who have signed the NDA.

IDEAL Owners and Partners are *encouraged* to refer best-in-class energy dealers for Membership!

Send us your prospective member referral name and cell # and we’ll take it from there!

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