

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 **by Dec. 31st to lock in savings of \$2,500.**

IDEAL Owner Benefits



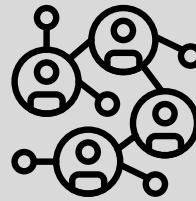
Rebates

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

- **\$1 Million** in Rebates Earned since 2021
- **83% of Members ROI'd** their investment *already* by Direct Savings
- **34% of Members have ROI'd** by Patronage Payouts alone
- **No Annual Fees!**
- 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 members completely confidential. IDEAL maintains this strict confidentiality throughout all communications and discussions, in fact, we have had member-owners refer their competitors because they are respected operators that would benefit from membership 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 members 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 as referred by our existing member-owners.

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 Supply 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 you time! Our Annual Meeting and Networking is a required time commitment for members, typically 2.5 hours once a year with a digital option.

Q: Is there an Investment to Join?

A: Yes. Each member-owner buys into an equity share along with a voting share. All members purchase the same ownership % and have equal voting rights as member-owners under the Cooperative’s by-laws. As this information is proprietary, the Board requires a prospective member to sign an NDA and attend the Introductory Presentation. A one-time initiation fee is assessed in upon acceptance to 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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