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IdealCost.com – Renegotiating Merchant Services Fees

4
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POSTED BY ADMIN ON AUGUST - 4 - 2010



Company: Ideal Cost
<http://www.idealcost.com>
Founded: 1/29/2009
City: West Palm Beach, Florida
Country: United States
CEO: Robert Livingstone
Founders: Robert Livingstone
Funding: Self-Funded

Category: Other

merchant services, credit card

Tags: processing, interchange, credit card fees,

Employees: 2-5

What does Ideal Cost do?

Ideal Cost helps companies reduce their monthly expenses for accepting credit cards. Accepting credit cards is quickly becoming one of the top expenses for businesses across the United States. While everyone else is trying to solicit new service for these merchant accounts by asking companies to switch providers, Ideal Cost renegotiates with the existing provider and demonstrates a proven savings to its clients every month. Ideal Cost sends monthly savings statements to its clients to summarize its successful renegotiation.

How are they different?

Ideal Cost is a consulting service. Unlike merchant account providers clients cannot switch their service to Ideal Cost. Ideal Cost does not require merchants to cancel their existing contracts, pay termination fees, touch their equipment or websites, require any down-time, or change the speed of their deposits. Ideal Cost does not receive payment unless it can prove that its client saved money on its monthly merchant account services.

Why could Ideal Cost be BIG?

The credit card processing industry is severely unregulated and merchants are tired of trying to keep on top of this confusing expense. There are over 300 rates to keep track of and dozens of other confusing monthly fees. Companies are tired of switching merchant account providers. They don't want to buy expensive equipment or cancel another 3 year contract. Ideal Cost offers a risk-free value proposition to its client because Ideal Cost only receives a percentage of the savings generated for the client. If the client doesn't save any money then the client owes Ideal Cost nothing. Why not outsource this service to industry experts who work for the merchant instead of the bank?

Ideal Cost has already been featured in large volume publications including a recent issue of Forbes.

How they plan to make money:

Ideal Cost's risk-free unique value proposition offers an enticing deal to prospective clients who cannot pass up the service opportunity. Ideal Cost absorbs all of the risk and with great risk comes



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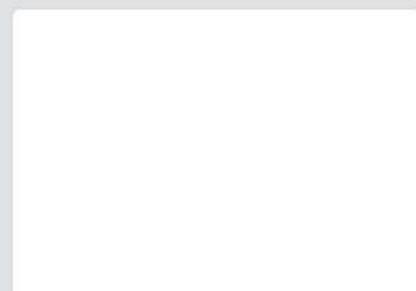
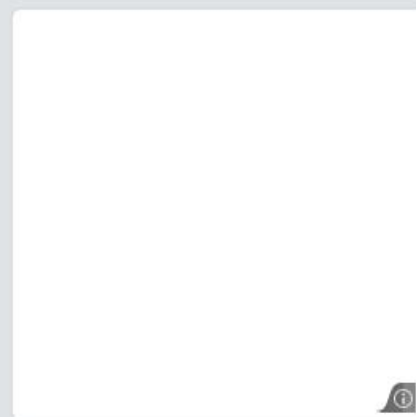
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great reward.

Our thoughts:

No thoughts at the moment. Very interesting!

Please visit their website to learn more: <http://www.idealcost.com>

2-5, OTHER, SELF-FUNDED

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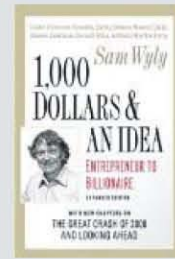
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MONTHLY ENTREPRENEUR BOOKCLUB

This autobiography is the inaugural monthly pick of the DiscoveringStartups staff. It features the entrepreneur Sam Wyly, who went from living in a tin house without electricity to a self-made billionaire. This is one of the all-time favorites of the DS staff and we hope you

enjoy!



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We are proud to be able to showcase so many incredible startups and we hope you enjoy!

The DS Founder on Twitter:

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Great seeing you today @mok_oh at the board meeting. See you soon. 15 days ago

Congrats on the new factory. Hope to catch up soon! @shekibahmed RT: Begun work on restarting the second factory. 16 days ago

Congrats @rentabilities on Masschallenge! Good meeting you the other day too. Enjoy the office - I'm jealous =). 20 days ago

Good to see @Joeatexit41 at the @exit41 board meeting today. Thanks for the socks as well, Joe =) Will have to put them to use. 20 days ago

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