



Cell phone match maker aims to make connections

November 11, 2009

By Lesley Hunter

TORONTO – A new website called myCELLmyTERMS is promising to match cell phone users with their ideal cell phone plan.

In a concept that seems similar to a match making service, the company asks customers to input their wish list for their cell phone services, including preferred device, specific features and ideal month fee, and then shops the plan anonymously to their network of wireless dealers.

The dealers compete for the business, and MCMT ranks the bids based on the requested criteria. The customer can review them and either propose a counter-offer, or select the deal that they like best.

“What our dealers can do is tweak their plans or devices”, co-founder Paul Peic told Cartt.ca. “They can get very creative because they don’t have to go through the corporate channels. Some of these deals are never advertised.”

There is no cost to the consumer to join. Wireless dealers pay a monthly fee for access to the site, and MCMT receives a finders fee from the dealer once a contract has been signed. The site is currently only available in Ontario, but Peic said that Alberta and BC will have access by December, with Quebec to follow shortly.

"We created myCELLmyTERMS because we believe that the Canadian wireless industry is riddled with confusion and frustration," said Kye Husbands, co-founder and head of innovative solutions, in a statement. "myCELLmyTERMS.com is about empowerment and making Canadian wireless consumers active participants in the marketplace."

Peic said the business model has been in the works for two years. The Toronto-based company currently has 6 full time staff and 5 programming team members.

The four co-owners, who between them say they have 50 years of industry experience through stints at Bell and Telus, recently took the concept to the Canadian TV show *Dragon's Den* where two of the hosts agreed to buy in to the concept.