



CostMe.

PRESS KIT · JUNE 2026

The opportunity cost calculator for impulse purchases.

Type any price. See what it'd be worth invested. Then decide on purpose.

THE MATH

The \$400 you almost spent is about **\$30,000**
by the time you retire.

One-time \$400 at the market's ~10% long-run average over ~45 yrs (~\$7,000 over 30 yrs).

9:41

Step 01 - Name it

HOW MUCH?

\$350

WHAT IS IT?

New Balance 550

Shopping Food Entertainment

TD Using TD Bank · 3.75% savings rate

See the real cost →

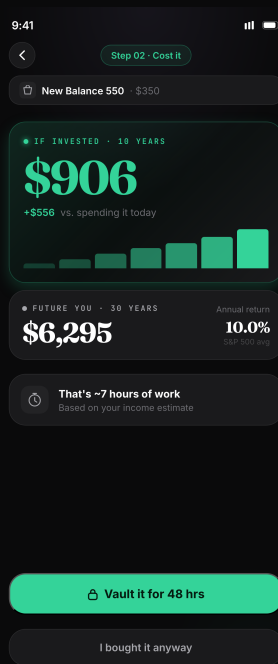
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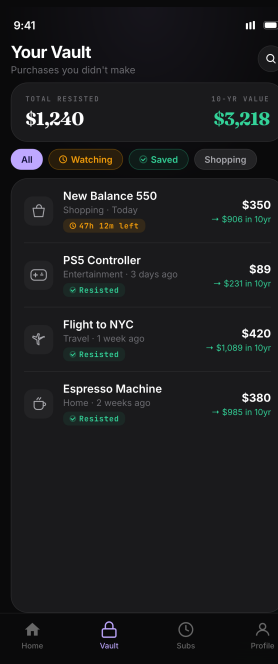
7 8 9

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Calculator



Result



Vault

“Impulse spending was never a willpower problem. It's a framing problem. CostMe just shows you the number no one shows you at checkout — then trusts you to decide.”

MADDISON founder of CostMe

Day 2

of public launch

Invisible

behavioral science

50

Founders Lifetime spots