

The Public Utilities Commission of Ohio

	PUCO USE ON	EY CARE
Date Received	Case Number	

14-0225-EL-AGG

CERTIFICATION APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-5 Experience). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

Applicant's legal name, address, telephone number and web site address

This PDF form is designed so that you may input information directly onto the form. You may also download the form, by saving it to your local disk, for later use.

A. APPLICANT INFORMATION

A-1

Technician

	Legal Name GENBRIGT LLC Address 2, Oliven Street; Suite 605 Boston, MA 02.109 Telephone #617-933-872 Web site address (if any) genbright. Com	1.
A-2	List name, address, telephone number and web site address under which Apwill do business in Ohio	
	Legal Name GENBRIGHT LLC Address 2, Oliver Street; Swite 605, Boston, MA 021 Telephone #617-933- Web site address (if any) genbright. Gm - 8720.	. 2 0
A-3	List all names under which the applicant does business in North America GENBRIGHT LLC	RECEIV!
A-4	Contact person for regulatory or emergency matters Name Jeffrey Ellis Title VP Customer Acquistion & Product Bevelopment	RECEIVED-DOCKETING DIV
This	Title VP Customer Acquistion & Product Bevelopment s is to certify that the images appearing are an	2: 14

document delivered in the regular course of business.

Date Processed

	Business address 2, 0/in Telephone # 617-933-83 E-mail address (if any)	ver 31 120 20	Fax#(; Suite 6 17-933- @ genbrie	05 Bo. 8730 gut.cm	ston, MA 021
A-5	Contact person for Commis	sion Sta	ıff use	in investigation	ng customer	complaints
	Name Jeffney Ella Title VP Customen A Business address 2, Oliver Telephone # 617-933-873 E-mail address (if any) Jeff	is Iconis Stree 20 Ney . 6	ition L; S Fax#1	d Product nite 605; 517-933- Egunden	Developa Buston, 8730 1364.6m	nnt MA 02109
A-6	Customer Service address 2, Toll-free Telephone # 888-29 E-mail address (if any)					-
A-7	Applicant's federal employe			_		
A-8	Applicant's form of owners	hip (che	eck on	e)		
	☐ Sole Proprietorship ☐ Limited Liability Partnership ☐ Corporation	(LLP)	□ Partr □ Limi □ Othe	ted Liability Co	mpany (LLC)	
A-9	(Check all that apply) Ide which the applicant intends t class that the applicant intermercantile commercial, and 4928.01 of the Revised Code, is a part of a national account in one or	o providends to industrial commercial	le serv serve, al. (A n ial custo	ice, including for example, nercantile custom	identification residential, er, as defined	n of each customer small commercial, in (A) (19) of Section
	First Energy Ohio Edison Toledo Edison Cleveland Electric Illuminating Duke Energy Monongahela Power	□ Reside □ Reside □ Reside □ Reside □ Reside	ntial ntial ntial	Commercial Commercial Commercial Commercial Commercial	Mercantile Mercantile Mercantile Mercantile Mercantile	Industrial Industrial Industrial Industrial Industrial Industrial Industrial
	MAmerican Electric Power Chio Power Columbus Southern Power Dayton Power and Light	□ Reside □ Reside □ Reside	ntial	Commercial Commercial	Mercantile Mercantile Mercantile	

A-10 Provide the approximate start date that the applicant proposes to begin delivering services

3/1/14

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-11 <u>Exhibit A-11 "Principal Officers, Directors & Partners"</u> provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-12 <u>Exhibit A-12 "Corporate Structure,"</u> provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.
- A-13 <u>Exhibit A-13 "Company History,"</u> provide a concise description of the applicant's company history and principal business interests.
- A-14 Exhibit A-14 "Articles of Incorporation and Bylaws," if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.
- A-15 <u>Exhibit A-15 "Secretary of State,"</u> provide evidence that the applicant has registered with the Ohio Secretary of the State.

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- **B-1** Exhibit B-1 "Jurisdictions of Operation," provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.
- **B-2** Exhibit B-2 "Experience & Plans," provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

- **B-3** Exhibit B-3 "Summary of Experience," provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).
- **B-4** Exhibit B-4 "Disclosure of Liabilities and Investigations," provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.
- **B-5** Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

▼ No □ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-6 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

n No

□ Yes

If yes, provide a separate attachment labeled as **Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. <u>APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE</u>

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- C-1 <u>Exhibit C-1 "Annual Reports,"</u> provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.
- C-2 <u>Exhibit C-2 "SEC Filings,"</u> provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

- C-3 <u>Exhibit C-3 "Financial Statements,"</u> provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.
- C-4 <u>Exhibit C-4 "Financial Arrangements,"</u> provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).
- C-5 <u>Exhibit C-5 "Forecasted Financial Statements,"</u> provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRES operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.
- C-6 Exhibit C-6 "Credit Rating," provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 <u>Exhibit C-7 "Credit Report,"</u> provide a copy of the applicant's credit report from Experion, Dun and Bradstreet or a similar organization.
- C-8 <u>Exhibit C-8 "Bankruptcy Information,"</u> provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

C-9	Exhibit C-9 "Merger Information," provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.
	Signature of Applicant & Title President, Grenbright LLC
	Sworp and subscribed before me this 4 day of FEDNAY 2014 Month Signature of official administering oath MARTA LONDONO Notary PuMsy commission expires on Commonwealth of Massachuseus Notary Pumsy commission expires on Commonwealth of Massachuseus Notary Pumsy commission expires on Marta Londono Commonwealth of Massachuseus Notary Pumsy commission expires Jan. 21, 2016 Notary Pumsy commission expires Jan. 21, 2016

State of Massachusetb

County of Swfrlk:

Sailesh R Buddhay MAffiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Bubright LLC (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

- 1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
- 2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
- 3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
- 4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
- 5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
- 6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
- 7. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
- 8. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
- The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
- 10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

Exhibit A-1

Principal A-1 Principal Officers, Directors & Partners"

Joseph Crespo Founder Founder & Co Owner Genbright LLC Two Oliver St. Suite 605 Boston, MA 02109 Tel # 617-571-0133

Sailesh Buddhavarapu President & Co Owner Genbright LLC Two Oliver St Suite 605 Boston, MA 02109 Tel # 404-434-2352

Exhibit A-1 🐎 · Corporate Structure

Genbright LLC is a privately owned company with no affiliates or subsidiaries.

Exhibit A-1.3 - Company History

Genbright LLC was incorporated in the State of Delaware on August 23, 2012. The Corporate Charter is to focus on Demand Response development including behind the meter and distributed generation applications. In addition, Genbright will focus on integrating demand response and competitive supply options for customers seeking to reduce overall energy costs by improving load factors and reducing peak period energy consumption.

Exhibit A-12 - Articles of Incorporation

Please reference the attached Articles of incorporation for Genbright LLC.

Exhibit A-16 Genbright UL Power Broker Application ZU10011UU145

)ATE: 1/07/2013 DOCUMENT ID 201331100149

DESCRIPTION

REG. OF FOR. PROFIT LIM. LIAB. CO. (LFP)

FILING 125.00

EXPED 100.00

PENALTY .00

COPY .00

Receipt

This is not a bill. Please do not remit payment.

GENBRIGHT LLC ATTN: SAILESH BUDDHAVARAPU 30 FEDERAL ST. 3RD FLOOR BOSTON, MA 02110

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted 2244224

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

GENBRIGHT LLC

and, that said business records show the filing and recording of:

Document(s)

Document No(s):

REG. OF FOR. PROFIT LIM. LIAB. CO.

201331100149

Effective Date: 11/06/2013

United States of America State of Ohio Office of the Secretary of State Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 7th day of November, A.D. 2013.

for Husted

Ohio Secretary of State

Exhibit B-1 - Jurisdictions of Operation

Genbright is a licensed Power Broker in the following Jurisdictions;

Massachusetts Maine Rhode Island New Jersey

Exhibit B-2 - Experience & Plans

Genbright will be obtaining targeted customers through traditional sources including direct sales, channel partner referrals, trade associations and web based sales activity to locate targeted customers. As a power broker Genbright will contract with interested customers to act as an agent for them in obtaining alternative electric supply proposals and will assist customers in evaluating the various options. Genbright will be compensated for its brokerage services trough an adder to the contracted price for power. Genbright will not take title to the power and will not be responsible for any billing functions. Genbright will provide all brokerage customers a toll free number and dedicated email address to address any customer questions.

Exhibit B-3 – Summary of Experience

Genbright's executive team consists of individuals with multiple years of experience in both regulated and unregulated energy markets. Our team understands the structure of utility rate designs and the full range of options open to customers in the competitive energy markets. Genbright is positioned well to offer customers professional guidance on how to achieve energy savings available in the competitive markets, minimize /hedge risks and leverage savings by offering various demand response options. Listed below are the bios of Genbright's executive team. To date, Genbright has been active in both ISO-NE and PJM markets and is currently providing energy services to a wide range of customers from national accounts to larger commercial property owners and industrial customers.

Genbright Executive Team:

Management: Founder - Joe Crespo has over 15 years of experience in deregulated wholesale and retail markets, including leading teams in power market trading and software development at Edison International and a small Massachusetts hedge fund. He also led new product development for Wood Mackenzie's North American and Global Gas products. President -Sailesh Buddhavarapu has over 15 years of energy risk management experience at companies that include Mirant, Edison International, Constellation and Citibank. Vice President of Resource Management: Joe Cusack has over 15 years of merchant asset management experience at Edison International and its predecessor Citizens Power where he was responsible for commercial management of the entire generation fleet. Vice President of Energy Services - Jeff Ellis has over 15 years' experience in wholesale power markets and retail services including his role as VP of Business Development for Energy USA, an Energy Service Company owned by NiSource Inc. Mr. Ellis was responsible for all commercial and industrial sales and marketing activities including on-site power generation, fuel and power contracts. Prior to joining Energy USA, Mr. Ellis was the Director of Demand Side Management for Bay State Gas Company. Vice President of Business Development - Douglas Gay has over 15 years of experience in technical sales and business development in energy and telecommunications sectors and is responsible for channel partner development. Vice President of Commercial Agreements - Geoff Mathews has over 20 years of experience in energy market transactions and oversees the legal structuring of Genbright's commercial agreements.

Exhibit B-4 Disclosure of Liabilities and Investigations

None.

Exhibit B5, B6

None.

Exhibit C1 - Annual Reports

Genbright is a privately owned company and does not produce an annual report.

Exhibit C2 – SEC Filings

Genbright is privately owned and thus, not required to make SEC filings.

Exhibit C3 - Financial Statements

Genbright is a farily new startup company and does not have audited financial statements so we have provided unaudited financial statements.

Current Unaudited Financial Statements:

Balance Sheet as of January 29, 2014

A	
Assets (S'000's)	24
Cash on Hand	21
Capitalized Value of Equity Contributions and Investments	548
Total Assets	569
Liabilities (\$'000's)	
Long Term Loan	40
Total Equity/Networth	529
Total Liabilities	569
Income Statement for the Period December 17, 2012- January 29, 2014	
Gross Revenues	0
Wages and Payroll Taxes	40
Office Rent and other Expenses	14
Legal and Registration	41
Travel and Entertainment	4
Start-up Set-up and Other Overheads	135
Total Wages and Start-up Expenses	234
Net Income/P&L	-234
Taxes Payable	0
Income after Taxes	-234

All amounts shown in (000's)

Exhibit C4 - Financial Arrangements

Genbright is only applying to be a licensed power broker and will not be taking title to any power purchases that would require financial guarantees.

Exhibit C5 - Forecasted Financial Statements

Forecasted Income Statement - Ohio Business:

	2014	2015
Projected Revenues	131	197
Projected Expenses	79	118
Projected Net Income	53	79

All amounts shown (000's)

Exhibit C6 - Credit Rating

Genbright is a small privately owned company and does not have an established credit rating.

Genbright LLC Power Broker Application Exhibits:

Exhibit C7 - Credit Report

Selected Company: genbright llc D-U-N-S #: 07-916-3931

Overview

Business Summary

Company Name:

GENBRIGHT LLC

D-U-N-S#:

07-916-3931

DBA's:

N/Α

Address:

30 Federal St 3rd FI

City:

Boston

State:

MA

Zip:

02110

Phone:

6172925182

Principal:

JOE CUSACK

Year Started:

2013

Employs:

5.

SIC Code(s):

17310103

Standby or emergency power specialization

NAICS Code(s):

238210

Electrical Contractors

Legal Structure:

N/A

Special Events

There have been no special events reported to D&B for this company.

History and Operations

Officers and Directors

Current Officers

Name

Title

JOE CUSACK

MBR-V PRES

Current Directors

No directors have been listed in this company report.

Company History

Contractor of electrical work, specializing in standby or emergency power (100%).

Operations

Employees

5.

Facilities

Leases premises in a building.

Location

Commercial section.

U.S. Branch

There are currently no U.S. branches listed in this company report.

U.S. Subsidiary

There are currently no U.S. subsidiaries listed in this company report.

International Branch

There are currently no international branches listed in this company report.

International Subsidiary

There are currently no international subsidiaries listed in this company report.

Payments

Payment Summary

The highest Now Owes on file is \$0

The highest Past Due on file is \$0

There are 0 payment experience(s) in D&Bs file for the most recent 24 months, with 0 experience(s) reported during the last three month period.

Payment Details

There have been no payments reported to D&B for the last 12 months.

Payments Detail Key: 30 or more days beyond terms

Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

Payment experiences reflect how bills are met in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices etc.

Each experience shown is from a separate supplier. Updated trade experiences replace those previously reported.

Finances

Key Financial Compansons

7		(\$)	(\$)	(3)			
This Company's Operation	This Company's Operating Results Year Over Year						
Net Sales	3	NA	NA ·	NA			
Gress Profit		NA	NA	NA			
Net Profit	:	NA	NA	NA			
· :	· !	NA	NA	NA			

Dun & Bradstreet Credibility Corp

	Dun of pracistreet Cred	indinity Corp	
Dividends / Withdrawals	NA	NA	NA
Working Capitol	NA	NA	NA
This Company's Assets Year Over	Year		•
Cash	NA	NA	NA NA
Accounts Receivable	NA	NA	NA
Notes Receivable	NA ⁺	NA :	NA ;
Inventories	NA	NA	NA
Other Current	NA	NA	NA
Total Current	NA .	NA	NA
Fixed Assets	NA	NA ·	NA ·
Other Non Current	NA	NA ¹	NA :
Total Assets	NA .	NA	NA
This Company's Liabilities Year Ov	er Year		
Accounts Payable	NA	NA	NA
: Bank Loan	NA	NA	NA
Notes Payable	NA	NA	NA
Other Current	NA	NA	NA :
Total Current	NA	NA '	NA
Long Term Debt	NA	NA	NA
Defferred Credit	NA	NA	NA
Net Worth	NA :	NA	NA
Total Liabilities And Net Worth	NA	NA .	NA
			the state of the state of

Balance Sheet

Fiscal Consolidated Statement Dated

We currently do not have any recent financial statement on file for this business.

Key Business Ratios

(Industry Median is based on this number of firms:)

e !	This Cor	opany) Industr Mari o	Manueltry Quartile	শ
Solvency				i
Quick Ratio	NA	NA	NA	- · - · · · · · · · · · · · · · · · · ·
Current Ratio	NA NA	NA	NA	

		24	. D. GGDG 001 01	commity con p
	Current Liabilities to Net Worth	NA	NA	NA
	Current Liabilities to Inventory	NA	NA	NA
	Total Current	NA	NA	NA
	Fixed Assets to Net Worth	NA	NA	NA
	Efficiency			
	Collection Period	NA	NA	NA
	Inventory Turn Over	NA	NA	NA
;	Sales to NWC	NA	NA	NA
	Acct Pay to Sales	NA	NA	NA
	Profitability			
	Return on Sales	NA	NA	NA
	Return on Assets	NA	NA	NA
:	Return on NetWorth	NA	NA	NA

Public Filings

Summary

This following public filing data includes both open and closed filings found in D&B's database on this company. It is for informational purposes only and is not the official record. Certified copies can be obtained from the official source.

Recard Type	≓ pi Recores	Most Record Filing Date	
Government History	1	N/A	
Details			
Number 1, 19 to Number 1, 1 to Sec.			
Judgements			
	. e la la ce	rolen for und our office over an	
Liens E			
	8 (1)	$\mathbf{K}_{\mathbf{k}}(\mathbf{x}, \mathbf{x}, \mathbf{x}$	
Son			
	and the second	Strong Carlotter Carlotter	

No UCC Filings have been reported to D&B on this company.

Banki, iptoies

Government: listery

Borrower(Dir/Guar):

NO

Administrative Debt:

NO

Contractor:

NO

Grantee:

Party excluded

NO

from federal program(s):

N/A

NO

Labor Surplus Area: Small Business:

YES (2013)

8(A) Firm:

N/A









Exhibit C8- Bankruptcy Information

Genebright nor any of it principles have filed for bankruptcy protection in the past two years.

Exhibit C9- Merger Information

Genebright has not been part of any dissolution, merger or acquisition within the most recent five years.