

FILE



Public Utilities Commission

Original AGG Case Number	Version
16- 661 -EL-AGG	May 2016

RENEWAL APPLICATION FOR ELECTRIC AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit C-10 Corporate Structure). 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.

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. RENEWAL INFORMATION

A-1 Applicant intends to be certified as: (check all that apply)

☒ Power Broker ☒ Aggregator

A-2 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name Lighthouse Power Partners, LLC
 Address 251 W. Central Ave., #412, Springboro, OH 45066
 PUCO Certificate # and Date Certified 16-1069E April 28, 2016
 Telephone # (937) 709-0098 Web site address (if any) www.LighthousePowerPartners.com

A-3 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Lighthouse Power Partners, LLC
 Address 251 W. Central Ave., #412, Springboro, OH 45066
 Telephone # (937) 709-0098 Web site address (if any) www.LighthousePowerPartners.com

A-4 List all names under which the applicant does business in North America

Lighthouse Power Partners

A-5 Contact person for regulatory or emergency matters

Name Chris Smith
 Title Managing Director
 Business address 251 W. Central Ave., #412, Springboro, OH 45066
 Telephone # (937) 709-0098 Fax # (937) 709-0098
 E-mail address chris.smith@lighthousepowerpartn

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
 Technician AS Date Processed 4/25/18

RECEIVED-CORRECTIVE DIV
 2018 APR 25 PM 3:43
 PUCO

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Chris Smith

Title Managing Director

Business address 251 W. Central Ave., #412, Springboro, OH 45066

Telephone # (937) 709-0098

Fax # (937) 709-0098

E-mail address chris.smith@lighthousepowerpart

A-7 Applicant's address and toll-free number for customer service and complaints

Customer Service address 251 W. Central Ave., #412, Springboro, OH 45066

Toll-free Telephone # (866) 535-9986

Fax # (937) 709-0098

E-mail address chris.smith@lighthousepowerpart

A-8 Applicant's federal employer identification number # 81-1761123

A-9 Applicant's form of ownership (check one)

☐ Sole Proprietorship

☐ Limited Liability Partnership (LLP)

☐ Corporation

☐ Partnership

☒ Limited Liability Company (LLC)

☐ Other _____

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-10 Exhibit A-10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

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 "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-4 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-4 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-5 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.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

C-1 **Exhibit C-1 "Annual Reports,"** 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. (This is generally only applicable to publicly traded companies who publish annual reports.)

C-2 **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If the applicant does not have such filings, it may submit those of its parent company. An applicant may submit a current link to the filings or provide them in paper form. 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 **Exhibit C-3 “Financial Statements,”** 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. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).

C-4 **Exhibit C-4 “Financial Arrangements,”** 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.).

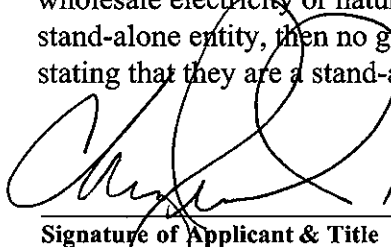
Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU’s collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

1. The applicant itself stating that it is investment grade rated by Moody’s, Standard & Poor’s or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody’s, Standard & Poor’s or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody’s, Standard & Poor’s or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company’s financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

- C-5 **Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted income statements for the applicant's **ELECTRIC related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- 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, Fitch IBCA, Moody's Investors Service, Standard & Poor's, 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 an 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. If an applicant or its parent does not have such a credit rating, enter "N/A" in Exhibit C-6.
- C-7 **Exhibit C-7 "Credit Report,"** provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter "N/A" for Exhibit C-7.
- C-8 **Exhibit C-8 "Bankruptcy Information,"** 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 two most recent years preceding the application.
- C-10 **Exhibit C - 10 "Corporate Structure,"** provide a description of the applicant's corporate structure, not an internal organizational chart, 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 in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

 MANAGING DIRECTOR
Signature of Applicant & Title

Sworn and subscribed before me this 24th day of April 2018
Month Year


Signature of official administering oath


Print Name and Title

My commission expires on Sept. 24, 2019

DEBORAH C. CAIN
NOTARY PUBLIC
STATE OF OHIO
Recorded in
Warren County
My Comm. Exp. 9/24/19

AFFIDAVIT

State of OHIO :

SPRINGBOROss.
(Town)

County of WARREN :

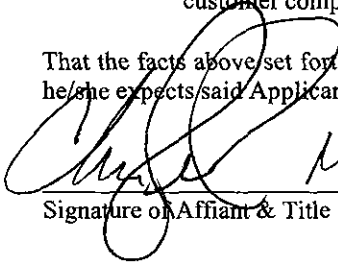
CHRIS SMITH, Affiant, being duly sworn/affirmed according to law, deposes and says that:
He/She is the MANAGING DIRECTOR (Office of Affiant) of LIGHTHOUSE POWER PARTNERS (Name of Applicant);

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

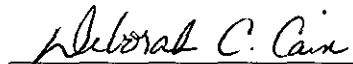
1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in 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 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.
8. 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.
9. 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 renewal 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.

 MANAGING DIRECTOR
Signature of Affiant & Title

Sworn and subscribed before me this 24th day of April, 2018.
Month


Signature of official administering oath


Print Name and Title

My commission expires on September 24, 2019

Exhibit A-10: Principal Officers, Directors & Partners

Chris Smith

Managing Director

251 Central W. Ave., #412

Springboro, OH 45066

937-709-0098

Chris.Smith@LighthousePowerPartners.com

Exhibit B-1: Jurisdictions of Operations

Lighthouse Power Partners LLC is not currently certified, licensed, registered or otherwise authorized to provide retail, wholesale or aggregation services in any jurisdiction outside of Ohio.

Exhibit B-2: Experience and Plans

Chris Smith is an experienced energy executive with over 15 years of experience in operating compliant and customer-focused deregulated electricity and natural gas providers in a variety of markets. Prior to the founding of Lighthouse Power Partners, he served as:

Vice President, DPL Energy Resources – October 2013 to March 2016

Chris was responsible for DPLER's Residential market segment, including the management and development of the organization's direct and indirect sales, marketing, compliance, and customer service groups. Chris led a complete rebuilding of the compliance program, resulting in significant reduction in both the number of complaints and the timeframes required for successful complaint handling. Chris was part of the leadership team which successfully marketed DPLER to IGS and transitioned over 130,000 customers and many of the employees to the IGS team and systems in January 2016.

Vice President of Sales, XOOM Energy – July 2012 to October 2013

Chris was responsible for the residential and commercial sales efforts at XOOM, and was part of the leadership team that grew the customer base from 90,000 to 140,000 and the markets served from 44 to 72 during his tenure, primarily using the MLM model in a fashion that led to a positive customer experience with a compliance history that was significantly better than the average industry experience associated with the MLM channel.

Director of Sales, First Choice Power – December 2010 to July 2012

Chris ran the Indirect Commercial Sales operation during the best sales period in First Choice Power's history of serving the ERCOT market in Texas, and was part of the team that rebuilt and launched the Online Sales Portal used to ensure effective and compliant broker sales operations and support. Chris was the only Sales employee retained by Direct Energy after their purchase of First Choice Power, and led the efforts to re-build the Direct Energy Broker Portal.

Director of Sales, Hudson Energy – May 2006 to June 2010

Chris was responsible for the sales efforts outside of the New York and New Jersey markets, and was the primary conceptual designer behind the first and most successful online broker portal in the industry. During Chris' tenure, the sales operation achieved one of the most compliant records in ERCOT. Chris grew the customer base into Texas and Illinois, and helped grow the business from a \$90MM valuation in 2006 to a \$300+ valuation in 2010, when Hudson sold to Just Energy.

Previously, Chris also held a number of positions in the industry since 2002, including Director of Sales for Direct Energy, and sales and leadership positions at Reliant Energy.

PLANS: Lighthouse Power Partners intends to serve the Ohio electricity and natural gas markets as a traditional broker and consultant in the mercantile, commercial and industrial space. Residential offers will be made available where available.

Commercial Broker: Customers will be contracted and billed directly for professional consulting services or contracted, as an authorized representative, reputable and PUCO-certified CRES and/or natural gas suppliers. Suppliers will be matched with customers based on price competitiveness and the various strengths of the supplier services and offerings, as viewed through the customers' priorities, to ensure a positive relationship between all of the involved parties. Customers will be approached by experienced account managers who have been thoroughly trained in the nuances of the Ohio markets and the Lighthouse Power Partner requirements regarding customer satisfaction. We will be using a relationship-based approach to ensure that we add significant forward value to the Customer-Supplier relationship and ensure an ongoing long-term relationship that is beneficial to the Customer, the Supplier, and Lighthouse. All CRES and CRNGS services under the customer-executed agreements will be provided by the provider with which the customer contracts, with Lighthouse Power Partners serving in an advisory and audit capability.

Residential Channel Partner: Based on the experience of the Lighthouse Power Partners leadership team in producing over 120,000 satisfied customers at DPLER with a minimal complaint experience over the 2014-2016 timeframe, we will be launching a door-to-door residential sales team using experienced and proven personnel and leadership. Customers will be approached directly and in accordance with PUCO regulations, with appropriate oversight and technological monitoring, and contracting customers will complete an in-house contract and experience verification process in addition to the PUCO-mandated third-party verification process. All CRES and CRNGS services under the customer-executed agreements will be provided by the provider with which the customer contracts, with Lighthouse Power Partners serving in an advisory and audit capability.

Additional Offerings: Additional Offerings in the solar power and energy efficiency space will also be marketed by Lighthouse Power Partners.

Billing Statements: As an electricity and natural gas broker, Lighthouse Power Partners will not be providing billing statements to customers.

Complaints: The Lighthouse Power Partners leadership team has extensive experience in making sure that customers have limited reason to complain, and in proper handling of any complaints which may arise. The leadership team will handle all complaint-related customer, provider and PUCO staff contacts personally, with a goal of resolving any complaints which may arise in a business-appropriate and amicable fashion that suits the interests of the customer and provider while remaining entirely within the requirements of PUCO regulations and staff recommendations.

Exhibit B-3: Liabilities and Investigations

Lighthouse Power Partners LLC does not have any existing, pending or past rulings, judgements, contingent liabilities, revocation of authority orders, regulatory investigations, or other matters that could adversely impact Lighthouse Power Partners' financial or operational status or limit the ability to provide services to customers.

Exhibit C-1: Annual Reports

Lighthouse Power Partners LLC is a privately entity and is not required to file an Annual Report with its shareholders.

Exhibit C-2: SEC Filings

Lighthouse Power Partners LLC is a privately held entity and is not required to make filings with the SEC.

Exhibit C-3: Financial Statements

Please see attached 2017 Profit and Loss Statement. No financial statements are available for 2016 due to the very limited nature of the business and income.

Chris Smith

Profit and Loss

Jan 01, 2017 - Dec 31, 2017

Income

Business Income	\$87,664
TOTAL INCOME	\$87,664

Expenses

Advertising	\$663
Car and truck	\$455
Contract labor	\$20,001
Equipment rent and lease	\$0
Fees	\$51,200
Insurance	\$0
Interest paid	\$0
Legal and professional services	\$0
Loan principal	\$0
Materials & Supplies	\$0
Meals and entertainment	\$963
Office expenses	\$325
Other business expenses	\$2,566
Rent and lease	\$0
Repairs and maintenance	\$0
Taxes and licenses	\$0
Travel expenses	\$48
Utilities	\$249
TOTAL EXPENSES	\$76,471
NET INCOME	\$11,193

Exhibit C-4: Financial Arrangements

Lighthouse Power Partners LLC is a privately held entity and has no financial arrangements for funding from any other sources.

Exhibit C-5: Forecasted Financial Statements

Please see attached documents.

2018 Forecasted Financial Statements -- Electricity Contracts

Assumptions	
New Customers Acquired/Month	1
Average Customer Size	100,000 kWh/year
Average Customer Contract Term	36 months
Average Fee/kWh	\$ 0.003
Sales Commission Owed	50%
Resulting Financial Forecasts	
Term Fee Value of Contracts	\$ 10,800.00
2018 Realized Contract Value	\$ 1,200.00
2018 Electricity Margin	\$ 600.00

- * All contracts are forecasted to be paid residually on actual usage,
- * 2018 realized contract value based on 4 months average flow in 2018.
- * 2018 Electricity Margin is 2018 Realized Contract Value, net Commissions.

2019 Forecasted Financial Statements -- Electricity Contracts

Assumptions	
New Customers Acquired/Month	1
Average Customer Size	100,000 kWh/year
Average Customer Contract Term	36 months
Average Fee/kWh	\$ 0.003
Sales Commission Owed	50%
Resulting Financial Forecasts	
Term Fee Value of 2019 Contracts	\$ 10,800.00
2019 Realized New Contract Value	\$ 1,800.00
2019 Fee Value from 2018 Contracts	\$ 3,600.00
Total Realized 2019 Fee Value	\$ 5,400.00
2019 Electricity Margin	\$ 2,700.00

- * All contracts are forecasted to be paid residually on actual usage,
- * 2019 realized contract value based on 6 months average flow in 2019.
- * 2019 Electricity Margin is Total Realized 2019 Contract Value, net Commissions.

Exhibit C-6: Credit Rating

Lighthouse Power Partners LLC is a privately held entity and has not yet been rated by any publicly available credit rating organization.

Exhibit C-7: Credit Report

Lighthouse Power Partners LLC is a privately held entity and no credit reports have been created by any credit rating organization as of the time of this application.

Exhibit C-8: Bankruptcy Information

Lighthouse Power Partners LLC does not have any reorganizations, protections from creditors or other forms of bankruptcy filings.

Exhibit C-9: Merger Information

Lighthouse Power Partners LLC has not been party to any dissolution, merger or acquisition actions in the two years previous to this application.

Exhibit C-10: Corporate Structure

Lighthouse Power Partners LLC is a stand-alone entity with no affiliate or subsidiary companies.