



ENERGY EDGE
CONSULTING

FILE

January 8, 2019

Public Utilities Commission of Ohio
Attn: Docketing Division
180 East Broad Street
Columbus, OH 43215-3793

Re: Energy Edge Consulting, LLC Renewal of Electricity Aggregator/Broker License (Docket 13-0273-EL-AGG)

To the Commission:

Enclosed is the application of Energy Edge Consulting, LLC to renew its Electricity Broker License (Docket 13-0273-EL-AGG), along with 3 copies. Energy Edge Consulting, LLC is a private company and thus would request that the information in Exhibit C-3 and C-5 be treated as confidential. The responses to Exhibits C-3 and C-5 have been filed under seal accordingly.

If there are any questions or additional information is required, please don't hesitate to contact me at (713) 300-0680, ext 702, or mhobson@energyedgeconsulting.com.

We appreciate your consideration in this matter.

Sincerely,

Matt Hobson
Vice President & Secretary
Energy Edge Consulting, LLC

enclosures

RECEIVED-DOCKETING DIV
2019 JAN 14 PM 2:29
PUCO

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 MN Date Processed JAN 14 2019

Original AGG Case Number	Version
13-273-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 Energy Edge Consulting, LLC
 Address 9601 Katy Freeway, Suite 450, Houston, TX 77024
 PUCO Certificate # and Date Certified Renewal 13-637E (2), 2/23/2015
 Telephone # (713) 300-0680 Web site address (if any) www.energyedgeconsulting.com

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

Legal Name Energy Edge Consulting, LLC
 Address 9601 Katy Freeway, Suite 450, Houston, TX 77024
 Telephone # (713) 300-0680 Web site address (if any) www.energyedgeconsulting.com

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

Energy Edge Consulting, LLC _____

A-5 Contact person for regulatory or emergency matters

Name Matt Hobson
 Title Vice-President & Secretary
 Business address 9601 Katy Freeway, Suite 450, Houston, TX 77024
 Telephone # (713) 446-3818 Fax # (713) 300-0680
 E-mail address mhobson@energyedgeconsulting.c

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

Name Brian Walker
Title President
Business address 6116 N. Central Expwy, Suite 921, Dallas, TX 75206
Telephone # (214) 414-3033 Fax # (214) 414-3033
E-mail address bwalker@energyedgeconsulting.cc

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

Customer Service address 9601 Katy Freeway, Suite 450, Houston, TX 77024
Toll-free Telephone # (888) 802-8179 Fax # (713) 300-0680
E-mail address _____

A-8 Applicant's federal employer identification number # 264110680

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

- | | |
|--|---|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input checked="" type="checkbox"/> Limited Liability Company (LLC) |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> 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.

[Signature] Vice President
Signature of Applicant & Title

Sworn and subscribed before me this 09th day of JAN, 2019
Month Year

[Signature]
Signature of official administering oath

NIGHAT ALI OWNER
Print Name and Title

My commission expires on 10-30-2022



AFFIDAVIT

State of Texas :

Houston ss.
(Town)

County of Harris :

Richard M. Hobson, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the Vice President (Office of Affiant) of Energy Edge Consulting (Name of Applicant);
etc

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.

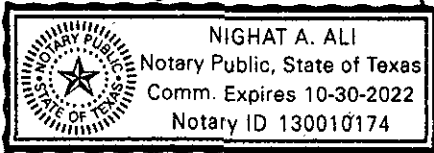
[Signature] Vice President
Signature of Affiant & Title

Sworn and subscribed before me this 09th day of JAN, 2019
Month Year

[Signature]

Signature of official administering oath

NIGHAT ALI OWNER
Print Name and Title



My commission expires on Oct-30-2022

Exhibit A-10 "Principal Officers, Directors & Partners"

Brian Walker
President
6116 N. Central Expwy
Suite 921
Dallas, TX 75206
(214) 414-3033

Matt Hobson
Vice President & Secretary
9601 Katy Freeway
Suite 450
Houston, TX 77024
(713) 300-0680

Exhibit B-1 "Jurisdictions of Operation"

Energy Edge Consulting currently provides energy consulting/brokering services, or is in the process of obtaining a license in the following areas:

Alberta, Canada: Energy Edge Consulting currently provides energy consulting and brokering services to end-use clients in Alberta; no license is issued by the province of Alberta for this activity

California: Energy Edge Consulting currently provides energy consulting and brokering services to end-use clients in California; no license is issued by the state of California for this activity

Colorado: Energy Edge Consulting currently provides energy consulting and brokering services to end-use clients in Colorado; no license is issued by the state of Colorado for this activity

D.C.: Licensed by the District of Columbia Public Service Commission to provide electricity brokering, consulting, and aggregating services

Illinois: Licensed by the Illinois Commerce Commission to provide electricity brokering, consulting, and aggregating services

Maryland: Licensed by the Maryland Public Service Commission to provide electricity brokering, consulting, and aggregating services

Massachusetts: Licensed by the Massachusetts Department of Public Utilities to provide electricity brokering, consulting, and aggregating services

Ontario, Canada: Energy Edge Consulting currently provides energy consulting and brokering services to end-use clients in Ontario; no license is issued by the province of Ontario for this activity

New Jersey: Licensed by New Jersey Board of Public Utilities to provide electricity brokering, consulting, and aggregating services

Pennsylvania: Licensed by the Pennsylvania Public Utility Commission to provide electricity brokering, consulting, and aggregating services

Texas: Licensed by the Texas Public Utility Commission to provide electricity aggregating services

Exhibit B-2 “Experience & Plans”

Experience

Below are brief biographies of Energy Edge Consulting’s officers & key team members.

Brian Walker, President

Brian Walker has eighteen years of experience working in deregulated electricity markets across the country. Immediately prior to Energy Edge Consulting, Brian led Reliant Energy's large and mid commercial and industrial sales efforts in north Texas which generated revenues exceeding \$500 million annually. In this role, Brian was responsible for managing a team of 20 sales professionals and support staff, structuring and negotiating retail electricity contracts, and growing the retail energy provider's presence in the region.

In addition to Brian's knowledge of retail electricity markets, he also has extensive experience in both the wholesale and regulatory sides of the industry. Previously, Brian worked with Reliant Energy's wholesale origination and trading groups and represented the company before numerous regulatory agencies and stakeholder organizations on the west coast. In 2006 Brian was named sales person of the year.

Matt Hobson, Vice President & Secretary

Matt Hobson has sixteen years of experience working with large commercial and industrial clients in managing their energy needs. Prior to Energy Edge Consulting, he worked in Reliant Energy's large commercial and industrial marketing group, where he was a member of Reliant's Complex Commodity Sales Team developing and marketing customized energy products to some of the largest industrial clients in Texas. He was responsible for a business segment that generated over \$150 million in annual revenues.

In addition to his direct client responsibilities, Matt also had management and P&L responsibilities for a team of sales and support employees in Reliant Energy's mid-sized commercial and industrial business. Matt also has extensive experience in demand side management, having developed and implemented Reliant Energy's participation in a key new ERCOT demand response program, EILS.

David Mosley, Director

David Mosley has thirty-five years of experience in the energy industry. Prior to joining Energy Edge Consulting, David helped develop and execute Reliant Energy's highly successful large commercial and industrial energy marketing efforts. David has individually executed approximately \$1.4 billion in electricity transactions since Texas deregulated its electricity market in 2002. David has been providing value for clients for many years by utilizing his structuring expertise, as well as his understanding of the significance of electricity load shapes, energy price risk management expertise, and electricity product knowledge.

In addition to his direct client responsibilities at Reliant Energy, David also had management and P&L responsibilities for a team of sales and support employees in Reliant Energy's large commercial and industrial business. He has received numerous awards over the course of his career for his contributions to the energy industry.

Ana Salinas, Manager, Operations & Analytics

Ana Salinas has sixteen years of experience in the deregulated electricity industry in both ERCOT and PJM markets. Prior to joining Energy Edge Consulting as Operations Manager, Ana has held positions in product development, structuring, and marketing. Most recently, she was the Team Lead for the Customer Transaction Desk at Reliant Energy where non-fixed price customers were able to lock in real time prices. Ana and her team managed over \$2 billion in customer transactions on an annual basis.

Plans

Energy Edge provides energy risk management, contract negotiation, and ongoing support services to large commercial, industrial, and institutional energy consumers. Our team has over 130 years of combined experience in deregulated energy markets. We currently serve clients in a variety of industries from manufacturing to restaurants to schools. Since the firm's founding in March 2009, Energy Edge Consulting has represented over 250 business and government entities in the management and purchasing of electricity & natural gas. Combined, these consumers represent over 4,000,000,000 kWh per year of electricity consumption. The firm has provided services to customers in over 15 different utility territories that fall within the MISO, PJM, ERCOT, and WPP regional control areas. The firm takes a very technical approach to energy management and leverages the deep understanding of energy markets of each of its team members to deliver value to clients in energy management.

Typically, Energy Edge puts a services agreement in place with its clients that outlines the scope of services provided to the customer and the fee for said services. The fee is sometimes collected from the customer by the customer's retail energy service provider and remitted to Energy Edge, and sometimes Energy Edge invoices the customer for the fee. Given that Energy Edge has a relatively small number of large clients, inquiries and complaints are handled individually and are afforded a high level of attention by Energy Edge's staff.

Exhibit B-3 “Disclosure of Liabilities and Investigations”

Energy Edge Consulting, LLC has no existing, pending or past rulings, judgments, contingent liabilities, regulatory investigations, or any other matter that could adversely impact its financial or operational status or ability to provide the services it is seeking to be certified to provide.

Exhibit C-1 “Annual Reports”

N/A -- Energy Edge Consulting, LLC is not a publicly held, exchange listed company. As a privately held entity, the company does not produce an annual report nor disclose similar information publicly, thus Exhibit C-1 is not applicable.

Exhibit C-2 "SEC Filings"

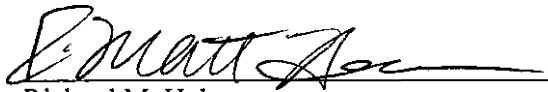
N/A -- Energy Edge Consulting, LLC is not a publicly held, exchange listed company, and thus is not required to file 10-K, 8-K or any other documentation with the SEC. Due to this, Exhibit C-2 does not apply.

Exhibit C-3 "Financial Statements"

Please find attached Energy Edge Consulting, LLC's financial statements for fiscal year 2016 and fiscal year 2017. They are not audited financial statements, as Energy Edge Consulting is not required for any reason to produce audited financial statements; therefore we are providing officer certified financial statements. Please note, this information is considered CONFIDENTIAL by Energy Edge Consulting and has been provided under seal and redacted from all copies of the application.

Officer Certification

I, Richard Hobson, certify that the financial statements for Energy Edge Consulting, LLC contained herein are accurate as of the date of their preparation.

A handwritten signature in black ink, appearing to read "R. Matt Hobson", written over a horizontal line.

Richard M. Hobson
Vice President & Secretary
Energy Edge Consulting, LLC
9601 Katy Freeway, Suite 450
Houston, TX 77024
(713) 300-0680
mhobson@energyedgeconsulting.com

Exhibit C-4 “Financial Arrangements”

N/A -- Energy Edge Consulting, LLC does not currently maintain bank commitments, credit arrangements, or guarantees as the capital requirements of the company to provide energy consulting and brokering services are relatively minor.

Exhibit C-5 “Forecasted Financial Statements”

Please find attached Energy Edge Consulting, LLC's forecasted financial statements for fiscal year 2019 and 2020 for electric related business in Ohio only. Please note, this information is considered CONFIDENTIAL by Energy Edge Consulting and has been provided under seal and redacted from all copies of the application.

The forecasted financial statements are based on customer contracts that are already signed or existing contracts expected to be renewed and reasonable assumptions on growth. Questions on these assumptions can be direct to Mr. Matt Hobson, Vice President and Secretary of Energy Edge Consulting, LLC at mhobson@energyedgeconsulting.com; (713) 446-3818; 9601 Katy Freeway, Suite 450, Houston, TX 77024.

Exhibit C-6 “Credit Rating”

N/A -- Energy Edge Consulting, LLC has no debt of any kind, publicly listed or otherwise. As such, there are no credit rating agencies that provide a credit rating for Energy Edge Consulting, LLC.

Exhibit C-7 “Credit Report”

Attached is a credit report for Energy Edge Consulting, LLC from Dunn & Bradstreet.

Dashboard

Summary

Update Company Info

Tools

Energy Edge Consulting, Llc

DUNS: 83-027-8060

CS CreditSignal

Summary

Company Info

[Update Company Info](#)

9601 Katy Fwy Ste 450
Houston, TX 77024
Phone: (713) 300-0680
URL:

DBA's:

Upgrade to CreditBuilder™ Today

Help build your D&B® scores and ratings and benchmark your company against your industry and competitors

Speak with a Credit Advisor to learn more
1-800-700-2733

Scores and Ratings

Score / Rating:	Change	Last Date Changed
PAYDEX®	Declined ▼	03/20/2018
Delinquency Predictor Class	Improved ▲	12/04/2018
Financial Stress Class	No Change ↔	03/20/2018
Supplier Evaluation Rating	Improved ▲	03/20/2018
D&B Rating	Improved ▲	06/01/2017
D&B Viability Rating	Good (Status)	

D&B has recently updated their scores. Learn how these changes affect your business credit profile.

Alerts 42

INQUIRY
12/16/18
1 New Inquiry

INQUIRY
12/13/18
1 New Inquiry

SCORE
12/02/18
Delinquency Predictor ...

INQUIRY
10/26/18
1 New Inquiry

Exhibit C-8 “Bankruptcy Information”

Energy Edge Consulting, LLC has never filed for reorganization, protection from creditors or any other form of bankruptcy, nor have any of its officers.

Exhibit C-9 "Merger Information"

Energy Edge Consulting, LLC has not engaged in any dissolution, merger or acquisition since its inception in 2009.

Exhibit C-10 "Corporate Structure"

Energy Edge Consulting, LLC is a stand-alone entity with no affiliate or subsidiary companies.