

FILE

19-2157-EL-AGG

14



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Date Received	Case Number	Version
	19-2157-EL-AGG	May 2016

**INITIAL CERTIFICATION APPLICATION FOR ELECTRIC
AGGREGATORS/ POWER BROKERS**

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-12 Company History). 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. APPLICANT 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 and web site address

Legal Name Invision Energy Advisors, LLC
Address 2413 W. Algonquin Rd. Suite 401 Algonquin, IL 60102
Telephone # (480) 585-0080 Web site address (if any) www.InvNrg.com

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

Legal Name Invision Energy Advisors, LLC
Address 2413 W. Algonquin Rd. Suite 401 Algonquin, IL 60102
Telephone # (480) 585-0080 Web site address (if any) www.InvNrg.com

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

Invision Energy Advisors, LLC

A-5 Contact person for regulatory or emergency matters

Name Robert Yedor
Title President

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 DMm Date Processed 12/16/19

PUCO

2019 DEC 16 PM 12:38

DOCKETING DIVISION

Business address 2413 W. Algonquin Rd. Suite 401 Algonquin, IL 60102
Telephone # (480) 585-0080 Fax # (480) 585-3502
E-mail address Ryedor@InvNrg.com

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

Name Robert Yedor
Title President
Business address 2413 W. Algonquin Rd. Suite 401 Algonquin, IL 60102
Telephone # (480) 585-0080 Fax # (480) 585-3502
E-mail address Ryedor@InvNrg.com

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

Customer Service address 2413 W. Algonquin Rd. Suite 401 Algonquin, IL 60102
Toll-free Telephone # (866) 428-9200 Fax # (480) 585-3502
E-mail address Ryedor@InvNrg.com

A-8 Applicant's federal employer identification number # 364667261

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 _____ |

A-10 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

- | | | | | |
|--|--------------------------------------|--|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> First Energy | | | | |
| <input type="checkbox"/> Ohio Edison | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Toledo Edison | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Cleveland Electric Illuminating | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Duke Energy | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Monongahela Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> American Electric Power | | | | |
| <input type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Columbus Southern Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Dayton Power and Light | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |

- A-11 Provide the approximate start date that the applicant proposes to begin delivering services
January 1, 2020

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-12 **Exhibit A-12 "Principal Officers, Directors & Partners"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-13 **Exhibit A-13 "Company History,"** 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 **Exhibit A-15 "Secretary of State,"** 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.

☐ No ☒ Yes *SEE ATTACHED*

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. APPLICANT 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 to satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, 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, 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. 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.

 President
Signature of Applicant & Title



Sworn and subscribed before me this 13 day of December 2019

Signature of official administering oath

Month Year
Stacey L. Harvey
Print Name and Title

My commission expires on 05-15-2022

InVisionEnergy


December 11th, 2019

PUCO Case #15-0470-EL-AGG*

*Please note that this was the case number that Melissa Scarberry told us to use. But we want to emphasize that we are power brokers only, NOT Aggregators.

The enclosed financial documents are confidential and being filed under seal.

Thank you.



Robert Yedor
President
Invision Energy Advisors, LLC
2413 W. Algonquin, Suite 401
Algonquin, IL 60102

AFFIDAVIT

State of ILLINOIS :

ALGONQUIN ss.
(Town)

County of McHENRY :

ROBERT YEDOR, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the PRESIDENT (Office of Affiant) of INVISION ENERGY ADVISORS, 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.
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 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.

 PRESIDENT
Signature of Affiant & Title



Sworn and subscribed before me this 13 day of DECEMBER 2019
Month Year

Signature of official administering oath

ROBERT YRBOR, PRESIDENT
Print Name and Title

My commission expires on 05-15-2022

A-12 Exhibit A-12 "Principal Officers, Directors & Partners"

Robert Yedor – President
7454 E. Whistling Wind Way
Scottsdale, AZ 85255
480-585-0080

Marko Castillo – Managing Director
2413 W. Algonquin Rd. Suite 401
Algonquin, IL 60102
847-274-9404

A-13 Exhibit A-13 "Company History,"

Rob Yedor, our president, has been studying energy management & procurement starting in 1987 as the owner of a factory in Rockford, IL. Rob's factory grew to over 350,000 square feet of production and warehousing with nearly 400 employees. After selling his factory, Rob's friend Marko Castillo asked him if he would run an energy division for his company wanting to expand services to their 15 year old client base of large manufacturers, restaurant franchisees and independent operators. Invision Energy was incorporated in 2009 and has since helped businesses procure their power in several deregulated states across America.

A-14 Exhibit A-14 "Articles of Incorporation and Bylaws,"

Please see attached.

A-15 Exhibit A-15 "Secretary of State,"

Please see attached.

B-1 Exhibit B-1 "Jurisdictions of Operation,"

Invision Energy Advisors is an Illinois licensed power broker of gas & electrical services. We are also certified in Illinois, Pennsylvania, Maryland, Texas, California, Michigan, New York & New Jersey via our direct marketers listed in section C-10. We have several restaurant franchisee clients that have expanded operations into the state of Ohio that have requested our services.

B-2 Exhibit B-2 "Experience & Plans,"

Rob Yedor, our President is the person who deals directly with all customer initiatives, contracts, bids and follow up services. Rob's experience is spelled out in A-13 and he continues to attend seminars, online classrooms and offers his customers a deeper understanding of market conditions and contract procurement. We do not offer billing services, as that is handled by the local utility and the independent provider. All contracts are drafted by the direct provider, sent to Rob for approval before submitting to the client. Rob gets the contract back from the customer, makes sure it is filled out correctly then files it back to the provider. Rob follows up with the client after services are rendered to make sure all aspects of the contract are being fulfilled.

B-3 Exhibit B-3 "Summary of Experience,"

Since 2009, Rob Yedor, our President, has provided electric & gas procurement advisory services for over 100 companies comprising nearly 1000 locations in deregulated states across America. Rob will first look over customer utility bills from every location that company has so he can analyze usage, peak load requirements and cost per kwh. If that company is already under contract with another independent provider, Rob will compare the contract with the current billing structure to make sure his provider is fulfilling its obligations. Invision Energy contracts approximately 10,000 megawatt hours annually. Invision Energy has deep roots within the restaurant industry, helping franchisees and independent operators such as Sonic Drive-Ins, Burger King, Taco Bell, Popeye's, Buffalo Wild Wings and dozens of others.

B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations,"

Invision Energy Advisors has never been subject to either of these matters.

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.

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.

We were notified in October 2019 that our license in the State of Ohio had expired. This was a mistake on our part not knowing that recertification was required every at that time. We did not receive a letter or email reminder from PUCO, but that's no excuse on our part. Melissa Scarberry from your office informed us that we would have to re-apply as we are doing here.

C-1 Exhibit C-1 "Annual Reports,"

This report is not applicable due to the fact that this is a two person LLC with no shareholders involved.

C-2 Exhibit C-2 "SEC Filings,"

We do not need to file any reports to the SEC as we are a privately held LLC with two partners sharing revenue.

C-3 Exhibit C-3 "Financial Statements,"

See Attachment labeled C-3

C-4 Exhibit C-4 "Financial Arrangements,"

N/A

C-5 Exhibit C-5 "Forecasted Financial Statements,"

In the State of Ohio, we predict bookings of approx.. 1,750,000 kwh in electricity which will generate just over \$9,000 in annual revenues to Invision Energy. This power is for a total of 7 restaurants and 3 storage facilities.

C-6 Exhibit C-6 “Credit Rating,”

N/A

C-7 Exhibit C-7 “Credit Report,”

We do not have a Credit Report for the company, but see attached personal credit report for Rob Yedor, our President. That is what Mr. Zell asked us to submit back in 2016.

C-8 Exhibit C-8 “Bankruptcy Information,”

This company and both partners have never faced bankruptcy, reorganization or protection from any creditors.

C-9 Exhibit C-9 “Merger Information,”

This does not apply to our company.

C-10 Exhibit C-10 “Corporate Structure”

We are a stand-alone entity with no affiliate or subsidiary companies. There are only 2 people (Robert Yedor – President) and Marko Castillo (Managing Partner). Rob handles all customer dealings and Marko handles the corporate revenue reports, taxes and distributions. We are an LLC with 2 partners with an operating agreement. Robert Yedor & Marko Castillo are the only two people with the company. Rob handles all day to day customer interaction while Marko handles the corporate finances, taxes and receivables. We are channel partners able to bid electric prices from a variety of Direct Marketers such as Constellation, Direct Energy, Hudson & Tiger to find our customers the lowest prices available.

A-14

Form **LLC-5.5**

**Illinois
Limited Liability Company Act
Articles of Organization**

FILE # 03200418

Secretary of State Jesse White
Department of Business Services
Limited Liability Division
www.cyberdriveillinois.com

Filing Fee: \$500
Expedited Fee: \$100
Approved By: JFP

FILED
DEC 06 2009
Jesse White
Secretary of State

1. Limited Liability Company Name: INVISION ENERGY ADVISORS LLC

2. Address of Principal Place of Business where records of the company will be kept:
1141 EAST MAIN STREET, STE 206

EAST DUNDEE, IL 60118-2440

3. Articles of Organization effective on the filing date.

4. Registered Agent's Name and Registered Office Address:

JOHN PETER CURIELLI
126 S NORTHWEST HWY
BARRINGTON, IL 60010-4608

COOK

5. Purpose for which the Limited Liability Company is organized:
"The transaction of any or all lawful business for which Limited Liability Companies may be organized under this Act."

6. The LLC is to have perpetual existence.

7. The Limited Liability Company is managed by the manager(s).

INVISION BENEFIT, LTD.
1141 EAST MAIN ST, STE 206, EAST DUNDEE, IL 60118

8. **Name and Address of Organizer**

I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Organization are to the best of my knowledge and belief, true, correct and complete.

Dated: DECEMBER 06, 2009

MARKO A. CASTILLO
1141 EAST MAIN ST., STE 206
EAST DUNDEE, IL 60118



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
12/01/2014	201433001150	REG. OF FOR. PROFIT LIM. LIAB. CO. (LFP)	125.00	0.00	0.00	0.00	0.00

Receipt

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

INVISION ENERGY ADVISORS, LLC
99 BOULDER DR
LAKE IN THE HILLS, IL 60156

A-15

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted
2346244

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

INVISION ENERGY ADVISORS, LLC

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

Document(s)

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

Effective Date: 11/25/2014

Document No(s):

201433001150



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
1st day of December, A.D. 2014.

Jon Husted

Ohio Secretary of State