



DIS Case Number: 15-1708-EL-AGG

Section A: Application Information

A-1. Provider type:

☒ Power Broker

☒ Aggregator

☐ Retail Generation
Provider

☐ Power
Marketer

A-2. Applicant's legal name and contact information.

Legal Name: Yolon Energy, LLC

Phone: 8555375603

**Extension (if
applicable):**

Country: United States

Street: 160 Bridge Street Suite 100 1
Hartfield Blvd

Website (if any): www.yolonenergy.com

City: EAST WINDSOR

Province/State: CT

Postal Code: 6088

A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Yolon Energy, LLC	Official Name	160 Bridge Street Suite 100 1 Hartfield Blvd East Windsor, CT 06088	Yes	File

A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
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A-5. Contact person for regulatory matters



Public Utilities Commission

Elisabeth Bottomley
160 Bridge Street Suite 100 1 Hartfield Blvd
EAST WINDSOR, CT 06088
US
ebottomley@yolonenergy.com
8602545928

A-6. Contact person for PUCO Staff use in investigating consumer complaints

Elisabeth Bottomley
160 Bridge Street Suite 100 1 Hartfield Blvd
EAST WINDSOR, CT 06088
US
ebottomley@yolonenergy.com
8602545928

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

Phone: 18602545928	Extension (if applicable):	Country: United States
Fax: 860-254-5924	Extension (if applicable):	Street: 160 Bridge Street Suite 100 1 Hartfield Blvd
Email: ebottomley@yolonenergy.com		City: East Windsor
		Province/State: CT
		Postal Code: 06088

A-8. Applicant's federal employer identification number

464076305

A-9. Applicant's form of ownership

Form of ownership: Limited Liability Company (LLC)

A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

Service area selection

Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating
 FirstEnergy - Ohio Edison
 FirstEnergy - Toledo Edison
 AES Ohio
 American Electric Power (AEP)

Class of customer selection

Commercial
 Industrial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 12-02-2015

A-12. Principal officers, directors, and partners

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Russ Monroe	rmonroe@yolonenergy.com	Partner	160 Bridge Street Suite 100 1 Hartfield Blvd East Windsor, CT 06088 US
Elisabeth Bottomley	ebottomley@yolonenergy.com	Managing Partner	160 Bridge Street Suite 100 1 Hartfield Blvd EAST WINDSOR, CT 06088 US
Timothy Lockwood	tlockwood@yolonenergy.com		1 Hartfield Blvd East Windsor, CT 6088 US

A-13. Company history

Yolon Energy, LLC provides competitive supplier bids to customers and assists them with the process of contracting directly with their chosen supplier. We do not take title to the power so we do not bill the customer. All billing is done directly between the supplier and the customer. We maintain a toll-free line for customer service and any inquiries and/or complaints are addressed immediately via telephone and followed up via email for written documentation.

A-14. Secretary of State



Secretary of State Link: <https://businesssearch.ohiosos.gov?=businessDetails/2431694>

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: Massachusetts:

- Natural Gas: License Number RA-110, License Date 5/9/2014

- Electricity: License Number EB-275, License Date 5/9/2014

New Hampshire: License Number 15-291, License Date 7/28/2015

Maine: License Date 2/1/2017

Pennsylvania: Application A-2017-2626169, License Date 7/7/2017

B-2. Experience and plans

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Yolon Energy, LLC provides competitive supplier bids to customers and assists them with the process of contracting directly with their chosen supplier. We do not take title to the power so we do not bill the customer. All billing is done directly between the supplier and the customer. We maintain a toll-free line for customer service and any inquiries and/or complaints are addressed immediately via telephone and followed up via email for written documentation.

B-3. Disclosure of liabilities and investigations

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: None



B-4. Disclosure of consumer protection violations

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

No

B-5. Disclosure of certification, denial, curtailment, suspension or revocation

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

No

Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

C-3. Forecasted financial statements

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

File(s) attached

C-4. Credit rating

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not



Public Utilities Commission

have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

This does not apply

C-5. Credit report

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

File(s) attached

C-6. Bankruptcy information

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

C-7. Merger information

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

C-8. Corporate structure



Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

Section D: Applicant Technical Capacity

D-1. Operations

Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.

Operations Description: Yolon Energy uses a combination of W2 Employees and 1099 Contractors to facilitate relationships with customers and assist with the procurement of their retail electricity needs. AT the current time, Yolon Energy does not have any sales staff dedicated to the OH market, however there is the potential that a 1099 contractor or current customer may have a location in OH that they are interested in partnering with Yolon for Energy Management and Procurement Services.

D-2. Operations Expertise & Key Technical Personnel

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.



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Operations Expertise & Personnel Description: This link provides biographies for our three managing partners, who comprise of our key technical personnel and hold our operations expertise (<https://www.yolonenergy.com/power-trio>)



Public Utilities
Commission

Application Attachments

OH - Yolon Forecasted Financial Statements

Expected OH Generated Brokering Revenue:	\$0.00
OH Specific Expenses:	\$100 Annual Filing Fee
Net Income/Loss	(\$100.00)

Yolon Energy, LLC

Address: 27 Blacksmith Rd
Feeding Hills, MA 01030-1514
United States

Experian BIN: 403997220

Agent: Elisabeth Bottomley

Agent Address: 136 Munn RD
Monson, MA

Family Linkage:

Ultimate Parent Yolon Energy, LLC
27 Blacksmith Rd
Feeding Hills, MA

Branches / Alternative Locations Yolon Energy, LLC
1 Hartfield BLVD Ste 100
East Windsor, CT United States

Yolon Energy, LLC
68 Bridge St Unit 210
Suffield, CT United States

SIC Code: 1711-Plumbing, Heating & A/C
Contractors

4911-Electric Services

NAICS Code: 238220-Plumbing, Heating, And Air-
Conditioning Contractors

221122-Electric Power Distribution

Business Type: Corporation

Experian File Established: December 2013

Experian Years on File: 9 Years

Years in Business: 9 Years

Total Employees: 9

Sales: \$1,386,000

Filing Data Provided by: Massachusetts

Date of Incorporation: 11/11/2013

Experian Business Credit Score

67

**Business
Credit Score**



The objective of the Experian Business Credit Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of commercial accounts with net 1-30 days term.
- Nbr of active commercial accts within the last 12 mos.
- Number of recently active commercial accounts.
- Length of time on Experian's file.

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 67. Higher scores indicate lower risk. This score predicts the likelihood of serious credit delinquencies within the next 12 months. This score uses tradeline and collections information, public filings as well as other variables to predict future risk.

Experian Financial Stability Risk Rating

2

Financial Stability Risk Rating



A Financial Stability Risk Rating of 2 indicates a 1.11% potential risk of severe financial distress within the next 12 months.

Key Rating Factors:

- Number of active commercial accounts.
- Risk associated with the company's industry sector.
- Risk associated with the business type.
- Employee size of business.

Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 2. Lower ratings indicate lower risk. Experian categorizes all businesses to fit within one of the five risk segments. This rating predicts the likelihood of payment default and/or bankruptcy within the next 12 months. This rating uses tradeline and collections information, public filings as well as other variables to predict future risk.

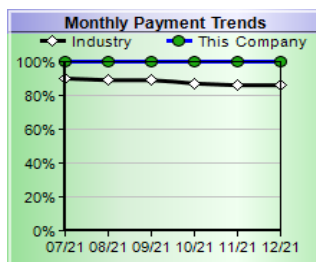
Credit Summary

Current Days Beyond Terms (DBT):	0
Predicted DBT for 03/09/2022:	1
Average Industry DBT:	5
Payment Trend Indicator:	No Trend Identifiable
Lowest 6 Month Balance:	\$15,854
Highest 6 Month Balance:	\$20,136
Current Total Account Balance:	\$0
Highest Credit Amount Extended:	\$0

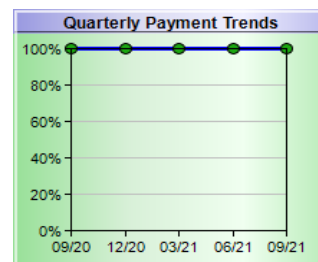
Payment Tradelines (see charts , detail):	2
Business Inquiries (see summary):	1
UCC Filings (see detail) (see summary):	3

Businesses Scoring Worse:	66%
✓ Bankruptcies:	0
✓ Liens:	0
✓ Judgments Filed:	0
✓ Collections:	0

Payment Trend Summary



*Percentage of on-time payments by month.



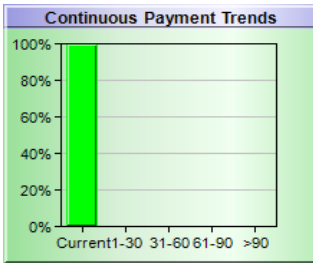
*Percentage of on-time payments by quarter.

Monthly Payment Trends - Recent Activity

Date	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
07/21	100%	0%	0%	0%	0%
08/21	100%	0%	0%	0%	0%
09/21	100%	0%	0%	0%	0%
10/21	100%	0%	0%	0%	0%
11/21	100%	0%	0%	0%	0%
12/21	100%	0%	0%	0%	0%

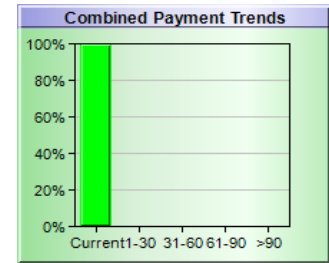
Quarterly Payment Trends - Recent Activity

Date	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
09/20	100%	0%	0%	0%	0%
12/20	100%	0%	0%	0%	0%
03/21	100%	0%	0%	0%	0%
06/21	100%	0%	0%	0%	0%
09/21	100%	0%	0%	0%	0%



*[Continuous](#) distribution with [DBT](#).

Insufficient information to produce
Newly Reported Payment Trends
chart.



*[Combined](#) distribution with [DBT](#).

Trade Payment Information

Payment Experiences (Financial Trades)

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Fincl Svcs	12/09/21	12/08/21	Mo	\$50,215	\$15,854						Satisfacto

Tradeline Experiences (Continuous Trades)

Supplier Category	Reported Date	Activity Date	Payment Terms	Recent High Credit	Balance	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT	Comments
Packaging	12/06/21		Net 30		\$0						Cust 04 Yr

Payment Trend Detail

Date	Industry* DBT	DBT	Industry* Current	Current	Up to 30 DBT	31-60 DBT	61-90 DBT	>90 DBT
12/21	5	0	86%	100%	0%	0%	0%	0%
11/21	5	0	86%	100%	0%	0%	0%	0%
10/21	4	0	87%	100%	0%	0%	0%	0%
09/21	4	0	89%	100%	0%	0%	0%	0%
08/21	4	0	89%	100%	0%	0%	0%	0%
07/21	3	0	90%	100%	0%	0%	0%	0%

*Industry: Plumbing, Heating & A/C Contractors

Inquiries

Summary of Inquiries

Supplier Category	01/22	12/21	11/21	10/21	09/21	08/21	07/21	06/21	05/21
General	0	0	1	0	0	0	0	0	0
Totals	0	0	1	0	0	0	0	0	0

UCC Filings

Date: 03/09/2020
Filing Number: 202063044560

Jurisdiction: Sec Of State MA
 Activity: Assigned

Date: 03/09/2020
 Filing Number: 202063044650
 Jurisdiction: Sec Of State MA
 Secured Party: The First National Bank Of Suffield CT Suffield 06078 30 Bri
 Assigned to: Peoplesbank MA Holyoke 01040 330 Whitney Ave., Ste 250
 Activity: Continued

Date: 04/17/2015
 Filing Number: 201519236890
 Jurisdiction: Sec Of State MA
 Secured Party: The First National Bank Of Suffield CT Suffield 06078 30 Bri
 Collateral: Equipment, Inventory, Hereafter Acquired Property, Other Assets (undefined)
 Activity: Filed

UCC Filings Summary

Filing Period	Cautionary Filings	Total Filed	Total Released	Total Continued	Amended / Assigned
JAN-Present 2022	0	0	0	0	0
JUL-DEC 2021	0	0	0	0	0
JAN-JUN 2021	0	0	0	0	0
JUL-DEC 2020	0	0	0	0	0
JAN-JUN 2020	0	0	0	0	0
Prior to JAN 2020	1	1	0	1	1

Cautionary UCC Filings include one or more of the following collateral: Accounts, Accounts Receivable, Contracts, Hereafter acquired property, Leases, Notes Receivable, or Proceeds.

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it. (Ref#:492313)

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Competitive Retail Electric Service Affidavit

County of Hartford :

State of CT :

Elisabeth Bottmley Affiant, being duly sworn/affirmed, hereby states that:

1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
2. The applicant will timely file an annual report of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
5. The applicant 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 will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The Applicant will inform the Public Utilities Commission of Ohio 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 consumer complaints.

12. The facts set forth above are true and accurate 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.

13. Affiant further sayeth naught.

[Signature] , Partner
Signature of Affiant & Title

Sworn and subscribed before me this 11th day of January, 2022
Month Year

Brielynn McGuire
Signature of official administering oath

Brielynn McGuire
Print Name and Title

My commission expires on 8/8/2025



Brielynn T. McGuire
Notary Public
Commonwealth of Massachusetts
My Commission Expires 08/08/2025

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on**

1/11/2022 12:30:43 PM

in

Case No(s). 15-1708-EL-AGG

Summary: In the Matter of the Application of Yolon Energy, LLC