

DIS Case Number: 20-0536-EL-AGG

Section A: Application Information

A-1. Provider type:			
Nower Broker	□ Aggregator	Retail Generation	☐ Powe Marketer

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

Legal Name: Budderfly, Inc **Country:** United States

Phone: 2035389069 **Extension (if Street:** 2 Trap Falls Road Suite 310

applicable):

Website (if any): www.budderfly.com City: Shelton Province/State: CT

Postal Code: 06484

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	Туре	Address	Active?	Proof
Budderfly, Inc.	Official Name	2 Trap Falls Road, Suite 310 Shelton, CT 06484	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	Туре	Address	Active?	Proof

A-5. Contact person for regulatory matters

Briana Ashiotes 2 trap falls road



shelton, CT 06480 US briana.ashiotes@budderfly.com

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

Kyle Bernier
2 Trap Falls Road Suite 310
Shelton, CT 06484
US
kyle.bernier@budderfly.com
2035389069

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

Phone: 855-299- Extension (if Country: United States

1334 applicable):

Fax: Extension (if applicable): Street: 2 Trap Falls Road, Suite 310

Email: customercare@budderfly.com City: Shelton Province/State: CT

Postal Code: 06484

A-8. Applicant's federal employer identification number

82-2765116

A-9. Applicant's form of ownership

Form of ownership: Corporation

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 Mercantile

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 04-22-2020

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
Tom Flynn	tom.flynn@budderfly.com	VP and General Counsel	2 Trap Falls Road Suite 310 Shelton, CT 06484 US
Peter Dacey	peter.dacey@budderfly.com	Chief Financial Officer	2 TRAP FALLS RD STE 310 SHELTON, CT 06484 US
Al Subbloie	al.subbloie@budderfly.com	President & CEO	2 Trap Falls Road, Suite 310 Shelton, CT 06484 US

A-13. Company history

Budderfly, Inc. (herein referred to as Budderfly or Applicant) conducts business across the U.S. as a provider of Energy-Effiency-as-a-Service (EEaaS) utilizing its patented processes for energy management. Applicant has and will provide energy management services to commercial customers (not residential customers) and has developed an Energy Management Outsourcing model which includes deploying energy efficiency equipment, upgrades and technology, a proprietary energy management hardware and software system along with providing billing and other managed services to manage energy usage and reduce energy expense. All energy efficiency measures are installed and operated behind the customer's utility meter.

A-14. Secretary of State



Secretary of State Link: https://businesssearch.ohiosos.gov?=businessDetails/4439260

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..

File Attached

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: Applicant's aggregation activities are incidental to Applicant's core business of installing energy efficiency capital upgrades in customer facilities, then monitoring electricity usage and generally managing customers' energy needs. Applicant does not market itself to customers as an aggregator, broker or supplier of electricity, but rather markets its energy management and efficiency services as a provider of Energyefficiency-as-a-service (EEaaS). Applicant provides its energy management and efficiency services to commercial customers in 48 states across the U.S. and approximately 380 utility service areas. Budderfly's aggregation services are an additional value to the customer, helping to maximize the customer's energy savings through Budderfly's suite of EEaaS offerings, and Budderfly provides its aggregation services where regulations and market conditions permit. As part of its Energy Management Outsource services, Applicant takes over its customers' respective utility accounts, pursuant to an Energy Management Outsourcing Agreement whereby the customer agrees to transfer or assign the utility services and billing to Applicant. In most cases, this results in termination of the Customer's current electric service account (with its utility and any competitive electric supplier if applicable), coinciding with opening a new account (with the utility and said supplier) under Budderfly, Inc.'s name. As such, Applicant becomes the customer of record with the utility and supplier such that it receives the utility and supplier bill on behalf of the customer, is the party legally responsible to make payment to the utility and supplier and in fact pays the utility and supplier. Applicant separately invoices its customers on a calendar month basis under contract terms that economically result in Applicant and its customer splitting the savings that result from the energy efficiency and management services implemented by Applicant.



Budderfly sells and markets its energy efficiency services to corporate and commercial enterprises only, and as a package of energy efficiency and energy management services. Applicant does not market itself as an aggregator, broker or supplier of electricity. Applicant currently employs an internal team of direct enterprise sales representatives to sell its energy efficiency as a service solution nationally, and will also rely on partnership channels for its corporate and commercial sales. Applicant's partners to date and its expected partners include vendors selling LED lights and other energy-efficiency solutions, real estate management companies and others who are in a natural position to refer to Applicant corporate and commercial customers who have facilities in need of energy efficiency upgrades. Applicant employs an internal customer service team to respond to customer inquiries and complaints in accordance with Commission rules who can be reached by phone at 855-299-1334 or email at customercare@budderfly.com.

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 orheld 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?



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 <u>two most recent years</u> 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 <u>solely</u> 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.

Preferred to file confidentially

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 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.



Preferred to file this information confidentially

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

<u>Power brokers/aggregators:</u> 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: For eligible customer accounts, Applicant may from time-to-time enter into agreements with competitive suppliers of electricity to supply electricity to customer meters, to achieve rate reductions for customers. This is typically done in the name of Budderfly (i.e., Budderfly is the account holder of record with the local utility and third-party supplier).

Applicant currently intends to aggregate eligible customer accounts to seek quotes for electric supply from one electric supplier, and where the quoted rates represent sufficient savings, Applicant intends to enter into supply agreements with said supplier on behalf of customers as the account holder and customer of record with both the local utility and the supplier. At this time, Budderfly has established a relationship with a single third-party electric supplier by entering into an arms-length commodity purchase agreement with said supplier, but it reserves the right to switch its accounts to a different supplier as opportunities arise.

Budderfly is not committed by contract to deal only with a single third-party electric supplier and may in the future use the services of a third-party broker to seek multiple quotes for competitive supply or may do the same using Budderfly's own staff. Applicant will not take title to the electricity under these arrangements, as Applicant will be the utility account holder only as an administrative convenience and on behalf of its customers, so that it can offer to customers calendar month invoicing and related benefits.

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, email addresses, and background of key personnel involved in the operations of the applicant's business.

File(s) attached



Application Attachments

B-1 Jurisdictions 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.

Applicant conducts business across the U.S. as a provider of Energy-Effiency-as-a-Service (EEaaS) utilizing its patented processes for energy management. Applicant does not market itself to customers as an aggregator, broker or supplier of electricity, but rather markets its energy management and efficiency services. However, in certain states, Applicant applied for a broker or aggregator license out of an abundance of caution based on a review of the state's regulations. In certain instances, based on the business model described herein, state regulators informed Applicant that it is not required to hold a broker, aggregator or supplier license in order to operate within the state. The Applicant's current licenses are listed below.

State:	Maryland	_Type of License:	Aggregator	License No:	IR-4799
State:	Virginia	Type of License:	Aggregator	License No:	A-97
State:	Ohio	Type of License:	Aggregator/Broker	License No:	20-1470E
State:	New Jersey	Type of License:	Private Aggregator	License No:	PA-0263
State:	New Hampshir	reType of License:	Buyer's Aggregator	License No:	N/A Docket No. 20-075
State:	Texas	Type of License:	Aggregator	License No:	80487
State:	Illinois	Type of License:	Aggregator, Broker,	License No:	21-0316
			Consultant (ABC)		

D-2. Operations expertise and key technical personnel

Budderfly was recently named #10 Overall and #2 in Energy on the Inc. 5000 fastest growing private companies in North America list in 2021. Budderfly is led by a seasoned management team with a track record of success. Please see the attached management organizational chart and resumes including background, experience and technical expertise in performing the operations described in this application. Contact information is provided below.

Al Subbloie President & CEO Al.subbloie@budderfly.com 855-299-1334

Peter Dacey Chief Financial Officer Peter.dacey@budderfly.com 855-299-1334

Tom Flynn VP & General Counsel Tom.flynn@budderfly.com 855-299-1334

Lee Kaufman VP Operations Lee.kaufman@budderfly.com 855-299-1334

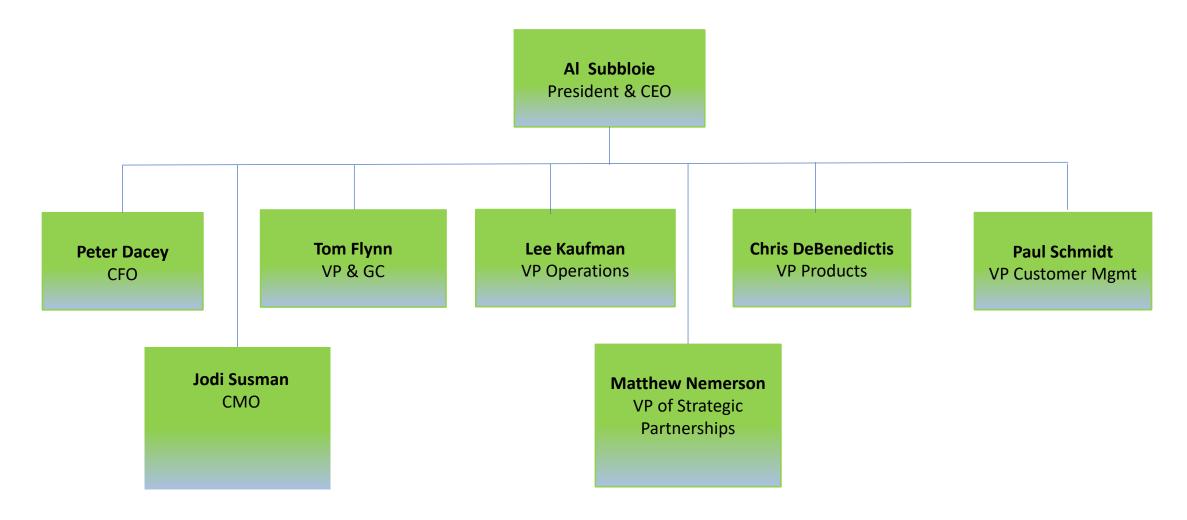
Chris DeBenedictis
VP Products
Chris.debenedictis@budderfly.com
855-299-1334

Paul Schmidt VP Customer Management Paul.schmidt@budderfly.com 855-299-1334

Matthew Nemerson VP Strategic Partnerships Matt.nemerson@budderfly.com 855-299-1334

Jodi Susman Chief Marketing Officer Jodi.susman@budderfly.com 855-299-1334

Mgmt. Organizational Chart for Budderfly, Inc.



Contact

www.linkedin.com/in/alsubbloie-92b5302 (LinkedIn)

Top Skills

Management
Project Management
Leadership

Patents

System for managing equipment, services and service provider agreements

Al Subbloie

President, CEO and Founder at Budderfly

New York City Metropolitan Area

Summary

Growth oriented Founder and CEO focused on disrupting the Energy Management space through a unique and highly compelling Energy as a Service technology solution. Experienced Board Member with a demonstrated history of working in the software and managed services industry. Skilled in Enterprise Software, Sales, Strategic Partnerships, Management, and Account Management. Passionate about creating highly successful, disruptive go to market growth models.

Experience

Budderfly, Inc.
President and CEO
October 2017 - Present (3 years 8 months)
Shelton, Connecticut

ZippyYum
Board Member
September 2016 - Present (4 years 9 months)
Orange County, California, United States

Budderfly
Board Member
January 2016 - October 2017 (1 year 10 months)
Shelton, Connecticut

Operative
Board Member
May 2007 - December 2016 (9 years 8 months)
Greater New York City Area

Tangoe CEO October 2000 - May 2016 (15 years 8 months) Orange, Connecticut

Education

Trinity College-Hartford

Bachelor's Degree, Economics · (1979 - 1982)

Contact

www.linkedin.com/in/ chrisdebenedictis (LinkedIn)

Top Skills

Product Management SaaS Mobile Devices

Certifications

Pragmatic Marketing Level I-III

Patents

System And Method For Communications Routing

Hybrid Liability Model

System and method for measuring, comparing and improving work force communication response times, performance, efficiency and effectiveness

System And Method For Resource Usage, Performance And Expenditure Comparison

Communications Routing and Contact Updates

Chris DeBenedictis

Experienced technology and software development executive Branford

Summary

Experienced technology executive with extensive background in leading global enterprise software development organizations and delivering world class products. Established capabilities in project/ product management, technology integration, Agile methodology, market/competitive research, process optimization, requirements gathering, profit/loss management, organizational leadership/ development, new product development, quality improvement, compliance, and problem solving. Adept at leading strategic product roadmap planning, requirements gathering, software development planning and execution, quality assurance (QA), deployment, and support. Driven to deliver products, achieve results and exceed expectations to ensure the long-term and sustained success of an enterprise.

Experience

Budderfly LLC Vice President, Technology 2017 - Present (4 years) Shelton, CT

Provide management and P&L oversight of all Technology personnel.

As a member of the senior executive team, participate in and present at organizational board and investor meetings and customer sessions. Direct the development of Internet of Things (IoT) based hardware devices as well as the Software as a Service (SaaS) platform to which all devices connect. Direct product management and product development staff, set priorities, approve product roadmaps, and lead proof of concept of third party partner products.

- Create overall technology cost and rollout planning model.
- Contribute to and ultimately approve product requirements for IoT hardware and SaaS software technology products.
- Drive staff planning, hiring and cost modeling.

- Continuously evaluate hardware, software and implementation costs to reduce company investment.
- · Identify, create and manage to organizational metrics

Tangoe, Inc.

14 years

Vice President Of President

Vice President Of Products 2012 - 2017 (5 years) Orange, CT

Managed 275 employees in seven countries in oversight of 12 company technology platforms, including CMP; Command; Billing IT; WEM; Bill Tamer; CC6; EMS; MTM; CellEctor; VTM; MDM; and RTEM, managing \$30,000,000,000 in processed billing annually and 7,000,000 wireless devices. Directed team of product managers and product development managers in establishing product roadmaps to balance needs of existing customers, new sales opportunities, and technical requirements of technology platforms. Presented company technology strategy/vision in keynote presentations at user conference events with up to 300 attendees, including customers, partners, and investors.

Participated in and presented at organizational board of director meetings, regional customer events, strategic customer and quarterly business reviews, and analyst briefings. Attended due diligence sessions for company acquisitions to determine maturity/stability levels of technology products, customer base, and overall team. Oversaw and guided software design team in defining technology specifications for flexible and user-friendly products to solve customer problems.

Led collaboration sessions with internal company stakeholders to discuss technology needs, establish returns on investment for development projects, and present technology designs. Authored patent applications, worked with outside legal counsel in filing with patent offices, and obtained five patents in telecom expense management and related disciplines. Defined and improved software development practices, identifying root causes of problems and implementing process improvements to prevent reoccurrences.

- Oversaw and served as ultimate escalation point for company global support organization.
- Monitored metrics across all areas of organization to drive continuous improvement.

• Performed all organizational management duties, including budgeting, hiring, terminations, performance evaluations, promotions, and related functions.

Vice President Of Product Development 2006 - 2012 (6 years)

Orange, CT

Tasked with overall product management and development responsibilities for CMP and Command platforms. Oversaw launch of Tangoepedia internal wiki used for dissemination of all manner of information, leading to improved coordination and consistency company-wide.

- Established company's first product planning/modeling tool for product roadmap creation.
- Collapsed platform versions and databases to decrease number of distinct combinations of technology in production, reducing total cost of ownership and time to market.
- Drove company to replace customer-by-customer upgrade model with batch upgrade model, leading to increased technical deployment efficiency and user community consistency.

Director Of Product Development 2003 - 2006 (3 years)

Orange, CT

Collaborated with development team to create software solutions from specifications as well as served as initial pre-QA point of contact for user acceptance testing (UAT). Instructed trainer on new system capabilities within CMP platform.

Netkey

Director of Product Management and Product Development 2000 - 2003 (3 years)

Branford, CT

Performed customer relationship management strategy, analysis, and design consulting. Led requirements analysis and design review sessions with clients. Led development team in construction of new software releases as well as oversaw customer projects.

Buyer's Edge Director, Product Management and Site Operations 1998 - 2000 (2 years)

Sheton, CT and Redwood Shores, CA

Director, Product Management and Site Operations, 1999-2000. Interfaced with board of directors to review functional enhancements and set strategic direction. Created all functional specifications for features constructed in upcoming releases of company website.

Director, Development, 1998-1999. Assisted in creation of business plan for company website, presenting to venture capital community.

Information Management Associates IMA Director, Application Development 1992 - 1998 (6 years) Shelton, CT

Director, Application Development, 1997-1998. Performed lead design role on all releases of AdvantEDGE product.

Manager, Applied Technology Group, 1996-1997. Led sales engineering development team in creation of custom prototypes used during product presentations.

Project Manager, 1994-1996. Managed budgets, implementation schedules, internal/external resources, and client relationships.

Senior Consultant, 1992-1994. Designed, developed, tested, and implemented customer relationship management solutions for customers.

Jensen Dental Systems Administrator 1991 - 1992 (1 year) North Haven, CT

Oversaw all CRM systems, including clients, servers, and phone system. Performed requirements analysis, design, development, testing, and implementation of IMA EDGE CRM system.

Education

University of Connecticut
Bachelor of Arts - BA, Economics

Contact

www.linkedin.com/in/leekaufman1 (LinkedIn)

www.budderfly.com (Other) www.budderfly.com/ourprocess/ (Other)

www.budderfly.com/pages/contact/ (Other)

Top Skills

Management

Energy Efficiency

Strategic Planning

Languages

Spanish

Certifications

LEED AP (in progress)

Honors-Awards

Commander's Medal for Outstanding Service

Certificate of Commendation for Exceptional Service

Patents

System and Method for Managing Facilities

Lee Kaufman

VP of Operations| Worldwide Energy as a Service (EaaS)
Greater Boston

Summary

As a Professional Services Executive, I am excited to bring my 25 + years of operational excellence to help organizations, like yours, remove the complexities of managing energy lifecycles. It is a personal as well as professional goal to provide world-class service as well as support the mission of our clients.

With more than 20 years in facilities capital planning, I understand how important it is for organizations to have a comprehensive, but easy to understand, energy savings plan that does not impact already stretched budgets.

CLIENTS

Contact us to see how we can take on the capital risk, provide the expertise, investments, and technology to deliver tangible, bottom-line energy savings.

Public Sector | Retail | Corporate | Education | Healthcare

EMPLOYEES

Mentoring and growing a world class team of professionals is a particularly rewarding aspect of my work. If you are interested in joining the Budderfly team, see our website www.budderfly.com for current open positions.

- ► Federal Top-Secret Clearance
- ► Holder of US Patent

Experience

Budderfly

VP of Operations| Worldwide Energy as a Service (EaaS) September 2018 - Present (2 years 9 months)

Greater Boston Area

As VP of Operations for Budderfly's Energy as a Service division, I lead a Team of highly qualified professionals helping our customers remove the complexities of managing their energy lifecycles.

Budderfly's EaaS incorporates a variety of solutions including our specialized, patented devices to reduce energy use. Our IoT devices include everything from ultra-smart light switches and outlets, which micro-meter energy use, to sub-panel meters and site power management equipment. Our Energy Management System (EMS) software takes over from there, providing comprehensive automation and unparalleled visibility, management, and control.

- ► Immediate Savings
- ▶ No-Cost Solution
- ► Advanced Technology
- ► Infrastructure Upgrades
- ► Point of Consumption
- ► Simpler Energy Ecosystem

Accruent

VP Capital Planning

November 2014 - August 2018 (3 years 10 months)

Greater Boston Area

As VP of Capital Planning and holding Federal Top Secret Clearance, I lead the capital planning services organization of 120+ engineers, architects, project managers and directors within Federal, Corporate, CRE, Education, Healthcare, Public Sector, and Retail markets. Formerly in this role with VFA and through its transition to Accruent

Accruent provides site, lease, project, facilities, asset management, and facility capital planning software and services that are purpose-built for specific industries to deliver world class customer value. We help Fortune 500 companies invest in their assets that have the highest return on their investment through engineering services and technology.

- Direct \$22 Mil P&L responsibility for department. Work with VP of Finance and GM to develop yearly budgets.
- Partner with account leadership team to define a technology strategy and manage alignment with account development and service delivery strategy

- Create initial project proposals, project charters, and statements of work within Federal, Corporate, CRE, Education, Healthcare, Public Sector, and Retail
- Responsible for the hiring of new staff and 360 reviews.

VFA

17 years

SVP - Professional Services

2009 - 2014 (5 years)

A leading provider of facility assessment services, cloud-based facilities capital planning software, and capital planning services.

Responsibilities included:

- Led Professional services organization of 120+ engineers, architects, project managers, directors, and vice presidents within the Federal, Corporate, CRE, Education, Healthcare, Public Sector, and Retail divisions.
- Direct P&L responsibility for department. Responsible for working with President and CFO to develop yearly budgets.
- Created initial project proposals, project charters, and statements of work within Federal, Corporate, CRE, Education, Healthcare, Public Sector, and Retail sectors

Accomplishments included:

- Oversight of the development of sustainability and energy initiatives that allowed company to market and sell new offerings contributing to the bottom line.
- Led company strategic initiative to migrate to mobile assessment technology. This led to savings and the award of a US patent.
- Partnered with account leadership team to define a technology strategy and manage alignment with account development and service delivery strategy

Sr. Solutions Consutant | Sr. Project Manager | Mechanical Engineer 1997 - 2009 (12 years)

Greater Boston Area

Joining VFA as a mechanical engineer and project manager, I grew with the company into roles as a Senior Project Director and then as a Senior Solutions Consultant.

Sr. Solutions Consultant

Performed discovery sessions to understand customer needs that resulted in compelling software demonstrations and proposals that where aligned with

customer mission objectives. Developed proposal content, presentations, and other sales tools to enable the larger sales organization effectiveness. Developed and maintained demonstration application environments.

Project Director / Sr. Project Director

Responsible for providing strategic and tactical direction to project managers ensuring contractual requirements were aligned with customer expectations, deliverables and with the delivery team. Provided subject matter expertise enabling the sales team to translate complex client requirements into service and software solutions.

Project Manager / Mechanical Engineer

Responsible for leading multiple, concurrently services and software customer engagements on a national and international level. Engaged with customers to define project scope and deliverables with sales team to develop compelling solution. Upon sales award, responsible for implementing projects, including facility condition assessments, training, and other related capital planning services.

Lehrer, LLC
Construction Manager / Owners' Representative
June 1996 - July 1997 (1 year 2 months)
Greater New York City Area

Provided on-site field administration, supervision and technical management for the construction of a 250+ million dollar facility.

Education

Northeastern University
Bachelor of Science (B.Sc.), Mechanical Engineering

Contact

matthewnemerson@gmail.com

www.linkedin.com/in/matthewnemerson-75342 (LinkedIn) nemersonfamily.blogspot.com (Personal) www.ct.org (Company)

Top Skills

Leadership

Start-ups

Program Management

Matthew Nemerson

Vice President of Marketing at Budderfly New Haven

Summary

Experienced Tech and Civic Leadership Entrepreneur with special experience in Economic Development with a demonstrated history of working in the government administration industry. Skilled in Nonprofit Organizations, Team Building, Management, Software as a Service (SaaS), and Mergers & Acquisitions (M&A). Strong professional with a MBA/MPPM focused in finance, marketing, general management from Yale School of Management.

Experience

Budderfly Vice President Marketing January 2019 - Present (2 years 5 months) Shelton, CT 06484

Budderfly is disrupting the energy industry by leading the digital transformation of energy consumption through its unique Energy-as-a-Service model. With no cost to its clients, Budderfly implements proprietary energy intelligence software, energy efficient technology upgrades that span more than 25 savings categories, and IoT devices that meter, control, and optimize energy usage at the point of consumption within each facility across the enterprise. Budderfly's ongoing services and proactive maintenance ensure that a building's energy infrastructure never becomes outdated. The result is significant, immediate and progressive energy expense savings, upgraded facilities, and a reduced carbon footprint for its client facilities.

City of New Haven
Economic Development Administrator
January 2014 - December 2018 (5 years)
New Haven, CT

Responsible for the coordination of City departments and department directors who deal with planning, growth, equal rights, permitting, small business development, community development, parking, transportation and business attraction in general.

Part of Mayor's coordinating team. Represent Mayor when needed on many regional groups that help with business development, job training and regional coordination of growth.

Connecticut Technology Council
President & CEO
August 2003 - December 2013 (10 years 5 months)

"The Catalyst for Innovation and Growth"

State-wide business trade assocaition serving the technology and innovation community. 1) We create a dynamic community for networking and business to business relationship building 2) we are a "think tank" and lobbying organization working to create a state-wide "culture of innovation and 3) we have programs to monitor and help all high potential early stage firms in the state.

The Technology Councils of North America President Board of Directors March 2009 - August 2011 (2 years 6 months)

Netkey, Inc. Chief Operating Officer 2000 - 2003 (3 years)

Groundbreaking early adopter of managed internet kiosk systems and developer of industry-leading, patented development tools to build Internet-connected touch screen kiosk information systems. Developed specialized wireless touch screen boxes for in-store visual display systems - 10 years too early to build the iPad. Many major brand names customers and white labeled solutions for IBM and NCR. Eventually was sold to NCR to provide additional capacity to develop their Kiosk solutions.

Greater New Haven Chamber of Commerce President and CEO March 1987 - March 2000 (13 years 1 month)

Led the Chamber, the Regional Leadership Council (a CEO group) and Leadership Greater New Haven for 13 years. Worked on various issues of city and regional development including buying and managing the Chapel Square Mall and working on the development of the Omni Hotel. Built the group of organizations from 500 members and a \$500,000 budget to over 1,100 members and a combined budget of over \$3,000,000.

Science Park Development Corporation Vice President January 1983 - December 1986 (4 years) New Haven

Founding VP for Development, Community Relations and Operations to secure, design, and build a new innovation center on the site of the huge Winchester Rifle Factory. Covering over 40 acres and involving the repurposing of over 3,000,000 SF of late 19th and early 20th century buildings in what had once been the state's largest factory. Science Park was at one time the second-largest university innovation park in the country, following the early success of Stamford's center in Palo Alto in the 1970s. \$3 billion of biotech start-up firms and over 125 start-up tech companies, many associated with leading Yale professors, came through the Park.

Education

Yale University

Certificate in Financing and Deploying Cleaning Energy, Business and the Environment · (2019 - 2020)

Yale School of Management

MBA/MPPM, finance, marketing, general management · (August 1979 - May 1981)

Columbia College, Columbia University

BA, History, Political Science · (1974 - 1978)

Amity Regional High School

High School, American history, physics, poetry & electronics (the start of the mini-computer revolution) · (1972 - 1974)

Oxford School 5th Form

O levels, I took and passed 7 "O" levels and scored a top score in geography. (1971 - 1972)

Contact

www.linkedin.com/in/paul-schmidtb9475b7 (LinkedIn) www.tangoe.com (Company)

Top Skills

Mobile Devices

SaaS

Product Management

Paul Schmidt

Vice President Customer Management at Budderfly Rocky Hill

Experience

Budderfly

Vice President Customer Management January 2020 - Present (1 year 5 months)

Shelton, Connecticut, United States

Budderfly Inc.

Vice President Marketing and Business Development February 2017 - January 2020 (3 years)

Shelton, CT

Tangoe

SVP Products

2011 - January 2017 (6 years)

Tangoe

11 years

SVP Marketing, Product Marketing

2007 - 2011 (4 years)

VP Product Management

2000 - 2007 (7 years)

BuyersEdge

VP Product Marketing

1998 - 2000 (2 years)

Redwood Shores, CA

IMA

13 years

VP Applied Technologies

1993 - 1998 (5 years)

VP Professional Services

1985 - 1993 (8 years)

Shelton, CT

Andersen Consulting Senior Systems Analyst 1982 - 1985 (3 years)

Education

University of Massachusetts Amherst · (1978 - 1982)

Contact

(203) 903-3199 (Home) dacey.peter@yahoo.com

www.linkedin.com/in/peter-j-dacey-09234a8 (LinkedIn)

Top Skills

Executive Management
Organizational Leadership
Raising Capital

Peter J. Dacey

Chief Financial Officer at Budderfly

New York City Metropolitan Area

Summary

Innovative and results-driven senior executive focused on achieving exceptional results in highly competitive environments that demand continuous improvement. Demonstrated success serving in executive roles in private and public companies. Highly experienced in developing organizations that deliver quality products to the market. A very strong track record of raising capital through the equity markets with established contacts in the investment community. Employs team-building skills, technical expertise, P&L development, and M&A experience to grow organizations that have significantly increased enterprise value.

Experience

Budderfly
Chief Financial Officer
February 2020 - Present (1 year 4 months)

Life On Earth CFO January 2019 - December 2019 (1 year)

Trimino Brands CEO May 2013 - December 2018 (5 years 8 months) Branford, CT

The Miami Bay Beverage Company is creating the next generation of healthy beverages. Our innovative beverages offer a functional advantage over the current competition. Our new line of beverages, the Trimino line, is now available and coming to a store near you soon.

Drink healthier. trimino. www.DRINKtrimino.com

454 Life Sciences Corporation, A Roche Company Vice President of Finance and Operations January 2000 - May 2012 (12 years 5 months)

Page 1 of 3

Founded in 2000, the company developed and commercialized novel systems for the sequencing of DNA. 454 Sequencing was the first new sequencing platform introduced since traditional Sanger sequencing was developed more than 25 years ago. The leader in sequencing technology development was acquired by F. Hoffmann-La Roche in 2007 for \$156 million in cash. Was directly responsible for building an organization that successfully developed and commercialized innovative technologies. Led organizational development, while directly managing the Finance, Sales, Human Resource, Manufacturing, Information Technology, Service and Technical Support functions within a dynamic organization, while consistently meeting or exceeding corporate objectives. Developed the business plans and detailed forecasts that drove the successful raising of in excess of \$80M of capital through equity and strategic collaborations. This capital was sufficient to deliver products to the marketplace. Successfully negotiated critical licenses and distribution agreements to allow worldwide distribution of products exceeding \$150M in annual revenue. Executed hiring plans that grew the organization to in excess of 250 employees with diverse backgrounds and skill sets.

Stem Cells Inc. CFO 1998 - 2000 (2 years)

Lincoln, RI and Sunnyvale, CA

Publicly traded on NASDAQ exchange. Leader in stem cell development technology.

CytoTherapuetics, Inc CFO 1996 - 2000 (4 years)

Publicly traded on the NASDAQ exchange. Developed encapsulated delivery technology for the treatment of chronic pain in cancer patients. Large scale collaborations with Astra AB with products in clinical trials.

Ernst & Young Manager 1992 - 1996 (4 years)

Education

University of Rhode Island - College of Business
Page 2 of 3

BS, Finance and Accounting

Contact

www.linkedin.com/in/thomasflynn-5816611 (LinkedIn) www.budderfly.com (Company)

Top Skills

Equities
Emerging Markets
Finance

Thomas Flynn

Vice President Corporate Strategy & General Counsel at Budderfly Shelton

Summary

Pragmatic, business-minded Executive and General Counsel with prior law firm partner experience, who serves as a trusted advisor and collaborative team member and who contributes to business execution and success. Recognized for disciplined and practical approach to the legal and administrative functions, pursued with personal character and integrity, consistently resulting in expanding leadership and operational roles. Proven track record for successful leadership and building loyal and effective teams in public, private and private equity environments.

Experience

Budderfly

Vice President Corporate Strategy & General Counsel January 2019 - Present (2 years 5 months)

Shelton, Connecticut

As Vice President Corporate Strategy and General Counsel, Tom serves as a member of the company's executive team with responsibility for corporate strategy, legal, compliance, human resources and related functions. With 30 years of high growth, business-minded legal experience in companies as both law firm partner and legal counsel, Tom has the drive and experience to get things done right and scale with the business.

Tangoe

7 years 1 month

Chief of Operations

February 2018 - June 2018 (5 months)

Connecticut

As Chief of Operations, Tom was responsible for all aspects of the Global Operations organization, which included global service delivery, managed pay, implementation and on-boarding, customer help desk, and consulting services. As Chief of Operations, Tom drove a bottoms-up review of the

Operations group, developed a comprehensive plan for the transformation of that organization and began implementing that plan.

Chief Administrative Officer, General Counsel & Secretary June 2011 - February 2018 (6 years 9 months) Orange, CT

As General Counsel and Corporate Secretary, then later Chief Administrative Officer of Tangoe, Inc. (NASDAQ: TNGO), Tom was a member of Tangoe's senior leadership team, reported to its CEO and was a trusted advisor and partner to its CEO, CFO and other senior leaders. Tom oversaw the company's legal, human resources, IT, facilities, and managed payments functions. Tom's experience while General Counsel and CAO at Tangoe included:

- Senior executive responsible for global legal, HR, IT, facilities and managed payments
- IPO and follow-on offering
- · U.S., Canadian, U.K. and German acquisitions
- Stock plan administration and oversight
- Support Board of Directors and Committees, and general responsibility for corporate governance
- Compensation, proxy and annual meeting matters, including investor relations
- Share repurchase program
- Exchange Act, Section 16 and other SEC-related reporting
- Develop, implement and administer insider trading, whistleblower, ethics and anti-corruption programs
- Support data privacy and information governance/security efforts
- Develop and implement customer contracting process
- Support international expansion, with operations and employees in a dozen new countries
- · Create and administer subsidiaries in nine countries
- Litigation management
- Patent prosecution, strategy and enforcement
- · Trademark strategy, prosecution and policing

Shipman & Goodwin LLP

Partner

September 1989 - June 2011 (21 years 10 months)

Tom spent over 20 years with Shipman & Goodwin, and served on the firm's management committee and as chair of its business group. He practiced in the

areas of corporate and commercial law, mergers and acquisitions, securities and private equity. He served as general outside counsel to emerging growth, closely held and middle market companies, as well as venture funds and equity investors of all kinds. Given his broad range of experience, he acted as a trusted advisor to clients, often becoming an integral part of the client's senior team.

His representation of emerging growth and middle market companies included general corporate matters, mergers and acquisitions, equity finance, product development and product commercialization (including distributor and agency agreements, supply agreements, OEM agreements and general product purchase and sale transactions), both as to domestic and international matters.

Tom's private equity and finance practice included the regular representation of venture capital, strategic, mezzanine and angel investors in a variety of debt and equity investments and fund formation and administration matters.

Education

The University of Connecticut School of Law JD · (1986 - 1989)

The University of Connecticut

B.A., Political Science & Spanish · (1982 - 1986)

Contact

jodisusman@yahoo.com

www.linkedin.com/in/ jodidigitalstrategy (LinkedIn)

Top Skills

Digital Media
Digital Strategy
Digital Marketing

Languages

Spanish (Professional Working)

Publications

Why Advertisers Should Demand a Better Mobile Video Streaming Experience

Penthera Report: Latin Americans Love Streaming, But Frustration Is on the Rise

Jodi Susman

Chief Marketing Officer at Budderfly New York City Metropolitan Area

Summary

A revenue-focused CMO and global sales strategy executive.

With more than 20 years of experience, I have worked for ad tech start-ups, global brands, as well as SaaS companies overseeing the entire funnel in Marketing; Developing positioning and go-to-market strategies for new product launches, producing sales and product marketing materials to drive revenue, and creating thought leadership content to build brand equity. In addition, I develop marketing strategies in various international markets and build marketing teams from the ground up.

Experience

Budderfly
Chief Marketing Officer
March 2022 - Present (1 month)
New York City Metropolitan Area

Budderfly is disrupting the energy industry by leading the digital transformation of energy management and consumption conservation through its unique Energy Management Solution. With no cost to its customers, Budderfly implements proprietary energy intelligence software, energy efficiency solutions such as LED lights, HVAC replacements and upgrades, refrigeration controls and monitoring, options for comprehensive maintenance, and much more, that span over 20 savings categories. Budderfly Facility SmartGrid is a network of patented IoT devices that meter, control and report on all elements of energy use. Budderfly's solution optimizes energy usage at the point of consumption within each facility across the enterprise. Budderfly's ongoing services and proactive maintenance ensure that a building's energy infrastructure never becomes outdated. The result is significant, immediate, and progressive energy expense savings, upgraded facilities, and a reduced carbon footprint for its client facilities.

Penthera

4 years 1 month

Chief Marketing Officer
June 2019 - March 2022 (2 years 10 months)
Greater New York City Area

We are on a mission to transform the mobile video viewing experience for consumers worldwide.

Penthera is a global SaaS company that offers a suite of streaming solutions to OTT providers to improve the video experience for their users. Our technology helps eliminate last-mile streaming issues, such as buffering and low video quality, to reduce stream abandonment and churn. Backed by Liberty Global Ventures and Marc Rowan, CEO of Apollo Global Management, we are the global leader in video downloading technology. Our software is installed in millions of devices in six continents and is protected by a portfolio of U.S. patents.

Current clients include A&E, AMC, Beach Body, BritBox, Fox, Gaia, Globo, HBO Europe, Liberty Global, OSN, Paramount Plus, Red Bull, ROW8, Showtime, Starz, and more...

SVP Marketing & Client Services March 2018 - June 2019 (1 year 4 months) Greater New York City Area

Fotobom Media Inc.
2 years

Strategic Advisor

March 2018 - March 2019 (1 year 1 month)

Greater New York City Area

SVP Sales & Marketing April 2017 - February 2018 (11 months) Greater New York City Area

Content for Messaging Platform

WME | IMG and AGT International SVP, Marketing April 2016 - April 2017 (1 year 1 month) Greater New York City Area HEED, a joint venture between WME | IMG and AGT International, is an event platform-based company that connects consumers, influencers and brands through Social IoT.

Visible Measures

3 years 11 months

SVP, Sales Strategy, Account Management & Marketing July 2011 - May 2015 (3 years 11 months)

NY

- Executive Team Member that meets with CEO, CFO & other key executives weekly to discuss and strategize company direction and decisions at a high level. Works closely with CRO on all sales led initiatives.
- Oversees Marketing including PR, Event marketing, Product marketing & content marketing
- Develops brand positioning and messaging to brand marketers and advertising agencies
- Creates strategic packages to sell in market
- Provides insights to clients on branded video content and viewership trends
- Responsible for sales packages and customized solutions
- Provides tracking of all sales activity and pipeline to CRO to direct sales efforts and seasonality of brands planning and spending
- Manages team of Account Managers which are made up of analysts, media strategists and client service specialists to bring innovative solutions that build client relationships and grow revenue.

VP, Sales Strategy, Account Management & Marketing January 2013 - August 2014 (1 year 8 months)

Greater New York City Area

- -Manage a team of 15 people comprised of sales strategists, marketing professionals, product, event and content marketers.
- -Responsible for driving sales strategy across the company through innovative solutions and product mixes that meet the demands of clients
- -Create stories and work with team to produce the following sales and marketing materials to drive revenue and awareness of VM: pitch decks, case studies, product marketing materials, event marketing materials, competitive insights. newsletters, speaking engagements, webinar content
- -Liaise between product and sales to provide ongoing feedback from the field -Work collaboratively with Prod/Eng, Ad Ops, Client Services, Analytics & Biz Dev to drive business goals.

VP, Campaign Strategy

July 2011 - January 2013 (1 year 7 months)

Greater New York City Area

- --Lead team of 13 people (all former agency folks) in creation of all sales materials for first time meetings, pitch materials, case studies, RFP/proposal development, competitive, key category insights on brand, analysis of campaign data, development of webinar content, Marketing presentations, etc.
- -Create innovative solutions for sales to go to market by analyzing key viewing trends and understanding social video behaviors to maximize revenue
- -Partner with 3rd party solutions to drive incremental revenue and increase average deal size for overall package and positioning to clients
- -Assist in client development and strategic solutions across sales for Media Agencies and Development of positioning, story and insights to Brand Marketers, creative agencies and key stakeholders
- -focus on pipeline of activity and revenue generating ideas
- -As a result of teams efforts, increased closing rate significantly across RFP volume

Media Contacts (Havas Worldwide)
VP, Account Director
September 2005 - July 2011 (5 years 11 months)

Managed Global Clients Digital Media Strategy, Oversaw Planning & Buying for clients, provided analysis and reporting across integrated media campaigns. (Key clients: Hershey's, Boehringer Engelheim, Claritin, Reckitt Benckiser, ExxonMobil, NYSE Euronext etc.)

- Expertise in Buying/Online Video and developing digital strategies for global clients

Accomplishments:

- Vonage--First direct response campaign of its kind 100% online. Managed
 \$200MM annual media budget
- Reckitt Benckiser --shifted \$20MM across entire portfolio of brands to OLV as a result of our local test results and GRP model
- ExxonMobil--developed integrated content marketing strategy to shift brand perception using new innovative formats and video
- NYSE Euronext- created new unit to drive massive awareness and increased brand lift
- Managed planning/buying team of 8+ across digital, mobile, search and analytics
- Developed winning new business pitch for global client.

ad pepper media

Business Development Manager September 2004 - September 2006 (2 years 1 month)

- -First US employee hired to build our network of US publishers.
- -Responsible for development of strategy and execution of Publisher relationships/network/contract negotiation, etc.

Market Resource Partners Director 2003 - 2004 (1 year) Philadelphia, PA

- Executed marketing campaigns for software and technology service firms and Fortune 500 companies.
- Managed a sales force and Account Mgmt team including training on technology services and products.
- Helped to develop fee structure and pricing.

Ciao

International Sales Manager 2000 - 2002 (2 years)

- Designed strategy and deal structure for a market research product for the largest European consumer portal representing 50% of total revenues.

Food.com Regional Sales 1997 - 1999 (2 years)

Education

University of Pittsburgh BA, Psychology

Competitive Retail Electric Service Affidavit

County of New Haven	:
State of Connecticut	_:
Peter Dacey	Affiant being duly sworn/affirmed bereby 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.

	curate to the best of his/her knowledge, information, and cant to be able to prove the same at any hearing hereof.
13. Affiant further sayeth naught. CFO Signature of Affiant & Title On behalf of Applicant, Budderfly, Inc.	
Sworn and subscribed before me this 17th Signature of official administering oath	day of March , 2022 Month Year Kelly D'Ambrosio, Notary Print Name and Title
KELLY D'AMBROSIO NOTARY PUBLIC MY COMMISSION EXPIRES NOV. 30, 2023	My commission expires on <u>November 30, 2023</u>

This foregoing document was electronically filed with the Public Utilities

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in

Case No(s). 20-0536-EL-AGG

Summary: In the Matter of the Application of Budderfly, Inc