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RECEIVED-DOCKETING DIV

2022 SEP 28 AM 10:48

PUCO

VIA FEDERAL EXPRESS

September 26, 2022

Public Utilities Commission of Ohio
Docketing Division
180 Broad Street
Columbus, Ohio 43215-3793

**Re: Competitive Retail Electric Service Provider Application Renewal
Cypress Capital Ventures LLC's Electric Supplier License; Case No. 18-1493-EL-AGG**

Dear Sir/Madam:

In regards to the above referenced matter, enclosed please find **one original and two copies** of Cypress Capital Ventures LLC's Competitive Retail Electric Supplier ("CRES") Provider Application Renewal. We are asking for the following exhibits to be filed under seal:

1. C-2: Financial Statements;
2. C-3: Forecasted Financial Statements; and
3. C-5: Credit Report.

Please do not hesitate to contact me at (718) 690-3480 or by email at michellemann@feller.law if you should have any questions regarding this matter.

Respectfully submitted,

/s/ Michelle Mann

Michelle Mann
Director of Government Affairs and
Regulatory Paralegal
Feller Law Group, PLLC
Phone: (718) 690-3480
Email: michellemann@feller.law

On behalf of Cypress Capital Ventures LLC

Enclosures

**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 El

Date Processed 9/28/2022

ORIGINAL



Public Utilities Commission

Competitive Retail Electric Service (CRES) Provider Application

Case Number: 18 - 1493 -EL- AGG

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

A. Application Information

A-1. Provider Type.

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Aggregator	Power Broker	Power Marketer	Retail Electric Generation Provider
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Provide the name and contact information of the business entity.

Legal Name: Cypress Capital Ventures, LLC
Street Address: 13603 Lakehills View Circle
City: Cypress State: TX Zip: 77429
Telephone: 800-965-4229 Website: https://electricityplans.com

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: Please refer to Exhibit A-3.
Street Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Website: _____

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): ElectricityPlans.com NaturalGasPlans.com
Cypress Capital Ventures, LLC

A-5. Contact person for regulatory matters.

Name: Shannon Bedrich Title: Vice President
Street Address: 13603 Lakehills View Circle
City: Cypress State: TX Zip: 77429
Telephone: 713-410-1245 Email: shannon.bedrich@cypresscapitalventures.com

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

Name: Kelly Bedrich Title: President
Street Address: 13603 Lakehills View Circle
City: Cypress State: TX Zip: 77429
Telephone: 713-305-7976 Email: kelly.bedrich@cypresscapitalventures.com

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

Street Address: 16635 Spring Cypress, #991
City: Cypress State: TX Zip: 77410
Toll-free Telephone: 800-965-4229 Email: support@electricityplans.com

A-8. Applicant's federal employer identification number.

FEIN: 47-4385593

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

Sole Proprietorship <input type="checkbox"/>	Limited Liability Partnership (LLP) <input type="checkbox"/>	Corporation <input type="checkbox"/>	Partnership <input type="checkbox"/>
Limited Liability Company (LLC) <input checked="" type="checkbox"/>	Other: _____		

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:

AES Ohio <input checked="" type="checkbox"/>	American Electric Power (AEP Ohio) <input checked="" type="checkbox"/>	Duke Energy Ohio <input checked="" type="checkbox"/>	FirstEnergy – Cleveland Electric Illuminating <input checked="" type="checkbox"/>
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FirstEnergy – Ohio
Edison



FirstEnergy – Toledo
Edison



Class of customer selection:

Commercial



Industrial



Mercantile



Residential



A-11. Start Date.

Indicate the approximate start date the applicant began/will begin offering services.

Date: 11/01/2020

A-12. Principal officers, directors and partners.

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

Please refer to Exhibit A-12.

A-13. Company history.

Provide an attachment with a concise description of the applicant's company history and principal business interests.

Please refer to Exhibit A-13.

A-14. Secretary of State.

Provide evidence that the applicant is currently registered with the Ohio Secretary of State.

Please refer to Exhibit A-14.

B. Managerial Capability

Provide a response or attachment for each of the sections below.

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.

Please refer to Exhibit B-1.

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.

Please refer to Exhibit B-2.

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.

Please refer to Exhibit B-3.

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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒

B-6. Environmental disclosure.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

Please refer to Exhibit B-6.

C. Financial Capability

Provide a response or attachment for each of the sections below.

C-1. Financial reporting.

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

Please refer to Exhibit C-1.

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.

Please refer to Exhibit C-2 - Confidential and Redacted.

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.

Please refer to Exhibit C-3 - Confidential and Redacted.

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".

Please refer to Exhibit C-4.

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.

Please refer to Exhibit C-5 - Confidential and Redacted

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? If yes, attach a document detailing the information.

Applicant

Parent company of the applicant

Affiliate company that guarantees the financial obligations of the applicant

Any owner or officer of the applicant

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

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.

Please refer to Exhibit C-8.

C-9. Financial arrangements.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.

2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company 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 parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

Please refer to Exhibit C-9.

D. Technical Capability

Provide an attachment for each of the sections below.

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.

Power Marketers/Generators: Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

Please refer to Exhibit D-1.

D-2. Operations expertise and key technical personnel.

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any changes.

Please refer to Exhibit D-2.

D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

Please refer to Exhibit D-3.

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.

Signature

President

Title

Date

Competitive Retail Electric Service Affidavit

County of Harris :

State of Texas :

Kelly Bedrich, 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.

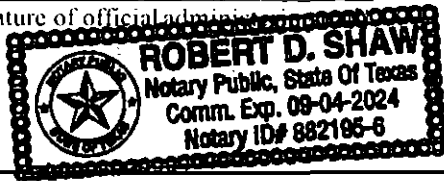
13. Affiant further sayeth naught.

W. All R. l *President*
Signature of Affiant & Title

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

Robert D Shaw
Signature of official administering oaths

ROBERT D SHAW, NOTARY
Print Name and Title



My commission expires on 9-4-24

Exhibit A-3

Application Information

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 in Ohio address and may be the same contact information given in A-2.

RESPONSE:

*Cypress Capital Ventures, LLC
13603 Lakehills View Circle
Cypress, TX 77429
800-965-4229
www.electricityplans.com*

*Cypress Capital Ventures, LLC
d/b/a ElectricityPlans.com
13603 Lakehills View Circle
Cypress, TX 77429
800-965-4229
www.electricityplans.com*

*Cypress Capital Ventures, LLC
d/b/a NaturalGasPlans.com
13603 Lakehills View Circle
Cypress, TX 77429
800-965-4229
www.naturalgasplans.com*

Exhibit A-12

Application Information

Principal Officers, Directors and Partners.

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

RESPONSE:

Kelly Bedrich
President
13603 Lakehills View Circle
Cypress, TX 77429
713-305-7976
Kelly.bedrich@cypresscapitalventures.com

Shannon Bedrich
Vice President
13603 Lakehills View Circle
Cypress, TX 77429
713-410-1245
shannon.bedrich@cypresscapitalventures.com

Exhibit A-13

Application Information

Company History

Provide an attachment with a concise description of the applicant's company history and principal business interests.

RESPONSE:

Cypress Capital Ventures, LLC was formed in Delaware on June 24, 2015 with a company objective to develop/buy operation and improve websites focused on consumer digital products that offer services that are valuable to our everyday lives. The company was founded by Kelly Bedrich and Shannon Bedrich. Kelly is a certified Project Management Professional and has over 25 years of experience in managing and developing software, websites, and system integrations. Shannon is a Texas Certified Public Accountant and focuses on operations and financial reporting for the company.

In March 2017, Cypress Capital Ventures, LLC launched its first energy section consumer website, ElectricityPlans.com. ElectricityPlans.com is a retail electricity rate comparison shopping site for homes and businesses. This site offers free, unbiased electricity plan shopping tools and education to help consumers make informed electricity provider and plan choices in states that have adopted deregulation.

In October 2017, Cypress Capital Ventures, LLC launched NaturalGasPlans.com. NaturalGasPlans.com also offers free, unbiased natural gas plan shopping information for homes and businesses.

Exhibit A-14

Application Information

Secretary of State

Provide evidence that the applicant is currently registered with the Ohio Secretary of State.

RESPONSE:

Please refer to the attached.

201719903366

DATE:	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
07/19/2017	201719903366	REG. OF FOR. PROFIT LIM. LIAB. CO. (LFP)	99.00	.00	.00	.00	.00

Receipt

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

CT CORPORATION SYSTEM
CHRIS RICKARD
4400 EASTON COMMONS WAY, SUITE 126
COLUMBUS, OH 43219

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

4051744

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

CYPRESS CAPITAL VENTURES, LLC

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

Document(s)
REG. OF FOR. PROFIT LIM. LIAB. CO.

Document No(s):
201719903366

Effective Date: 07/17/2017



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 19th day of July, A.D. 2017.

Jon Husted

Ohio Secretary of State



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
04/26/2022	202208801680	TRADE NAME RENEWAL (RNR)	25.00				0

Receipt

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

**CYNTHIA PALACIOS
3355 W ALABAMA STREET
UNIT 640
HOUSTON, TX, 77007**

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4056097

It is hereby certified that the Secretary of State of Ohio has custody of the business records for
ELECTRICITYPLANS.COM
and, that said business records show the filing and recording of:

Document(s)
TRADE NAME RENEWAL

Document No(s):
202208801680

Effective Date: **04/26/2022**



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 26th day of April, A.D. 2022.


Ohio Secretary of State

Exhibit B-1

Managerial Capacity

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.

RESPONSE:

Cypress Capital Ventures, LLC d/b/a ElectricityPlans.com is also registered as a company in Connecticut, Delaware and Texas.

The company wishes to serve in a broker capacity only and will not take title to the commodity or provide aggregation services.

Exhibit B-2

Managerial Capacity

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.

RESPONSE:

Cypress Capital Ventures, LLC d/b/a ElectricityPlans.com desires to renew its Ohio electricity power broker license to continue to grow our Ohio customer base and provide better service to our customers.

Renewing our Ohio power broker license would allow us to implement an application program interface (API) with our current Ohio providers and participate in the enrollment process. An API allows for a seamless customer experience in that it provides the ability for a customer to sign up for an electricity plan without leaving the site. An API allows integration with the certified retail electricity service provider's system for credit check, rate verification, and order creation.

Additionally, renewing our Ohio power broker license would allow to expand the number of providers and plans offered on the site and participate directly in the small and medium commercial electricity market in Ohio. We currently offer an Ohio small and medium business electricity comparison page, and we would like to continue to be able to offer this in Ohio.

Cypress Capital Ventures LLD d/b/a ElectricityPlans.com is not an electric supplier pursuant to Section 4928.10 of the Ohio Revised Code. The company will not take title to the commodity or provide billing or aggregation services. The company wishes to engage in broker services only.

Exhibit B-3

Managerial Capacity

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.

RESPONSE:

Not applicable.

Exhibit B-6

Managerial Capacity

Environmental Disclosures

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

RESPONSE:

Not applicable.

Exhibit C-1

Financial Capacity

Financial Reporting

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

RESPONSE:

Not applicable.

Exhibit C-2

Financial Capacity

Financial Statements

REDACTED

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 reviewers may request additional financial information.

RESPONSE:

Please refer to the attached.

Exhibit C-3

Financial Capacity

Forecasted Financial Statements

REDACTED

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.

RESPONSE:

Please refer to the attached.

Exhibit C-4

Financial Capacity

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 Commissions. 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".

RESPONSE:

Not applicable.

Exhibit C-5

Financial Capacity

Credit Report

REDACTED

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.

RESPONSE:

Please refer to the attached.

Exhibit C-8

Financial Capacity

Corporate Structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organization 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.

RESPONSE:

Cypress Capital Ventures, LLC

- *d/b/a ElectricityPlans.com*
- *d/b/a NaturalGasPlans.com*

Cypress Capital Ventures, LLC is a stand-alone entity with no affiliate or subsidiary companies.

Cypress Capital Ventures, LLC d/b/a ElectricityPlans.com is not an electric supplier pursuant to Section 4928.10 of the Ohio Revised Code. The company will not take title to the commodity or provide billing or aggregation services. The company wishes to engage in broker services only.

Exhibit C-9

Financial Capacity

Financial Arrangements

This section is only application if power marketer or retail electric generation provider has been selected in A-1.

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parent guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

RESPONSE:

Not applicable.

Exhibit D-1

Technical Capability

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.

RESPONSE:

Cypress Capital Ventures, LLC d/b/a ElectricityPlans.com is not an electric supplier pursuant to Section 4928.10 of the Ohio Revised Code. The company will not take title to the commodity or provide billing or aggregation services. The company wishes to engage in broker services only.

Exhibit D-2

Technical Capacity

Operations Expertise and Key Technical Personnel

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any changes.

RESPONSE:

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Kelly Bedrich is a certified Project Management Professional and has over 25 years of experience in managing and developing software, websites, and system integrations.

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Shannon Bedrich is a Texas Certified Public Accountant and focuses on operations and financial reporting and regulatory compliance for the company.

Exhibit D-3

Technical Capability

FERC Power Marketer Authorization

This section is only application if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

RESPONSE:

Not applicable.