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Public Utilities
Commission

Competitive Retail Natural Gas Service
(CRNGS) Provider Application

Case Number: 17 - 1236 -GA- 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 natural gas service (CRNGS) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Retail Natural Gas Aggregator

☐

Retail Natural Gas Broker

☒

Retail Natural Gas Marketer

☐

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

Provide the name and contact information of the business entity.

Legal Name: Electricity Ratings, LLC
Street Address: 1502 Sawyer Street, Suite 130
City: Houston State: TX Zip: 77007
Telephone: 866-303-9147 Website: www.texaselectricityratings.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: Electricity Ratings, LLC
Street Address: 1502 Sawyer Street, Suite 130
City: Houston State: TX Zip: 77007
Telephone: 866-303-9147 Email: www.texaselectricityratings.com

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): Electricity Ratings, LLC

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.

A-5. Contact person for regulatory matters.

Name: Matt Oberle Title: Managing Member
Street Address: 1502 Sawyer Street, Suite 130
City: Houston State: TX Zip: 77007
Telephone: 866-303-9147 Email: moberle@texaselectricityratings.com

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

Name: Matt Oberle Title: Managing Member
Street Address: 1502 Sawyer Street, Suite 130
City: Houston State: TX Zip: 77007
Telephone: 866-303-9147 Email: moberle@texaselectricityratings.com

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

Street Address: 1502 Sawyer Street, Suite 130
City: Houston State: TX Zip: 77007
Toll-free
Telephone: 866-303-9147 Email: moberle@texaselectricityratings.com

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

FEIN: 27-1446702

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:

CenterPoint Energy Ohio <input checked="" type="checkbox"/>	Columbis Gas of Ohio <input checked="" type="checkbox"/>	Dominion Energy Ohio <input checked="" type="checkbox"/>	Duke Energy Ohio <input checked="" type="checkbox"/>
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Class of customer selection:

Industrial

☐

Residential

☒

Small Commercial

☒

Large Commercial

☐

A-11. Start Date.

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

Date: 6/11/2017

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.

A-15. Proof of Ohio office and employee.

Provide "Proof of an Ohio Office and Employee" in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address.

Name: Ryan Mulligan Title: Account Manager

Street Address: 119 E. Court Street

City: Cincinnati State: OH Zip: 45202

Telephone: 561-694-8107 Email: ryan@corpcreations.com

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

☒

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".

Not applicable.

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).

D. Technical Capability

Provide an attachment for each of the sections below.

D-1. Operations.

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

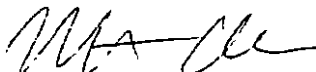
Please refer to Exhibit D-1.

Gas Marketers: Describe the operational nature of the applicant's business, specifying whether operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and/or the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for retail customers.

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 and 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.

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

4-6-2023
Date

Managing Member
Title

Competitive Retail Natural Gas Service Affidavit

County of Harris :

State of Texas :

Matt Oberle, 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 and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10 and 4911.18(A), Ohio Revised Code.
4. 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. 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. Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
7. Applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. 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.
9. 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.

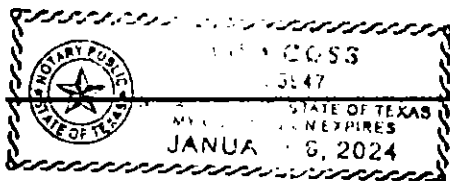
10. Affiant further sayeth naught.

[Signature] **Managing Member**
Signature of Affiant & Title

Sworn and subscribed before me this 26th day of April, 2023
Month Year

[Signature]
Signature of official administering oath

Matt Oberle
Print Name and Title



My commission expires on 01/08/2024

Exhibit A-12

Principal Officers, Directors and Partners

Matt Oberle
Managing Member
1502 Sawyer Street, Suite 130
Houston, TX 77007
713-828-9096

Karl Trollinger
CEO
Managing Member
1502 Sawyer Street, Suite 130
Houston, TX 77007
713-594-7819

Exhibit A-13

Company History

Electricity Ratings, LLC (the "Company") is an energy brokerage company established in 2009 that organized and presents offers from retail suppliers to customers. Customers may then select to purchase electricity or natural gas directly from the retail supplier.

The Company is a privately funded company that exists to allow customers an unparalleled shopping experience while also giving them the opportunity to read reviews from other customers or research the best energy provider for their own personal needs. The Company is currently planning to expand its services to reach customers in other deregulated states with electric and/or natural gas markets. With the Company, customers can engage in comparison shopping for their home, or request bids from providers for their small business energy needs. In the Texas market, the Company has built a versatile eCommerce platform that utilizes API technology to give customers real time shopping options for consumers. Matt Oberle and his technology team have more than 10 years of successful experience implementing and perfecting API technologies. The Company maintains a strong network of REP and utility partners that operate in Texas, the Midwest and Northeast energy markets.

Since its inception, the Company has given thousands of customers a place to voice their personal experiences with various electricity providers, and thousands more consumers the chance to choose the right electricity provider or natural gas provider for their own personal needs.

Exhibit A-14
Secretary of State



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
10/26/2016	201629903074	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	0.00	0.00	0.00	0.00

Receipt

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

LICENSELOGIX, LLC
ATTN: KELLY KONKUS
140 GRAND STREET STE 300
WHITE PLAINS, NY 10601

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted
3953061

It is hereby certified that the Secretary of State of Ohio has custody of the business records for
ELECTRICITY RATINGS, LLC

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

Document(s)

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 10/20/2016

Document No(s):

201629903074



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 October, A.D. 2016.

Jon Husted

Ohio Secretary of State

Exhibit B-1

Jurisdiction of Operations

Electricity Ratings, LLC (the "Company") provides services in California, Connecticut, Georgia, Illinois, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Texas, Washington D.C.

As of the date of this renewal application, the Company confirms that it is not licensed, certified, registered or otherwise authorized to provide retail or wholesale electric services or aggregation services in any jurisdiction, apart from what is listed above.

Exhibit B-2

Experience and Plans

Electricity Ratings, LLC (the “Company”) is an energy brokerage company established in 2009 that organizes and presents offers from retail energy suppliers to customers. Customers may then select to purchase electricity or natural gas directly from the retail energy supplier.

The Company is not an electricity or natural gas supplier and will not be purchasing or taking title to the commodity. Further, the Company does not provide billing statements. The responsibilities addressed in Chapter 4901:1-21 of the Ohio Administrative Code, and Section 4928:08 of the Ohio Revised Code concerning the billing of customers and customer inquiries and complaints are met by the licensed retail energy supplier.

The Company does not charge a separate fee to the consumer for its services. As in real estate, the broker fee or commission is included in the price quoted and paid by the seller, the energy provider, after the transaction is complete.

The Company’s mission is to provide a platform that gives a voice to consumers and enables them to be their own consumer advocates while helping them reduce their energy bills. Consumers could be confused by the deregulated electricity market, and the Company helps them better understand their choices, which could lead to lower electricity or natural gas bills. Additionally, the Company provides opportunities for retail suppliers to respond to complaints and provide customer service, further engaging customers and helping them understand the deregulated energy space.

Exhibit B-3

Disclosure of Liabilities and Investigations

Electricity Ratings, LLC (the "Company") does not have any pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matter that could adversely impact the Company's financial or operational status or ability to provide the services it is seeking to be certified to provide.

Exhibit C-1

Financial Reporting

Electricity Ratings, LLC (the “Company”) does not file 10K/8K filings with SEC as the Company is not a publicly traded company, and is not required to file such documents with SEC.

Exhibit C-2
Financial Statements
REDACTED

Exhibit C-3

Forecasted Financial Statements

REDACTED

Prepared by:

Carl Williams, General Manager
275 Lakeshore Drive
Pointe-Claire, Québec H9S 4L1
(888) 631-7977
carl.williams@linkenergy.com

Exhibit C-5
Credit Report
REDACTED

Exhibit C-6

Bankruptcy Information

Electricity Ratings, LLC (the "Company"), its owners nor officers have a history of any reorganizations, protection from creditors, or any other form of bankruptcy. The Company does not have a parent or affiliate organization that guarantees the obligations of the Company or any officer of the Company in the current year or within the two most recent years preceding the application.

Exhibit C-7

Merger Information

Electricity Ratings, LLC does not have a history of dissolution, merger, nor acquisition.

Exhibit C-8

Corporate Structure

Electricity Ratings, LLC is wholly owned by Matt Oberle. It is a standalone company with no affiliate or subsidiary companies.

Exhibit C-9

Financial Arrangements

Not applicable - Electricity Ratings, LLC is seeking to renew its certificate of power broker.

Exhibit D-1

Operations

Electricity Ratings utilizes real-time APIs or partner link-offs to interact with providers, and has built proprietary Content Management System and eCommerce platforms to allow customers to shop for energy plans based on customer rating and experience, price, provider, and energy type. This gives customers the maximum amount of choices by which to select an energy provider that best fits their personal needs.

Electricity Ratings also continues to innovate within the realm of technology to help customers find the information they need as quickly as possible to make informed decisions about the deregulated energy market. The Company's one of a kind ratings system sets it apart by allowing consumers to lend their own voice to the energy shopping process, while providing opportunities for customers to select plans based on their needs.

Exhibit D-2

Operations Expertise and Key Technical Personnel

Electricity Ratings Biography

Electricity Rating's Managing Member, Matthew Oberle has operated a website portal that helps market electricity to customers in the deregulated electricity state of Texas. Since 2009, www.TexasElectricityRatings.com (the Texas based website for electricity) has operated successfully.

Electricity Ratings works with several large third party retail energy providers, including Direct Energy, Champion Energy, TXU Energy, and NRG Energy. Attached is the biography of Matt Oberle, owner, and Managing Member of Electricity Ratings and Karl Trollinger, the Company's CEO.

May 2009- Present: Founder of Texas Electricity Ratings (www.TexasElectricityRatings.com)

Company Profile:

Texas Electricity Ratings is a shopping and consumer advocacy website that merges social media marketing, a proprietary ratings engine, and user generated content to give customers a unique view of the Texas deregulated electricity marketplace. It is a website that allows consumers to review as well as compare different electric companies by more than just price, but by an entire customer experience.

Primary Responsibilities and Achievements:

- Designed the first Electric Comparison site based on UGC (user generated content)
- Create and publish content fresh and original content regularly on the Texas Electricity blog site as well as other online article outlets
- Craft and execute non-traditional marketing and media strategies
- Develop and maintain a consistent social media presence on different sites including: forums, blogs, Facebook, Twitter, and more
- Broker and manage relationships with major electricity partners in the Texas marketplace such as: Green Mountain Energy, TXU Energy, Gexa Enregy, Champion Energy and more
- Manage, review, edit and respond to all site submissions and UGC
- Brainstorm and quality assure site upgrades and functionality build-outs
- Manage multiple different search engine marketing campaigns to drive traffic to the website

December 2006 - April 2009: Data Sourcing Analyst with Hewlett Packard

Project Profile:

The Enterprise Data Warehouse project will consolidate all of HP's divisional storage systems into one of the world's largest functional data warehouse repositories, helping to optimize business information and streamline decision making.

Primary Responsibilities:

- Manage the quality assurance piece of the lifecycle and retirement processes with my team
- Develop test plans and process documents as it relates to the retirement of legacy assets
- Liaison between the business departments and source systems on behalf of EDW
- Engage and support source systems to ensure the start to finish on boarding of new source data through within the expectations of the project lifecycle management
- Monitor data errors, contact and work with source systems to rectify data issues and inconsistencies
- Train business users to effectively utilize the quality assurance software for tracking and reporting issues that occur during legacy retirement projects

October 2005 - November 2006: Business Analyst with Broadwing Communications (Now Level 1)

Company Profile:

Broadwing Communications is a digital backbone company that provides communication networking solutions to enterprises and carriers such as AT&T and Verizon.

Primary Responsibilities:

- Query and analyze data to find logic problems and create solutions to business and network issues
- Track and manage tasks and outstanding needs for project completion
- Oversee and assist in quality assurance of software functionality upgrades.
- Design and document workflows and processes for data migration and application creation
- Provide support for the software that manages Broadwing's entire network of switches and circuits

January 2003 - October 2005: WhiteFence

Company Profile:

WhiteFence is an E-Commerce start-up that built and operates a one-stop Internet destination for people moving into single family homes or apartments. WhiteFence's platform allows users to sign up for essential household-related services online through its nationwide network of over 400 Service Providers and 250 Channel Partners.

June 2004 - October 2005: Senior Operations Analyst with WhiteFence

Primary Responsibilities:

Data Analysis

- Evaluate historical order data to identify trends based on seasonality, program modifications, and other variables
- Analyze marketing campaigns to identify and repair any oversights in search term advertising efforts. This includes analysis of metropolitan areas as well as service provider coverage
- Study the effect of different landing pages and sales formats through the analysis of impressions clicks, order volume, and feedback from customers regarding local phone, wireless phone, and high speed Internet service
- Analyze customer traffic within channels to optimize advertising effectiveness and product availability
- Monitor and report on the impact of new technology initiatives relating to order volume, customer satisfaction and user experience

Project Management

- Manage the quarterly software upgrades for 10 proprietary applications
- Spearhead the design process for new functionality requirements of the Business Development and Operations groups
- Facilitate project management, functional design, and integration testing between the Programming and Business teams on new developments
- Manage a team of eight Operations Analysts for application code quality assurance

January 2003 - June 2004: Operations Analyst with WhiteFence

Responsibilities:

Service Provider Management

- Serve as Account Manager for Fortune 500 companies such as Qwest, Cox, Time Warner, and Comcast, AT&T and Verizon.
- Develop market offerings to display accurate pricing and availability of products that mirror the serviceability footprint of WhiteFence partners
- Routinely work with WhiteFence Service Providers to ensure that current promotions, special offers, and new products are accurately displayed to the customer on the WhiteFence platform

Quality Assurance Analyst

- Develop testing process, including necessary regression testing, to ensure program development met release and integration specifications
- Coordinate with the Programming Team to ensure identified issues are addressed successfully

References: Available upon request

Karl Trollinger

Karl Trollinger, CEO - Mr. Trollinger has over 30 years of experience building, operating, and marketing organizations and services. Mr. Trollinger has over 14 years of experience in the energy sector, most notably in energy marketing and operations. Mr. Trollinger co-founded Bounce Energy in 2008 and served as Chief Marketing Officer and later Chief Information Officer and was responsible for acquiring, serving and architecting technologies for over 75,000 customers with gross revenues of over \$150 million at the time it was acquired by Direct Energy in 2013.

Prior to Bounce Energy, Mr. Trollinger was an early investor and served as Vice President of Marketing for WhiteFence.com the largest online energy and telecommunication aggregation service in the US. During Mr. Trollinger's tenure, the company grew from zero to over 1 million visitors per month with over 100,000 communications and energy transactions per year for all the major US telco, regulated and deregulated energy companies. Mr. Trollinger held senior management positions with Vocalis PLC, Entercom, Inc., and Smart Power Systems. Mr. Trollinger began his career at PACE Entertainment (Now Live Nation) and holds a Bachelor of Arts Degree from the University of Houston.

Awards and Recognition:

- American Marketing Association– “2012 Marketer of The Year” – Winner Utilities Category (Houston)
- Achieved highest JD Power award in class for Customer Satisfaction for 2012
- Houston Business Journal – Social Media Madness – Winner
- Web Design Awards
 - 2012 Interactive Media Awards – Best in Class
 - 2011 Web World – Outstanding Web Site
- Featured Speaker – Houston American Marketing Association

Relevant Energy Industry Job History:

CEO

Electricity Ratings, LLC

June 2017 to date

Energy Ratings, LLC is a customer advocacy company that provides platforms for customers to share their experiences with retail energy providers. The company aggregates data from multiple sources as well as thousands of customer reviews to provide comprehensive ratings and rankings of retail energy providers throughout the US. The company has operated the website, TexasElectricityRatings.com since 2009, has expanded into Connecticut and New York in the last few months and is seeking to grow its unique approach across the US deregulated footprint throughout 2017.

CMO

Inspire Energy

Dec 2013 - Sept 2014

Mr. Trollinger was the 3rd employee hired at *de novo* Retail Energy Company, Inspire Energy. The company focused on rapid expansion in the North East. Mr. Trollinger was responsible for acquiring and serving customers across PA, NJ, and MD footprints. Mr. Trollinger built out customer service operations, managed multiple vendors, analyzed NYMEX, PJM and third party energy price data to set prices to meet margin and lifetime value goals, and was involved in all aspects of a start-up retail electricity entity.

CMO/ CIO and Co-Founder

Bounce Energy

May 2008 – Aug 2013

CMO: May 2008 - Dec 2012

CIO: Jan 2013 - Aug 2013

Mr. Trollinger Co-founded and served as CMO and CIO of Bounce Energy. As CMO Mr. Trollinger was responsible for acquiring and serving over 100,000 RCEs with gross revenues of over \$150 million at the time it was acquired by Direct Energy in 2013. As CIO Karl was responsible for architecting and scaling technology for up to 1 million customers. As CIO Mr. Trollinger oversaw and managed suite of 12 applications including: Forecasting, Billing, Pricing, Business Logic, Data Warehouse, CRM, CMS, EDI and Behavioral Targeting.

Vice President Marketing

WhiteFence

Online Service Aggregator

May 2001 – May 2008

Recruited into startup with zero customers and a significant burn rate. Pivoted from single family and multi-family channel-based marketing to direct acquisition and generated over 10,000 orders per month for nationwide and regional telecoms and regulated and de-regulated energy companies. Mr. Trollinger built ecommerce systems for SBC (AT&T), ComEd, Nevada Power, Green Mountain Energy, and SoCalEd.