



DIS Case Number: 15-1708-EL-AGG

Section A: Application Information

A-1. Provider type:

☒ Power Broker

☒ Aggregator

☐ Retail Generation
Provider

☐ Power
Marketer

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

Legal Name: Yolon Energy, LLC

Phone: 8555375603

**Extension (if
applicable):**

Website (if any):

Country: United States

Street: 1699 King Street, Suite 105

City: Enfield

Province/State: CT

Postal Code: 06082

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

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

Name	Type	Address	Active?	Proof
Yolon Energy, LLC	Official Name	1699 King Street, Suite 105 Enfield, CT 06082	Yes	File

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

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

Name	Type	Address	Active?	Proof
Yolon Energy, LLC	Official Name	1699 King Street, Suite 105 Enfield, CT 06082	Yes	File

A-5. Contact person for regulatory matters



Public Utilities Commission

Elisabeth Bottomley
1699 King Street, Suite 105
ENfield, CT 06082
US
ebottomley@yolonenergy.com
8602545928

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

Elisabeth Bottomley
1699 King Street, Suite 105
ENfield, CT 06082
US
ebottomley@yolonenergy.com
8602545928

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

Phone: 8555375603	Extension (if applicable):	Country: United States
Fax: 860-736-2323	Extension (if applicable):	Street: 1699 King Street, Suite 105
Email: sales@yolonenergy.com	City: Enfield	Province/State: CT
	Postal Code: 06082	

A-8. Applicant's federal employer identification number

46-4076305

A-9. Applicant's form of ownership

Form of ownership: Limited Liability Company (LLC)

A-10. Identify current or proposed service areas

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

Service area selection

Duke Energy Ohio

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

Class of customer selection

Commercial
 Industrial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 11-30-2015

A-12. Principal officers, directors, and partners

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

Name	Email	Title	Address
Russ Monroe	rmonroe@yolonenergy.com	Partner	1699 King Street, Suite 105 Enfield, CT 06082 US
Elisabeth Bottomley	ebottomley@yolonenergy.com	Managing Partner	1699 King Street, Suite 105 Enfield, CT 06082 US
Timothy Lockwood	tlockwood@yolonenergy.com		1699 King Street, Suite 105 Enfield, CT 06082 US

A-13. Company history

Yolon Energy, LLC provides competitive supplier bids to customers and assists them with the process of contracting directly with their chosen supplier. We do not take title to the power so we do not bill the customer. All billing is done directly between the supplier and the customer.

We maintain a toll-free line for customer service and any inquiries and/or complaints are addressed immediately via telephone and followed up via email for written documentation.

A-14. Secretary of State

Secretary of State Link:

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations

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

Jurisdiction of Operation:	State	Status	Commodity	Commercial/Residential
	Original License Date	License #		
MA	Licensed	ELE	Both	5/9/2014 EB-275
MA	Licensed	GAS	Commercial	5/9/2014 RA-110
NH	Licensed	ELE	Commercial	7/28/2015 DM 15-291
ME	Licensed	ELE	Commercial	2/1/2017 2016-00296
TX	Licensed	ELE	Commercial	11/20/2019
CT	Licensed	ELE	Commercial	6/28/2023 23-04-02
PA	Licensed	ELE	Commercial	12/7/2017 A-2017-2626169

B-2. Experience and plans

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the plan for contracting with customers, providing contracted services, providing billing statements and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Yolon Energy, LLC provides competitive supplier bids to customers and assists them with the process of contracting directly with their chosen supplier. We do not take title to the power so we do not bill the customer. All billing is done directly between the supplier and the customer.

We maintain a toll-free line for customer service and any inquiries and/or complaints are addressed immediately via telephone and followed up via email for written documentation.

B-3. Disclosure of liabilities and investigations

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or



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informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: Yolon Energy, LLC does not have any 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.

B-4. Disclosure of consumer protection violations

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

No

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

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

No

Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

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



Does not apply

C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a balance sheet, income statement, and cash flow statement. If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, provide audited or officer certified financial statements covering the life of the business. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns with **social security numbers and bank account numbers redacted**.

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

Preferred to file this information confidentially

C-3. Forecasted financial statements

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

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

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

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



File(s) attached

C-4. Credit rating

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter 'Not Rated'.

This does not apply

C-5. Credit report

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

File(s) attached

C-6. Bankruptcy information

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

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

No

C-7. Merger information



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

No

C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required, and the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

Section D: Applicant Technical Capacity

D-1. Operations

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

Operations Description: In OH, Yolon Energy's customers have come solely through adding locations for existing customers. We do not have an OH specific team that markets to customers in the state. Yolon Energy, LLC provides competitive supplier bids to customers using an RFP process and assists them with the process of contracting directly with their chosen supplier.

D-2. Operations Expertise & Key Technical Personnel

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



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

File(s) attached



Public Utilities
Commission

Application Attachments

Entity#: 2431694
Filing Type: FOREIGN LIMITED LIABILITY COMPANY
Original Filing Date: 09/25/2015
Location: --
Business Name: YOLON ENERGY, LLC

Status: Active
Exp. Date: -

Agent/Registrant Information

LEGALINC CORPORATE SERVICES INC
1991 CROCKER RD STE 600A
WESTLAKE OH 44145
09/25/2015
Active

Filings

Filing Type	Date of Filing	Document ID
FOREIGN LLC – CERTIFICATE OF REGISTRATION	09/25/2015	201526801856

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF SECRETARY OF STATE

I, Frank LaRose, Secretary of State of the State of Ohio, do hereby certify that this is a list of all records approved on this business entity and in the custody of the Secretary of State.



Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 13th of November, A.D. 2023

Ohio Secretary of State

A handwritten signature in blue ink, reading "Frank LaRose".

Scores & Ratings

Dashboard PAYDEX® Delinquency Score Failure Score Max Credit Recommendation D&B Rating

PAYDEX®
PAYMENT HABITS



LOW

DELINQUENCY SCORE
REPAYMENT RISK



LOW

Predictive

FAILURE SCORE
INSOLVENCY RISK



MODERATE

Predictive

MAXIMUM CREDIT RECOMMENDATION

D&B GUIDANCE

US\$ 30,000

Overall Business Risk
LOW-MODERATE

D&B RATING
UPGRADE TO VIEW



i View four of your business credit scores & ratings

These scores & ratings are designed to help give an assessment of your business’s financial health. Each score & rating measures a different aspect of your business’ financial health and is often used by other organizations to help gauge the potential risks of working with your business.

x

Upgrade to Credit Insights - Basic to view and receive alerts on four additional business scores and ratings**

Your current plan

Credit Insights - Free

Upgrade to

Credit Insights - Basic

D-2 Operations expertise and key technical personnel

Tim Lockwood

tlockwood@yolonenergy.com

860-254-5927

Managing Partner

Tim has a long history of building and developing first-class sales teams and he personally manages energy programs for some of our biggest accounts.

Before starting Yolon with Russ Monroe, Tim was Director of Sales for World Energy Solutions and co-founder of Curb Energy and Rate Droppers. He graduated from Assumption University with a degree in Business Management.

Russ Monroe

rmonroe@yolonenergy.com

860-254-5926

Managing Partner

Before starting Yolon with Tim Lockwood, Russ served as Vice President of Sales for World Energy Solutions. He also had a long stint as President of Northeast Energy Partners, where he was instrumental in developing quality assurance in its systems and products, facilitating the company's rapid growth and evolution into one of the largest energy brokers in the region. Russ holds a degree in Marketing from Western New England University and formerly served as an Intelligence Operations Specialist for the Air National Guard.

Elisabeth Bottomley

ebottomley@yolonenergy.com

860-254-5928

Managing Partner

Prior to joining Yolon Energy in 2015, Elisabeth spent more than ten years at World Energy Solutions executing procurement strategies for customers ranging from small businesses to some of the largest utilities in the country for their electricity, natural gas and green energy needs. She holds a BA in Math from Holy Cross and an MBA in Entrepreneurship from Babson College.

OH - Yolon Forecasted Financial Statements 2024

Expected OH Generated Brokering Revenue:	\$6,500.00	
OH Specific Expenses:	\$219	Annual Filing Fee and Agency
Net Income/Loss	\$6,281.00	

OH - Yolon Forecasted Financial Statements 2025

Expected OH Generated Brokering Revenue:	\$3,860.00	
OH Specific Expenses:	\$219	Annual Filing Fee and Agency
Net Income/Loss	\$3,641.00	

Competitive Retail Electric Service Affidavit

County of Worcester :

State of Massachusetts:

Elisabeth Bottomley 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.

E. Seeger, Partner
Signature of Affiant & Title

Sworn and subscribed before me this 29th day of November, 2023
Month Year

Terri J. Longtine
Signature of official administering oath

Terri J. Longtine, Notary
Print Name and Title



TERRI J. LONGTINE
NOTARY PUBLIC
Commonwealth of Massachusetts
My Commission Expires
May 19, 2028

My commission expires on May 19, 2028

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on
11/29/2023 1:40:43 PM**

in

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

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