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FILE



The Public Utilities Commission of Ohio

31

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Date Received	Case Number	Version
	- EL-CRS	August 2004

14-0115-EL-CRS

CERTIFICATION APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-13 Company History). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may input information directly onto the form.
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A. APPLICANT INFORMATION

A-1 Applicant intends to be certified as: (check all that apply)

- ☐ Retail Generation Provider ☒ Power Broker
☐ Power Marketer ☐ Aggregator

A-2 Applicant's legal name, address, telephone number and web site address

Legal Name Genbright LLC
Address 2 Oliver St. Suite 605 Boston, MA 02109
Telephone # 617 933 8027 Web site address (if any) genbright.com

A-3 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Genbright LLC
Address 2 Oliver St. Suite 605 Boston, MA 02109
Telephone # 617 933 8027 Web site address (if any) genbright.com

A-4 List all names under which the applicant does business in North America

Genbright LLC

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A-5 Contact person for regulatory or emergency matters

Name Jeffrey Ellis
Title V.P.
Business address 20 Oliver St. Suite 605 Boston MA 02109
Telephone # 617 933 8720 Fax # 617 933 8730
E-mail address (if any) jeffrey.ellis@genbright.com

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Jeffrey Ellis
Title V.P.
Business address 2 Oliver St. Suite 605 Boston MA 02109
Telephone # 617 933 8720 Fax # 617 933 8730
E-mail address (if any) jeffrey.ellis@genbright.com

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

Customer Service address 2 Oliver St. Suite 605 Boston MA 02109
Toll-free Telephone # 888 297 4685 Fax # 617 933 8730
E-mail address (if any) customer.service@genbright.com

A-8 Applicant's federal employer identification number # 943345425

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

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

A-10 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

- | | | | | |
|---|--------------------------------------|--|--|--|
| <input checked="" type="checkbox"/> First Energy | | | | |
| <input checked="" type="checkbox"/> Ohio Edison | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Toledo Edison | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Cleveland Electric Illuminating | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Duke Energy | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> Monongahela Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |
| <input checked="" type="checkbox"/> American Electric Power | | | | |
| <input checked="" type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input checked="" type="checkbox"/> Commercial | <input checked="" type="checkbox"/> Mercantile | <input checked="" type="checkbox"/> Industrial |

☒ Columbus Southern Power ☐ Residential ☒ Commercial ☒ Mercantile ☒ Industrial
☒ Dayton Power and Light ☐ Residential ☒ Commercial ☒ Mercantile ☒ Industrial

A-11 Provide the approximate start date that the applicant proposes to begin delivering services

3/1/14

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-12 **Exhibit A-12 "Principal Officers, Directors & Partners"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-13 **Exhibit A-13 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America.
- A-14 **Exhibit A-14 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-15 **Exhibit A-15 "Articles of Incorporation and Bylaws,"** if applicable provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto.
- A-16 **Exhibit A-16 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

B. **APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE**

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- B-1 **Exhibit B-1 "Jurisdictions of Operation,"** provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services.
- B-2 **Exhibit B-2 "Experience & Plans,"** provide a description of the applicant's experience and 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 Section 4928.10 of the Revised Code.

B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing the service(s) it is seeking to be certified to provide (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **Exhibit B-4 "Environmental Disclosure,"** provide a detailed description of how the applicant intends to determine its (a) generation resource mix, and (b) environmental characteristics, including air emissions and radioactive waste. This information shall include sufficient discussion so as to detail both the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. Additional details on this requirement may be obtained by referring to 4901:1-21-09.

B-5 **Exhibit B-5 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

B-6 Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-6 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-7 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-7 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

C-1 **Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

- C-2** **Exhibit C-2 “SEC Filings,”** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.
- C-3** **Exhibit C-3 “Financial Statements,”** provide copies of the applicant’s two most recent years of audited financial statements (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, it shall file audited or officer certified financial statements covering the life of the business.
- C-4** **Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant’s financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).
- C-5** **Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.
- C-6** **Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant’s credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant’s parent or affiliate organization that guarantees the obligations of the applicant.
- C-7** **Exhibit C-7 “Credit Report,”** provide a copy of the applicant’s credit report from Experion, Dun and Bradstreet or a similar organization.
- C-8** **Exhibit C-8 “Bankruptcy Information,”** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

- C-9 Exhibit C-9 "Merger Information," provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

D. APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1 Exhibit D-1 "Operations" provide a written description of the operational nature of the applicant's business. Please include whether the applicant's 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.
- D-2 Exhibit D-2 "Operations Expertise," given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel," provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4 Exhibit D-4 "FERC Power Marketer License Number," provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

M. F. [Signature] President, Greenbriar LLC
Signature of Applicant and Title

Sworn and subscribed before me this 21 day of January, 2014
Month Year

[Signature]
Signature of official administering oath

Matthew Haring
Print Name and Title

My commission expires on 2-2-18



AFFIDAVIT

State of Massachusetts :

Buxton ss.
(Town)

County of Sutcliffe :

Sailesh Buddhharapu, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Ganbright LLC (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it 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 herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The Applicant herein, attests that it 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 herein, attests that it 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, the Applicant herein, attests that 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. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission 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 customer complaints.

That the facts above set forth are true and correct 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.

[Signature] President, Greenlight LLC
Signature of Affiant & Title

Sworn and subscribed before me this 21 day of January, 2014
Month Year

[Signature]
Signature of official administering oath

Matthew Haringa
Print Name and Title

My commission expires on 2-2-18



Genbright LLC Power Broker Application Exhibits:

Exhibit A-12

Principal A-12 "Principal Officers, Directors & Partners"

Joseph Crespo Founder
Founder & Co Owner
Genbright LLC
Two Oliver St. Suite 605
Boston, MA 02109
Tel # 617-571-0133

Sailesh Buddhavarapu
President & Co Owner
Genbright LLC
Two Oliver St Suite 605
Boston, MA 02109
Tel # 404-434-2352

Genbright LLC Power Broker Application Exhibits:

Exhibit A-13 – Corporate Structure

Genbright LLC is a privately owned company with no affiliates or subsidiaries.

Genbright LLC Power Broker Application Exhibits:

Exhibit A-14 – Company History

Genbright LLC was incorporated in the State of Delaware on August 23, 2012. The Corporate Charter is to focus on Demand Response development including behind the meter and distributed generation applications. In addition, Genbright will focus on integrating demand response and competitive supply options for customers seeking to reduce overall energy costs by improving load factors and reducing peak period energy consumption.

Genbright LLC Power Broker Application Exhibits:

Exhibit A-15 – Articles of Incorporation

Please reference the attached Articles of incorporation for Genbright LLC.

Exhibit A-16

Genbright LLC Power Broker Application

201331100149

DATE:	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
11/07/2013	201331100149	REG. OF FOR. PROFIT LIM. LIAB. CO. (LFP)	125.00	100.00	.00	.00	.00

Receipt

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

GENBRIGHT LLC
ATTN: SAILESH BUDDHAVARAPU
30 FEDERAL ST. 3RD FLOOR
BOSTON, MA 02110

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

2244224

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

GENBRIGHT LLC

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

Document(s)

REG. OF FOR. PROFIT LIM. LIAB. CO.

Document No(s):

201331100149

Effective Date: 11/06/2013



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 7th day of November, A.D. 2013.

Jon Husted

Ohio Secretary of State

Genbright LLC Power Broker Application Exhibits:

Exhibit B-1 – Jurisdictions of Operation

Genbright is a licensed Power Broker in the following Jurisdictions;

Massachusetts

Maine

Rhode Island

New Jersey

Genbright LLC Power Broker Application Exhibits:

Exhibit B-2 – Experience & Plans

Genbright will be obtaining targeted customers through traditional sources including direct sales, channel partner referrals, trade associations and web based sales activity to locate targeted customers. As a power broker Genbright will contract with interested customers to act as an agent for them in obtaining alternative electric supply proposals and will assist customers in evaluating the various options. Genbright will be compensated for its brokerage services through an adder to the contracted price for power. Genbright will not take title to the power and will not be responsible for any billing functions. Genbright will provide all brokerage customers a toll free number and dedicated email address to address any customer questions.

Genbright LLC Power Broker Application Exhibits:

Exhibit B-3 – Summary of Experience

Genbright's executive team consists of individuals with multiple years of experience in both regulated and unregulated energy markets. Our team understands the structure of utility rate designs and the full range of options open to customers in the competitive energy markets. Genbright is positioned well to offer customers professional guidance on how to achieve energy savings available in the competitive markets, minimize /hedge risks and leverage savings by offering various demand response options. Listed below are the bios of Genbright's executive team. To date, Genbright has been active in both ISO-NE and PJM markets and is currently providing energy services to a wide range of customers from national accounts to larger commercial property owners and industrial customers.

Genbright Executive Team:

Management: Founder - Joe Crespo has over 15 years of experience in deregulated wholesale and retail markets, including leading teams in power market trading and software development at Edison International and a small Massachusetts hedge fund. He also led new product development for Wood Mackenzie's North American and Global Gas products. **President - Sailesh Buddhavarapu** has over 15 years of energy risk management experience at companies that include Mirant, Edison International, Constellation and Citibank. **Vice President of Resource Management: Joe Cusack** has over 15 years of merchant asset management experience at Edison International and its predecessor Citizens Power where he was responsible for commercial management of the entire generation fleet. **Vice President of Energy Services - Jeff Ellis** has over 15 years' experience in wholesale power markets and retail services including his role as VP of Business Development for Energy USA, an Energy Service Company owned by NiSource Inc. Mr. Ellis was responsible for all commercial and industrial sales and marketing activities including on-site power generation, fuel and power contracts. Prior to joining Energy USA, Mr. Ellis was the Director of Demand Side Management for Bay State Gas Company. **Vice President of Business Development - Douglas Gay** has over 15 years of experience in technical sales and business development in energy and telecommunications sectors and is responsible for channel partner development. **Vice President of Commercial Agreements - Geoff Mathews** has over 20 years of experience in energy market transactions and oversees the legal structuring of Genbright's commercial agreements.

Genbright LLC Power Broker Application Exhibits:

Exhibit B-4 – Environmental Disclosure

Not applicable to Genbright's operations as a Power Broker.

Genbright LLC Power Broker Application Exhibits:

Exhibit B5, B6 and B7

None.

Genbright LLC Power Broker Application Exhibits:

Exhibit C1 – Annual Reports

Genbright is a privately owned company and does not produce an annual report.

Genbright LLC Power Broker Application Exhibits:

Exhibit C2 – Annual Reports

Genbright is a privately owned company and is not required to file with the SEC.

Genbright LLC Power Broker Application Exhibits:

Exhibit C3 – Financial Statements

Genbright is a privately owned company and does not have audited financial statements.

Genbright LLC Power Broker Application Exhibits:

Exhibit C4 – Financial Arrangements

Genbright is only applying to be a licensed power broker and will not be taking title to any power purchases that would require financial guarantees.

Genbright LLC Power Broker Application Exhibits:

Exhibit C5 – Forecasted Financial Statements

At this point Genbright does not have any financial projections on the number of customers that will be served in the State of Ohio. Genbright has received numerous referrals from various channel partners asking if Genbright will be offering Brokerage services. in Ohio and based on this information Genbright feels that it will be successful in this marketplace.

Genbright LLC Power Broker Application Exhibits:

Exhibit C6 – Credit Rating

Genbright is a small privately owned company and does not have an established credit rating.

Genbright LLC Power Broker Application Exhibits:

Exhibit C7- Credit Report

Genbright LLC Power Broker Application Exhibits:

Exhibit C8- Bankruptcy Information

Genebright nor any of its principles have filed for bankruptcy protection in the past two years.

Genbright LLC Power Broker Application Exhibits:

Exhibit C9- Merger Information

Genebright has not been part of any dissolution, merger or acquisition within the most recent five years.

Genbright LLC Power Broker Application Exhibits:

Exhibit D1– Operations

As a Power Broker Genebright's operations involve only identifying and acquiring potential customers that would benefit from purchasing power from an alternative competitive supplier. As a broker Genbright is only involved in identifying least cost suppliers and facilitating the contracting between a given customer and chosen supplier (Genbright will not take title to any power purchases). Genbright will not be involved in the generation of power or the scheduling of retail power, or retail ancillary services on behalf of any customer.

Genbright LLC Power Broker Application Exhibits:

Exhibit D2- Operations Expertise

Not applicable see answer to D-1

Genbright LLC Power Broker Application Exhibits:

Exhibit D3- Technical Personnel

Not applicable see answer to D-1

Genbright LLC Power Broker Application Exhibits:

Exhibit D4- FERC {Power Marketer License Numbner

Not applicable Genbright is not a Power Marketer.