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PUCO

September 4, 2014

Attn: Michael Palkowski
Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, OH 43215-3793

Re: **Case Number 14-1412-EL-AGG**

Dear Mr. Palkowski,

In response to your email of August 25, 2014, enclosed please find Amended Exhibits A-15 and C-3 for the application of our client, **KWH Savings LLC**.

If there is any issue, or if you require any further information, please do not hesitate to contact me.

Thank you,

Shayna Desai
LicenseLogix
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White Plains, NY 10601
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AMENDED EXHIBITS A-15 AND C-3

PROJECTED STATEMENT OF EARNINGS
FOR THE STATE OF OHIO
For the period of JANUARY 2014 to DECEMBER 2014

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	*Projected* 12 month
REVENUE													
Electric	0	0	0	0	0	0	0	0	0	0	15,000	30,000	**45,000**
Promotional Products	0	0	0	0	0	0	0	0	0	0	75	150	**225**
Other Income	0	0	0	0	0	0	0	0	0	0	200	200	**400**
													0
													0
													0
TOTAL REVENUE	0	0	0	0	0	0	0	0	0	0	15,275	30,350	**45,625**
Direct Costs and Expenses:													
Agent Fees-Electric	0	0	0	0	0	0	0	0	0	0	6,250	12,500	**18,750**
Mailing Costs	0	0	0	0	0	0	0	0	0	0	19	38	**56**
Hosting Fees	0	0	0	0	0	0	0	0	0	0	10	10	**20**
Customer Support Wages	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Bank Fees	0	0	0	0	0	0	0	0	0	0	75	100	**175**
Product Cost	0	0	0	0	0	0	0	0	0	0	38	75	**113**
													0
													0
													0
Total Direct Costs & Exp	-	-	-	-	-	-	-	-	-	-	6,391	12,723	**19,114**
Earnings (loss) from operations	-	-	-	-	-	-	-	-	-	-	**8,884**	**17,628**	**26,511**
Administrative Costs and Expenses:													
Accounting Wages	-	-	-	-	-	-	-	-	-	-	1,250	1,250	**2,500**
Agent & Supplier Support Wages	-	-	-	-	-	-	-	-	-	-	2,500	5,000	**7,500**
Ticketing System	-	-	-	-	-	-	-	-	-	-	-	-	-
Advertising and Marketing	-	-	-	-	-	-	-	-	-	-	*450*	*900*	***1,350***
Promotional Exp	-	-	-	-	-	-	-	-	-	-	-	-	-
Internet Exp	-	-	-	-	-	-	-	-	-	-	75	75	**150**
Deprec: Software Development	-	-	-	-	-	-	-	-	-	-	2,500	2,500	**5,000**
													-
Total Administrative Expenses	-	-	-	-	-	-	-	-	-	-	6,775	9,725	**16,500**
Other Income and (Expenses):													
													-
													-
Total Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Earnings (Loss) before Taxes	-	-	-	-	-	-	-	-	-	-	**2,109**	**7,903**	**10,011**
Assumptions													
Total kWh Sold	-	-	-	-	-	-	-	-	-	-	**5,000,000**	**10,000,000**	**15,000,000**
Average kWh per deal	-	-	-	-	-	-	-	-	-	-	200,000	200,000	

PROJECTED STATEMENT OF EARNINGS

FOR THE STATE OF OHIO

For the period of JANUARY 2015 to DECEMBER 2015

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Projected 12 month
REVENUE													
Electric	30,000	33,000	33,000	36,000	42,000	42,000	48,000	48,000	60,000	60,000	60,000	66,000	**558,000**
Promotional Products	150	165	165	180	210	210	240	240	300	300	300	330	**2,790**
Other Income	200	200	200	200	200	200	200	200	200	200	200	200	**2,400**
													0
													0
													0
TOTAL REVENUE	30,350	33,365	33,365	36,380	42,410	42,410	48,440	48,440	60,500	60,500	60,500	66,530	**563,190**
Direct Costs and Expenses:													
Agent Fees-Electric	12,500	13,750	13,750	15,000	17,500	17,500	20,000	20,000	25,000	25,000	25,000	27,500	**232,500**
Mailing Costs	38	41	41	45	53	53	60	60	75	75	75	83	**698**
Hosting Fees	250	250	250	250	250	250	250	250	500	500	500	500	**4,000**
Customer Support Wages	1,250	1,250	1,250	1,250	2,400	2,400	4,000	4,000	4,000	4,000	4,000	4,000	**33,800**
Bank Fees	100	100	100	100	150	150	150	150	150	150	150	150	**1,600**
Product Cost	75	83	83	90	105	105	120	120	150	150	150	165	**1,395**
													0
													0
													0
Total Direct Costs & Exp	14,213	15,474	15,474	16,735	20,458	20,458	24,580	24,580	29,875	29,875	29,875	32,398	273,993
Earnings (loss) from operations	**16,138**	**17,891**	**17,891**	**19,645**	**21,953**	**21,953**	**23,860**	**23,860**	**30,625**	**30,625**	**30,625**	**34,133**	289,198
Administrative Costs and Expenses:													
Accounting Wages	2,500	2,500	2,500	2,500	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	**50,000**
Agent & Supplier Support Wages	5,000	5,000	5,000	5,000	5,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	**95,000**
Ticketing System	200	200	200	200	250	250	300	300	300	300	300	300	**3,100**
Advertising and Marketing	900	990	990	1,080	1,260	1,260	1,440	1,440	1,800	1,800	1,800	1,980	**16,740**
Promotional Exp	-	-	-	5,000	-	-	-	-	-	5,000	-	-	**10,000**
Internet Exp	75	75	75	75	75	75	75	75	75	75	75	75	**900**
Deprec: Software Development	2,500	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	**57,500**
													-
Total Administrative Expenses	11,175	13,765	13,765	18,855	16,585	21,585	21,815	21,815	22,175	27,175	22,175	22,355	233,240
Other Income and (Expenses):													
													-
													-
Total Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Earnings (Loss) before Taxes	**4,963**	**4,126**	**4,126**	**790**	**5,368**	**368**	**2,045**	**2,045**	**8,450**	**3,450**	**8,450**	**11,778**	55,958
Assumptions													
Total kWh Sold	**10,000,000**	**11,000,000**	**11,000,000**	**12,000,000**	**14,000,000**	**14,000,000**	**16,000,000**	**16,000,000**	**20,000,000**	**20,000,000**	**20,000,000**	**22,000,000**	**186,000,000**
Average kWh per deal	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	

PROJECTED STATEMENT OF EARNINGS

FOR THE STATE OF OHIO

For the period of JANUARY 2016 to DECEMBER 2016

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Projected 12 month
REVENUE													
Electric	66,000	66,000	66,000	69,000	69,000	69,000	69,000	72,000	72,000	72,000	72,000	75,000	**837,000**
Promotional Products	330	330	330	345	345	345	345	360	360	360	360	375	**4,185**
Other Income	200	200	200	200	200	200	200	200	200	200	200	200	**2,400**
													0
													0
													0
TOTAL REVENUE	66,530	66,530	66,530	69,545	69,545	69,545	69,545	72,560	72,560	72,560	72,560	75,575	**843,585**
Direct Costs and Expenses:													
Agent Fees-Electric	27,500	27,500	27,500	28,750	28,750	28,750	28,750	30,000	30,000	30,000	30,000	31,250	**348,750**
Mailing Costs	83	83	83	86	86	86	86	90	90	90	90	94	**1,046**
Hosting Fees	500	500	500	500	500	500	500	500	500	500	500	500	**6,000**
Customer Support Wages	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	**48,000**
Bank Fees	150	150	150	150	150	150	150	150	150	150	150	150	**1,800**
Product Cost	165	165	165	173	173	173	173	180	180	180	180	188	**2,093**
													0
													0
													0
Total Direct Costs & Exp	32,398	32,398	32,398	33,659	33,659	33,659	33,659	34,920	34,920	34,920	34,920	36,181	**407,689**
Earnings (loss) from operations	**34,133**	**34,133**	**34,133**	**35,886**	**35,886**	**35,886**	**35,886**	**37,640**	**37,640**	**37,640**	**37,640**	**39,394**	**435,896**
Administrative Costs and Expenses:													
Accounting Wages	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	**60,000**
Agent & Supplier Support Wages	10,000	10,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	**170,000**
Ticketing System	300	300	300	300	300	300	300	300	300	300	300	300	**3,600**
Advertising and Marketing	1,980	1,980	1,980	2,070	2,070	2,070	2,070	2,160	2,160	2,160	2,160	2,250	**25,110**
Promotional Exp	-	-	-	8,000	-	-	-		-	8,000	-	-	**16,000**
Internet Exp	75	75	75	75	75	75	75	75	75	75	75	75	**900**
Deprec: Software Development	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	**60,000**
													-
Total Administrative Expenses	22,355	22,355	27,355	35,445	27,445	27,445	27,445	27,535	27,535	35,535	27,535	27,625	**335,610**
Other Income and (Expenses):													
													-
													-
Total Other	-	-	-	-	-	-	-	-	-	-	-	-	-
Earnings (Loss) before Taxes	**11,778**	**11,778**	**6,778**	**441**	**8,441**	**8,441**	**8,441**	**10,105**	**10,105**	**2,105**	**10,105**	**11,769**	**100,286**
Assumptions													
Total kWh Sold	**22,000,000**	**22,000,000**	**22,000,000**	**23,000,000**	**23,000,000**	**23,000,000**	**23,000,000**	**24,000,000**	**24,000,000**	**24,000,000**	**24,000,000**	**25,000,000**	**279,000,000**
Average kWh per deal	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	