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PUCO

FAX

Date: February 5, 2015

To: Ohio Public Utilities Commission
Fax No. 614-466-0313

Re: Renewal Application for Aggregators/Power Brokers
CurrentChoice, Inc.
Case No. 13-0375-EL-AGG

Enclosed please find a renewal application for CurrentChoice, Inc. Confidential financial documents are being sent by priority mail via the U.S.P.O.

46 MINROE ROAD
LEXINGTON MA 02421
WWW.CURRENTCHOICE.COM

781 861 1801
ALAN@CURRENTCHOICE.COM
DOUG@CURRENTCHOICE.COM



RENEWAL APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-10 Corporate Structure). 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 to be completed in Adobe Acrobat 5.0 or later. It may also be downloaded from the following URL: <http://www.puc.ohio.gov>~~

A. RENEWAL INFORMATION

- A-1 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name CurrentChoice, Incorporated
 Address 46 Munroe Road, Lexington, MA 02421
 PUCO Certificate # and Date Certified 130647E, 3/11/2013
 Telephone # (781) 861-1891 Web site address (if any) www.currentchoice.com

- A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name CurrentChoice, Inc.
 Address 46 Munroe Road, Lexington, MA 02421
 Telephone # (781) 861-1891 Web site address (if any) www.currentchoice.com

- A-3 List all names under which the applicant does business in North America

CurrentChoice, Inc.
CurrentChoice.com

- A-4 Contact person for regulatory or emergency matters

Name Douglas J. Luckerman
 Title General Counsel/Treasurer
 Business address 29 Outlook Drive, Lexington, MA 02421
 Telephone # (781) 861-6535 Fax # (781) 652-8099
 E mail address (if any) doug@currentchoice.com

A-5 Contact person for Commission Staff use in investigating customer complaintsName Alan LehmannTitle PresidentBusiness address 46 Munroe Road, Lexington, MA 02421Telephone # (781) 861-1891

Fax # _____

E-mail address (if any) alan@currentchoice.com**A-6 Applicant's address and toll-free number for customer service and complaints**Customer Service address Attn: Customer Service, CurrentChoice, Inc., 46 MunroeToll-free Telephone # (888) 259-6341

Fax # _____

E-mail address (if any) customerservice@currentchoice.ca**A-7 Applicant's federal employer identification number # 272449481****A-8 Applicant's form of ownership (check one)**☐ Sole Proprietorship☐ Limited Liability Partnership (LLP)☒ Corporation☐ Partnership☐ Limited Liability Company (LLC)☐ Other _____**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:**

A-9 Exhibit A-9 "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-10 Exhibit A-10 "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 and companies that aggregate customers in North America.

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 including aggregation 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 "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-4 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-4 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-5 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.
☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. 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.

AFFIDAVIT

State of MA :BURLINGTON ss.
(Town)County of MIDDLESEXDouglas Luckerman

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

He/She is the Treasury (Office of Affiant) of Conant Choice (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 renewal 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 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.
8. 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.
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 renewal 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.

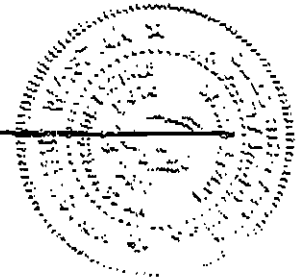
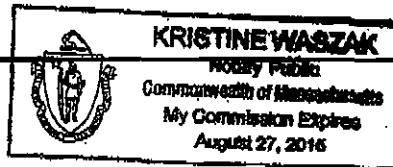
[Signature]
Signature of Affiant & Title

Sworn and subscribed before me this 6TH day of FEBRUARY 2015
Month Year

Kristine Waszak
Signature of official administering oath

KRISTINE WASZAK
Print Name and Title NOTARY

My commission expires on 8.27.15



CurrentChoice, Inc.

Exhibit A-9

Principal Officers, Directors & Partners

President, Secretary: Alan Lehmann
46 Munroe Road
Lexington, MA 02421
781-861-1891

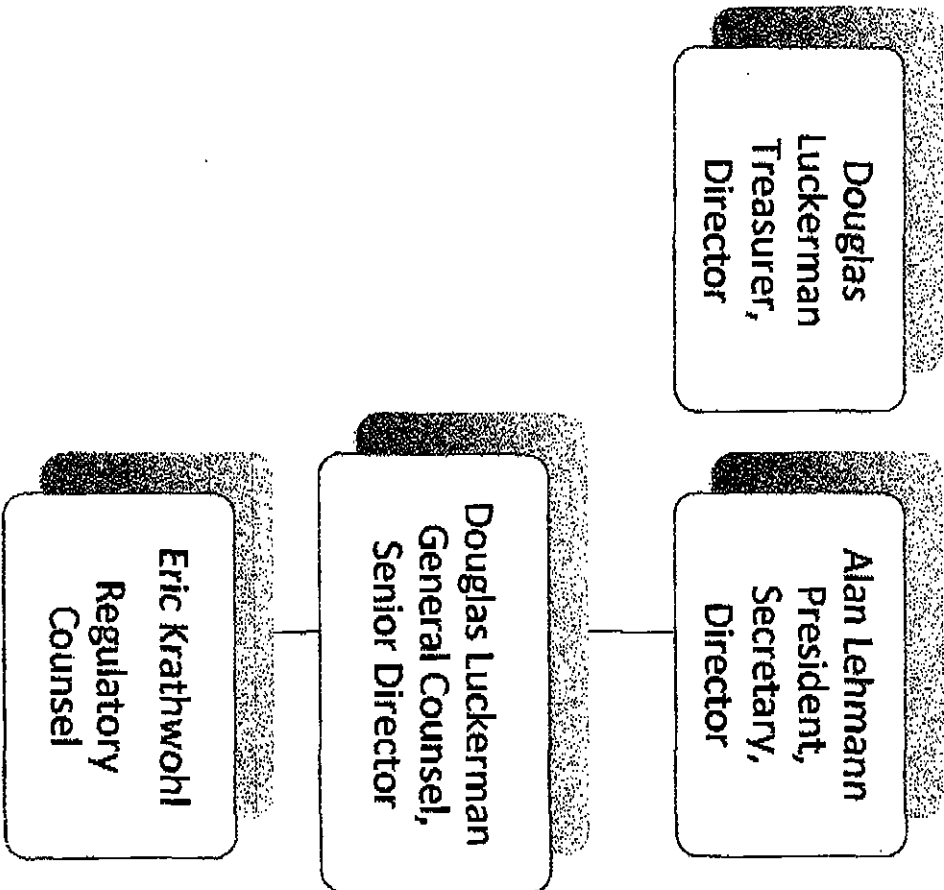
Treasurer: Douglas J. Luckerman
20 Outlook Drive
Lexington, MA 02421
781-861-6535

CurrentChoice, Inc.

**A-10
Corporate Structure**

CurrentChoice, Inc. Organization Chart

January 20, 2015



CurrentChoice, Inc.

Exhibit B-1

Jurisdictions of Operation

Licensed as electricity broker in New Jersey, Pennsylvania, Maryland, Illinois, Massachusetts, Texas, Maine and Ohio.

Registered to do business in New York, Connecticut, New Hampshire and Michigan.

CurrentChoice, Inc.**Exhibit B-2****Experience and Plans****Description of the Applicant's Experience**

CurrentChoice, Inc., is applying for a license as a Power Broker so it can operate in Ohio as an internet marketer of electricity that does not take title to any electricity.

The management team of CurrentChoice, Inc. has almost 25 years of combined business management experience with numerous business enterprises. Its Regulatory Counsel alone has over 15 years of experience counselling companies' concerning the sale and marketing of electricity, which includes all aspects of the laws, regulations and policies of the electric regulated and deregulated marketplace. CurrentChoice respectfully submits that the above and the attached background information should demonstrate sufficient experience to meet the requirements necessary for Applicant to act as an effective internet energy marketer.

President

Alan Lehmann has over 20 years of senior-level management experience in financial services and software development. Most recently he was the VP of Finance Solutions at a \$240 million software-as-a-service (SaaS) provider to the retail and banking industries. In that position Mr. Lehmann managed strategy, product development, marketing, pricing, profitability, sales, and budgeting. He established, mentored and managed a team of 16 associates that produced internet-based contracting systems for the auto finance industry, using Econtracting to connect banks, car dealerships and car buyers, and reduce errors, accelerate funding, and cut expenses for the processing and storage of loan contracts. This Econtracting product became the market leader and still is. His team increased subscription revenue by 149% and transaction revenue by 54%. Prior to that, Mr. Lehmann held a number of senior management roles in banking, including Senior Vice President in the Global Internet Strategy Group at FleetBoston (a \$197 billion institution) and head of credit card marketing for BankBoston (a \$62 billion institution). Earlier in his career Mr. Lehmann was a CPA, a partner in the public accounting firm Arthur Anderson, and the CFO of a New England HVAC company.

Mr. Lehmann earned an MBA with High Honors from Boston University and a BS/BA in Accounting from Boston University.

Treasurer/General Counsel

Attorney Douglas Luckerman has over 25 years of business, economic development, and federal and state regulatory experience. Prior to co-founding CurrentChoice, Mr. Luckerman managed his own law firm for over ten years, specializing in federal and state regulatory matters and Federal Indian Law. During that time he participated in the preparation and implementation of economic development plans for multiple Tribal Nations that included the establishment of for-profit Tribal businesses. Mr. Luckerman also managed several senior-level attorneys where the majority of cases involved complex federal appellate court issues that at times required appeals to the United States Supreme Court. From 1989 to 1999, Mr. Luckerman served as a Senior Enforcement Counsel with the United States Environmental Protection Agency (EPA), and prior to that, he worked as an associate in the Boston office of the law firm of Sullivan and Worcester. Mr. Luckerman owned and operated two successful businesses before he entered law school at the age of 30.

CurrentChoice, Inc.

Regulatory Counsel

Attorney Eric J. Krathwohl, a Managing Director of the firm of Rich May, PC, concentrates on energy, telecommunications and regulatory matters, including corporate and finance work for energy and telecommunication companies. He is a magna cum laude graduate of the University of Connecticut, has a law degree from Cornell Law School and is a member of the academic honorary societies, Phi Beta Kappa, and Phi Kappa Phi.

For over thirty years, Mr. Krathwohl has counseled clients on all aspects of energy law and has had an active practice before the Massachusetts Department of Public Utilities and numerous state utility commissions, primarily in the northeastern United States. His clients include energy and telecommunications companies (including electric, gas and water utilities) and customers and industry associations in numerous adjudicatory and rulemaking proceedings. Also, this practice has included representation of clients in commercial transactions (including on-site energy and power plant development, permitting and financing and power purchase and sales and transportation contracts) and regulatory proceedings before numerous state utility commissions, including extensive siting and rate related matters.

Mr. Krathwohl has assisted various emerging companies and municipalities in developing, siting and financing renewable power resources and technologies. He has been active in matters relating to restructuring of the electric, gas and telecommunications industries and increasing competition in those industries.

Mr. Krathwohl served as Co-chair of the Northeast Energy and Commerce Association's Renewable Energy and Distributed Generation Committee and as Chairman of the Boston Bar Association Energy and Telecommunications Committee from 1995 to 1998 and is a member of several other energy and bar associations. Mr. Krathwohl coauthored the portion of an administrative law treatise dealing with public utility regulation and has co-authored several articles concerning energy matters in energy trade journals. As a member of the founding committee of the MIT Enterprise Forum Energy Group and a current Steering Committee member, he has helped organize and present the very successful IGNITE Massachusetts' Clean Energy Future Competition, the business plan competition for renewable energy start-up companies.

From 2005-2012, Eric J. Krathwohl has been named one of the elite lawyers in Massachusetts by Super Lawyers, a joint publication of Boston Magazine and Law & Politics.

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.

This question is inapplicable to Applicant's business model. CurrentChoice, Inc., is applying for a license as a Power Broker, so it can operate in Ohio as an internet marketer of electricity that does not take title to any electricity. Applicant operates an internet based marketplace where Electric Services Companies can offer their products and services to residential and commercial customers and where consumers can review offers, contract terms and conditions. Applicant's marketing methods are exclusively limited to the internet. Applicant does not use either door-to-door or telemarketing at this time. Ohio residents will be able to select the Electric Services Company that best suits their needs right from their desktop computer, laptop or other mobile device, at a time or place of their choosing without any pressure. In

CurrentChoice, Inc.

addition, Applicant's internet site will provide consumers with access to a range of information that will assist them in making an informed choice.

Applicant is not proposing to provide retail electric service at this time and will not take title to any electricity; therefore, Applicant does not contract with customers, provide contracted services, or provide billing statements. Nevertheless, Applicant only permits Electric Services Companies licensed by the State of Ohio to participate on its internet marketplace and such Electric Services Companies must certify compliance with Section 4928.10 of the Ohio Revised Code while presenting offers on the marketplace. The Electric Services Companies directly provide contract disclosure information required by Section 4928.10 to potential customers via Applicant's internet marketplace.

Applicant has the following customer service plan to address customer inquiries and complaints. First, Applicant has obtained a toll free number 888-259-6341. Second, Applicant has established a relationship with a Customer Service company that has extensive experience in the competitive energy market to act as Applicant's Customer Service agent. Applicant will work with its Customer Service Agent to ensure its representatives are sufficiently trained before Applicant's internet site goes live, in order to provide appropriate responses to the range of questions that Applicant anticipates. Finally, Applicant will offer e-mail, instant messaging, Facebook, and Twitter along with other avenues of communication for our customers to use to communicate with Applicant.

CurrentChoice, Inc.

Exhibit B-3

Disclosure of Liabilities and Investigations

None.

Exhibit B-4

Disclosure of Consumer Protection Violations

None.

Exhibit B-5

Disclosure of Certification Denial, Curtailment, Suspension or Revocation

None.

CurrentChoice, Inc.

**Exhibit C-1
Annual Reports**

Not applicable.

Applicant is not a publicly traded company and is not required to issue an Annual Report in accordance with SEC rules and regulations.

CurrentChoice, Inc.

**Exhibit C-2
SEC Filings**

Applicant is not a publicly traded company and is not required to file 10-K/8-K filings with the SEC.

CurrentChoice, Inc.

**Exhibit C-3
Financial Statements**

Confidential Financial Statements are being filed separately by priority U.S.P.S.

CurrentChoice, Inc.**Exhibit C-4
Financial Arrangements**

Applicant does not take title to electricity and will not hold funds to pay electricity bills on behalf of its customers. Applicant only operates an internet marketing service for electric suppliers and does not provide any retail electric service. Where Applicant does not take title to any electricity, does not contract directly with customers, or handle customer funds, the financial capability required for this business is quite limited and largely confined to maintenance of the website. Applicant, at this time, does not require guarantees, bank commitments, credit agreements, etc. to ensure its successful operation.

CurrentChoice, Inc.

Exhibit C-5

Forecasted Financial Statements

Confidential Forecasted Financial Statements are being filed separately by priority mail, via the U.S.P.S.

These statements have been prepared by the the President of CurrentChoice, Inc., Alan Lehmann, 46 Munroe Road in Lexington, MA 02421. Alan@currentchoice.com 781.861.1891. All assumptions are listed on the statements.

CurrentChoice, Inc.**Exhibit C-6
Credit Rating**

CurrentChoice, Inc. is a start up company and is applying for a renewal of its license as a Power Broker. We acquire customers on the Internet for Electricity Suppliers and are paid a fee for that service.

Again, Applicant will not take title to electricity, will not contract with consumers for electric services or hold funds to pay electricity bills on behalf of its customers. The financial capability required for this business is limited and largely confined to maintenance of the website and marketing expenditures

Due to the nature of our business, Duff & Phelps, Moody's Investors Service, Standard & Poors, or similar organizations do not rate CurrentChoice, Inc.

CurrentChoice, Inc.**Exhibit C-7****Credit Report**

Provide a copy of the applicant's credit report from Experian, Dun & Bradstreet, or a similar organization.

See Attached Experian Credit Report*.

*The Experian Report (Report) contains the following errors:

- 1) The Report incorrectly states Applicant has been in business for 8 years. Applicant has been in business only since April 28, 2010.
- 2)
- 2) Susan Kaftan is no longer an officer of the company.
- 3) CurrentChoice disputes the allegation that the company is not current with multiple aged commercial accounts. At the present time, we are aware of only one outstanding bill in the amount of approximately \$300.

Experian.com | Personal | Business | Small Business | About Experian | Credit Education



Report

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For help reading this report, please review our sample report.

Search inquiry: Currentchoice, Inc. / Lexington / MA / (My company)

CreditScoreSM Report

as of: 02/05/15 14:40 ET

Currentchoice, Incorporated

Address:	46 Munroe Rd Lexington, MA 02421-7824 United States	Key Personnel:	Alan J. Lehmann Douglas J. Luckerman Susan A. Kellan
Phone:	617-875-0902	SIC Code:	7389-Business Services, Nec
Experian BIN:	879785641	NAICS Code:	541990-All Other Professional, Scientific, And Technical Services
Agent:	Alan Lehmann	Business Type:	Corporation
Agent Address:	46 Munroe Road Lexington, MA	Experian File Established:	December 2007
		Experian Years on File:	8 Years
		Years in Business:	More than 8 Years
		Filing Date Provided by:	Massachusetts
		Date of Incorporation:	04/28/2010

This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few Payment Tradelines.

Payment Tradelines:	1
UCC Filings:	0
* Businesses Scoring Worse:	38%
✓ Bankruptcies:	0
✓ Liens:	0
✓ Judgments Filed:	0
✓ Collections:	0

Credit Summary

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Credit Ranking Score: 38

High
Risk

Low
Risk

The objective of the Credit Ranking Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Balance of aged commercial accounts that are current.
- Risk associated with the company's industry.
- Low nbr of commercial accts rptd within the last 12 mos.

Recommended Action: Medium Risk

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CurrentChoice, Inc.

Exhibit C-8

Bankruptcy Information

None.

Exhibit C-9

Merger Information

None.