

NC

21

Ohio

Public Utilities Commission

PUCO USE ONLY – Version 1.07		
Date Received	Case Number	Certification Number
15 -	1553 - GA-AGG	

FILE

15-1553 - GA-AGG

CERTIFICATION APPLICATION

COMPETITIVE RETAIL NATURAL GAS BROKERS / AGGREGATORS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-16 - 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 directly input information onto the form. You may also download the form by saving it to your local disk.

SECTION A - APPLICANT INFORMATION AND SERVICES

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

☐ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

A-2 Applicant information:

Legal Name InnoWatts LLC
 Address 601 Sawyer St, Suite 205 Houston, TX 77007
 Telephone No. 281-661-8934 Web site Address www.innowatts.com

A-3 Applicant information under which applicant will do business in Ohio:

Name InnoWatts LLC
 Address 601 Sawyer St, Suite 205 Houston, TX 77007
 Web site Address www.innowatts.com Telephone No. 281-661-8934

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

INNOWATTS LLC

A-5 Contact person for regulatory or emergency matters:

Name Siddhartha Sachdeva Title Director
 Business Address 601 Sawyer St, Suite 205, Houston, TX 77007
 Telephone No. 281-661-8934 Fax No. 281.417.0634 Email Address sid@innowatts.com

PUCO

2015 SEP -2 AM 11:51

RECEIVED-DOCKETING DIV

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. SEP 02 2015 Date Processed
 Technician *[Signature]*

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

Name Siddhartha Sachdeva Title Director
Business address 601 Sawyer St, Suite 205, Houston, TX 77007
Telephone No. 281.661.8934 Fax No. 281.417.0634 Email Address sid@innowatts.com

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

Customer service address 601 Sawyer St, Suite 205 Houston, TX 77007
Toll-Free Telephone No. 855.409.2887 Fax No. 281.417.0634 Email Address support@innowatts.com

A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee

Name Title
Business address N/A
Telephone No. Fax No. Email Address

A-9 Applicant's federal employer identification number 364758896

A-10 Applicant's form of ownership: (Check one)

☐ Sole Proprietorship ☐ Partnership
☐ Limited Liability Partnership (LLP) ☒ Limited Liability Company (LLC)
☐ Corporation ☐ Other

A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial

A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.

☐ Columbia Gas of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

<input checked="" type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date	01 October 2015
<input checked="" type="checkbox"/>	Dominion East Ohio	Intended Start Date	01 October 2015
<input checked="" type="checkbox"/>	Duke Energy Ohio	Intended Start Date	01 October 2015
<input checked="" type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date	01 October 2015

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 Exhibit A-14 "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-15 Exhibit A-15 "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 natural gas or electricity to customers in North America.
- A-16 Exhibit A-16 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-17 Exhibit A-17 "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-18 Exhibit A-18 "Secretary of State,"** provide evidence that the applicant is currently registered with the Ohio Secretary of the State.

SECTION 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 current 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 natural gas service, or retail/wholesale electric services.
- B-2 Exhibit B-2 "Experience & Plans,"** provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations 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-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has 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-5 "Disclosure of Consumer Protection Violations," detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas.

☒ No ☐ Yes

If Yes, provide a separate attachment, labeled as Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation," detailing such action(s) and providing all relevant documents.

SECTION 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, labeled as 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 whether 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 current financial arrangements to conduct competitive retail natural gas service (CRNGS) 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 CRNGS operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

- C-6 **Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's current 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 current credit report from Experian, 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 since applicant last filed for certification.
- C-9 **Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant since applicant last filed for certification.

SECTION D – APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 **Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business functions.
- D-2 **Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 **Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

Applicant Signature and Title

Director

Sworn and subscribed before me this

29th day of

August

Month

2015

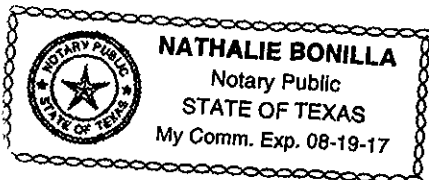
Year

Nathalie Bonilla

Signature of official administering oath

Nathalie Bonilla, Public Notary

Print Name and Title



My commission expires on

08-19-17

Exhibit A-14
"Principal Officers, Directors & Partners"

Provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

InnoWatts, LLC was originally formed April 09, 2013 as Domestic (Texas) Limited Liability Company
Innowatts LLC current acting Principle Officers are Siddhartha Sachdeva, Director & CEO.

Name	Mailing Address	Phone #	Email Id
Siddhartha Sachdeva	601 Sawyer St, Suite 205, Houston, TX 77007	Office: (281) 661-8934 Fax:- (281) 417-0634	sid@innowatts.com

Exhibit A-15

"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.

- **Description of the applicant's corporate structure**

Siddhartha Sachdeva –Director & CEO :- Siddhartha Sachdeva being the CEO of InnoWatts LLC focuses on overall business strategy, and the design and execution of InnoWatts. Siddhartha Sachdeva has over 16 years of Fortune 50 experience and has worked for more than 9 years at NRG Energy. While at NRG, Siddhartha led the Energy Innovation practice, worked with University research labs, and helped start up and large technology companies to develop new energy products. Additionally, Siddhartha led the Supply Forecasting & Analytics group for NRG's retail business.

Akhilak Ahmed - Chief Analytics Officer:- At InnoWatts, Akhilak is responsible for developing the smart analytics infrastructure. Experienced with working with Fortune 500 companies, Akhilak has accumulated over 16 years of professional experience in analytics, big data, statistical modeling and data interpretation. During his 7 year tenure as Sr. Manager at Reliant Energy, Akhilak managed marketing analytics and supply forecasting for more than 1.5 million customers.

Sudaksha Sachdeva- Vice-President Energy Management System:- Sudaksha focusses on enabling consumers to gain insight into their energy consumption patterns. He is responsible for integrating InnoWatts platform with smart meter infrastructure across TX. Sudaksha has 10 years of experience across Energy Sales and Commodity Systems development. Sudaksha was part of the commodity trading team at CMA Group in Sydney, Australia. During his tenure he managed structuring, and execution of ferrous and non-ferrous trading contracts and was instrumental in integrating CMA's inventory with daily price feeds from London Metal Exchange (LME).

- **Corporate Organizational Structure**

Name	Position	Mailing Address	Email	Phone #
Siddhartha Sachdeva	Director & CEO	601 Sawyer St, Suite 205, Houston, TX 77007	sid@innowatts.com	(281) 661-8934
Akhilak Ahmed	Chief Analytics Officer	601 Sawyer St, Suite 205, Houston, TX 77007	akhilak@innowatts.com	(281) 661-8934
Sudaksha Sachdeva	Vice-President Energy Management System	601 Sawyer St, Suite 205, Houston, TX 77007	sudaksha@innowatts.com	(281) 661-8934

- **List of Companies:-** 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.

InnoWatts, LLC currently don't have any affiliates or subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

Exhibit A-16

"Company History,"

Provide a concise description of the applicant's company history and principal business interests.

- Founded in 2013, Innowatts LLC, is a leading energy technology company offering services through our digital energy platform. Our services include energy solutions for residential and commercial customers.
- Headquartered in Houston, the energy capital of the world, InnoWatts has decades of experience in energy innovation, technology, load research and product development.

Exhibit A-17

"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.

InnoWatts LLC was filed as a Limited Liability Company in Texas. Therefore our company currently cannot provide the articles of incorporation filed with the state since there is none.

We can however provide a TX certificate of Good Standing stipulated we are registered with the state & have paid all fees & taxes.

Corporations Section
P.O. Box 13697
Austin, Texas 78711-3697



Coby Shorter, III
Deputy Secretary of State

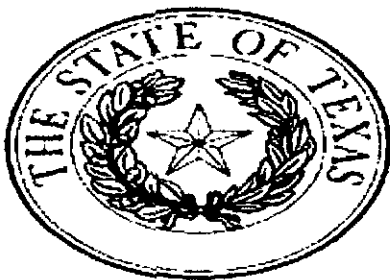
Office of the Secretary of State

Certificate of Fact

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Certificate of Formation for INNOWATTS, LLC (file number 801765004), a Domestic Limited Liability Company (LLC), was filed in this office on April 09, 2013.

It is further certified that the entity status in Texas is in existence.

In testimony whereof, I have hereunto signed my name officially and caused to be impressed hereon the Seal of State at my office in Austin, Texas on February 26, 2015.



Coby Shorter, III
Deputy Secretary of State

Exhibit A-18

"Secretary of State,"

Provide evidence that the applicant has registered with the Ohio Secretary of the State.

Attached -Ohio SOS Registration Certificate

*** 201500201369 ***

DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPIR	PENALTY	CERT	COPY
01/05/2015	201500201369	REG. OF FOR. PROFIT LIM. LIAB. CO.	125.00	00	00	00	00

Receipt

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

INNOWATTS LLC
SIDDHARTHA SACHDEVA
601 SAWYER ST STE 205
HOUSTON, TX 77007

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted

2354748

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

INNOWATTS LLC

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

Document(s).

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

Document Number

201500201369

Effective Date: 12/29/2014



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
5th day of January, A.D. 2015

Jon Husted

Ohio Secretary of State

Exhibit B-1
“Jurisdictions of Operation,”

Provide a current 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 natural gas service, or retail/wholesale electric services.

- State of Texas
- Connecticut
- Maine
- Illinois

Exhibit B-2 **"Experience & Plans,"**

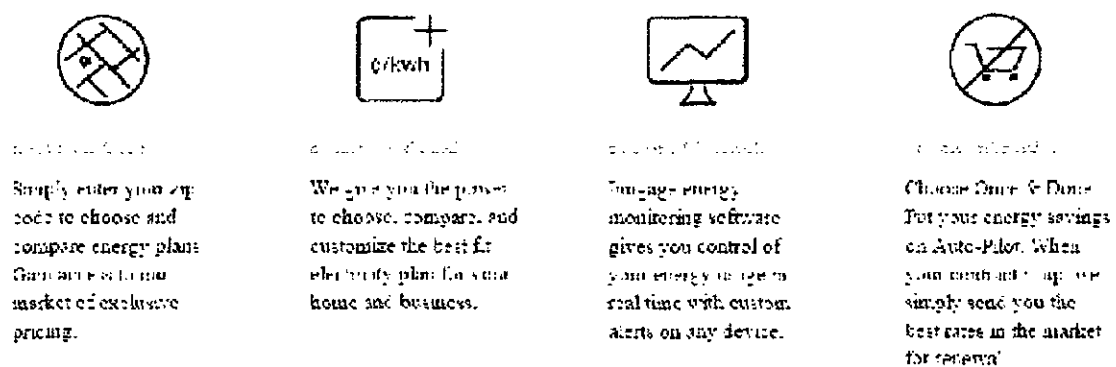
Provide a current description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.

At InnoWatts, we aim to make our website easy to navigate for the consumer. We have performed significant testing to maximize site operations and simplify the process of selecting energy for the consumer or commercial entity.

We lay out all of the providers for customers with the options to choose, compare and customize the best energy plan for their home and business anywhere.

Innowatts makes switching Natural gas plans from provider to provider easy. We have this crazy idea that customer should be able to compare energy plans and providers side by side. When we say choose and compare anywhere, we mean it! With our mobile site, customer gets the ease and comfort to shop and save everywhere. We also give them the option to set personal alerts to manage their energy bill through our Energy Management System. Following is the simplest enrollment procedure for our customers developed by InnoWatts Team

How The Enrollment Process Works



Our team has developed advanced search engine optimization techniques focused on the consumer's online energy-oriented search. We plan to utilize these skills and a well-structured advertising budget to firstly help educate consumers and then allow them to use our portal to select the best competitive energy source available for them. We are working with each retail natural gas provider to become integrated into their back-end API so as to communicate directly and real-time with their pricing systems. Through this advanced technology, we believe the entire energy purchase sector will be safer, efficient and more transparent for the consumers, REPs and incumbent providers.

Gain peace of mind with our Switch Once and Done package. After switching providers through Innowatts, customer becomes automatically enrolled in our system. Putting their energy savings on auto-pilot and empowering them to never have to shop again. We'll fill out those long enrollment pages for them. Our specially designed technology sends them new personalized plans at the end of their contract term to choose from. Making the process of getting the best price in the market easy.

We want to give customer endless possibilities when using Innowatts. They can use our system to enroll in a personalized 3 month plan (provider of your choice) from January to March. Then use our system at the end of that contract to switch to a 6 month plan (provider of your choice) to better secure rates during the summer months. Mind blowing technology that is quick and easy.

InnGage (Energy Management System)

When customer signs up with any provider through Innowatts, we make use of their smart meter by giving them our complimentary software. InnGage empowers them to access their smart meter and see exactly what their energy provider uses to raise or lower their prices. InnGage's dashboard is designed to be user friendly and is optimized to be accessible off their phone at any time.

Our software includes a customizable alert system that sends them messages whenever their natural gas usage exceeds. Utilize our software's easy to read usage chart. Know in real time how much natural they're using by the hour. Gain insight into how much their bill will be in advance so they can stay up late watching Netflix. Customer can also download our free app for their mobile device to access their information anywhere.

Exhibit B-3
"Summary of Experience,"

Provide a concise summary of the applicant's experience in providing the service(s) for which it is seeking to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).

We do not contract with customers to combine natural gas loads. We do assist in the representation for customers to purchase natural gas from retail natural gas providers.

Through our internal tracking we are confident that approximately 25% of consumers re-up with their Gas Provider when their initial contracts end. And, with our growing back-end technology, we are creating mechanisms for Gas Provider to best maintain and incentivize the consumers to choose the most optimal plan offering for their preferences. This process of speaking with and working alongside the technology employees of the Gas Provider to assist them with the integration of their systems with our front-end service will help drive further competitive supply throughout the state of Ohio.

Exhibit B-4

"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.

InnoWatts, LLC does not have any existing, pending or past rulings, judgments, contingent liabilities, and revocation of authority, regulatory investigations, or any other matter that could adversely impact the InnoWatts, LLC's financial or operational status or ability to provide the services it is seeking to be certified to provide.

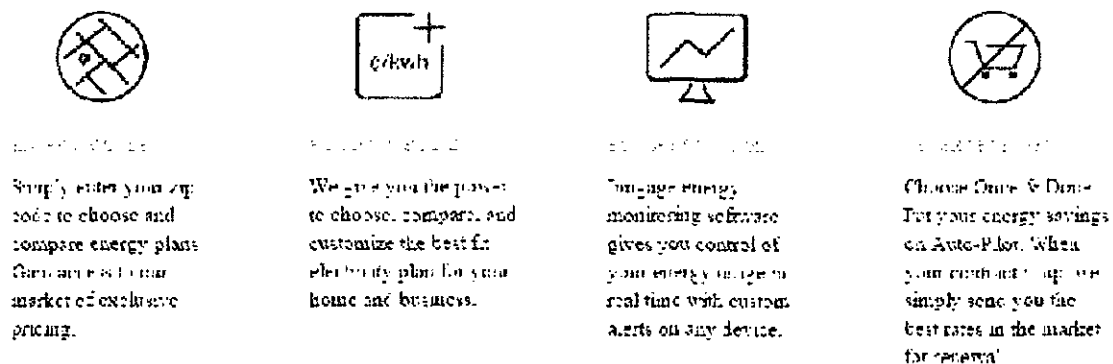
Exhibit D-1 “Operations,”

Provide a current written description of the operational nature of the applicant’s business functions.

We lay out all of the providers for customers with the options to choose, compare and customize the best energy plan for their home and business anywhere.

Innowatts makes switching Natural gas plans from provider to provider easy. We have this crazy idea that customer should be able to compare energy plans and providers side by side. When we say choose and compare anywhere, we mean it! With our mobile site, customer gets the ease and comfort to shop and save everywhere. We also give them the option to set personal alerts to manage their energy bill through our Energy Management System. Following is the simplest enrollment procedure for our customers developed by InnoWatts Team

How The Enrollment Process Works



Our team has developed advanced search engine optimization techniques focused on the consumer's online energy-oriented search. We plan to utilize these skills and a well-structured advertising budget to firstly help educate consumers and then allow them to use our portal to select the best competitive energy source available for them. We are working with each natural gas provider to become integrated into their back-end API so as to communicate directly and real-time with their pricing systems. Through this advanced technology, we believe the entire energy purchase sector will be safer, efficient and more transparent for the consumers, REPs and incumbent providers.

Gain peace of mind with our Switch Once and Done package. After switching providers through Innowatts, customer becomes automatically enrolled in our system. Putting their energy savings on auto-pilot and empowering them to never have to shop again. We'll fill out those long enrollment pages for them. Our specially designed technology sends them new personalized plans at the end of their contract term to choose from. Making the process of getting the best price in the market easy.

We want to give customer endless possibilities when using Innowatts. They can use our system to enroll in a personalized 3 month plan (provider of your choice) from January to March. Then use our system at the end of that contract to switch to a 6 month plan (provider of your choice) to better secure rates during the summer months. Mind blowing technology that is quick and easy.

InnGage (Energy Management System)

When customer signs up with any provider through Innowatts, we make use of their smart meter by giving them our complimentary software. Innage empowers them to access their smart meter and see exactly what their energy provider uses to raise or lower their prices. Innage's dashboard is designed to be user friendly and is optimized to be accessible off their phone at any time.

Our software includes a customizable alert system that sends them messages whenever their natural gas usage exceeds. Utilize our software's easy to read usage chart. Know in real time how much natural gas they're using by the hour. Gain insight into how much their bill will be in advance so they can stay up late watching Netflix. Customer can also download our free app for their mobile device to access their information anywhere.

Exhibit D-2
“Operations Expertise,”

Given the operational nature of the applicant’s business, provide evidence of the applicant’s current experience and technical expertise in performing such operations.

At InnoWatts, we aim to make our website easy to navigate for the consumer. We have performed significant testing to maximize site operations and simplify the process of selecting energy for the consumer or commercial entity.

We lay out all of the providers for customers with the options to choose, compare and customize the best energy plan for their home and business anywhere.

We do not contract with customers to combine natural gas loads. We do assist in the representation for customers to purchase natural gas from retail natural gas providers.

Through our internal tracking we are confident that approximately 25% of consumers re-up with their Gas Provider when their initial contracts end. And, with our growing back-end technology, we are creating mechanisms for Gas Provider to best maintain and incentivize the consumers to choose the most optimal plan offering for their preferences. This process of speaking with and working alongside the technology employees of the Gas Provider to assist them with the integration of their systems with our front-end service will help drive further competitive supply throughout the state of Ohio.

Exhibit D-3
“Key Technical Personnel,”

Provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant’s current business.

Siddhartha Sachdeva –Director & CEO :- Siddhartha Sachdeva being the CEO of InnoWatts LLC focuses on overall business strategy, and the design and execution of InnoWatts. Siddhartha Sachdeva has over 16 years of Fortune 50 experience and has worked for more than 9 years at NRG Energy. While at NRG, Siddhartha led the Energy Innovation practice, worked with University research labs, and helped start up and large technology companies to develop new energy products. Additionally, Siddhartha led the Supply Forecasting & Analytics group for NRG’s retail business.

Akhilak Ahmed - Chief Analytics Officer:- At InnoWatts, Akhilak is responsible for developing the smart analytics infrastructure. Experienced with working with Fortune 500 companies, Akhilak has accumulated over 16 years of professional experience in analytics, big data, statistical modeling and data interpretation. During his 7 year tenure as Sr. Manager at Reliant Energy, Akhilak managed marketing analytics and supply forecasting for more then 1.5 million customers.

Sudaksha Sachdeva- Vice-President Energy Management System:- Sudaksha focusses on enabling consumers to gain insight into their energy consumption patterns. He is responsible for integrating InnoWatts platform with smart meter infrastructure across TX. Sudaksha has 10 years of experience across Energy Sales and Commodity Systems development. Sudaksha was part of the commodity trading team at CMA Group in Sydney, Australia. During his tenure he managed structuring, and execution of ferrous and non-ferrous trading contracts and was instrumental in integrating CMA’s inventory with daily price feeds from London Metal Exchange (LME).

Name	Position	Email	Phone #
Siddhartha Sachdeva	Director & CEO	sid@innowatts.com	(281) 661-8934
Akhilak Ahmed	Chief Analytics Officer	akhilak@innowatts.com	(281) 661-8934
Sudaksha Sachdeva	Vice-President Energy Management System	sudaksha@innowatts.com	(281) 661-8934