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Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, Ohio 43215-3793

RECEIVED-DOCKETING DIV

2016 AUG 22 PM 12:48

PUCO

CRES Review Committee,

Pursuant to an email from Melissa Scarberry on Aug 18, 2016, I have made the revisions needed to the application for electric aggregators/power broker certification. The case number is 16-1185-EL-AGG. If there are any questions or anything else needed, I can be reached at any time at the contact information below.

Thanks

Mark Hegemann
Midwest Energy Choice, LLC
Mark.Hegemann@fpp-llc.com
Cell: 740-972-6438

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Technician Ans Date Processed 8/22/16



**Public Utilities
Commission**

PUCO USE ONLY		
Date Received	Case Number	Version
	16-1185-EL-AGG	May 2016

**INITIAL CERTIFICATION APPLICATION FOR ELECTRIC
AGGREGATORS/ POWER BROKERS**

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-12 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.
You may also download the form, by saving it to your local disk, for later use.

A. APPLICANT INFORMATION

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

Legal Name Midwest Energy Choice, LLC
Address 8091 Evergreen Lane, Liberty Township, Ohio 45044
Telephone # (740) 972-6438 Web site address (if any) _____

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

Legal Name Midwest Energy Choice, LLC
Address 8091 Evergreen Lane, Liberty Township, Ohio 45044
Telephone # (740) 972-6438 Web site address (if any) _____

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

Midwest Energy Choice, LLC

A-4 Contact person for regulatory or emergency matters

Name Mark Hegemann
Title President

Business address 8091 Evergreen Lane, Liberty Township, Ohio 45044

Telephone # (740) 972-6438

Fax # (513) 721-1300

E-mail address mhegemann@mwenergychoice.com

A-5 Contact person for Commission Staff use in investigating customer complaints

Name Mark Hegemann

Title President

Business address 8091 Evergreen Lane, Liberty Township, Ohio 45044

Telephone # (740) 972-6438

Fax # (513) 721-1300

E-mail address mhegemann@mwenergychoice.com

A-6 Applicant's address and toll-free number for customer service and complaints

Customer Service address 8091 Evergreen Lane, Liberty Township, Ohio 45044

Added #

Toll-free Telephone # 740-972-6438

Fax # (513) 721-1300

E-mail address mhegemann@mwenergychoice.com

A-7 Applicant's federal employer identification number # 452437337

A-8 Applicant's form of ownership (check one)

☐ Sole Proprietorship

☐ Partnership

☐ Limited Liability Partnership (LLP)

☒ Limited Liability Company (LLC)

☐ Corporation

☐ Other _____

A-9 (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).

☐ First Energy

☐ Ohio Edison

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ Toledo Edison

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ Cleveland Electric Illuminating

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ Duke Energy

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ Monongahela Power

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ American Electric Power

☐ Ohio Power

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ Columbus Southern Power

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

☐ Dayton Power and Light

☒ Residential

☒ Commercial

☒ Mercantile

☒ Industrial

Added 1st Industrial

Exhibit C-5 "Forecasted Financial Statements"

PL 2016 Projected

	Jan 16	Feb 16	Mar 16	Apr 16	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	TOTAL Jan - Dec 16
Ordinary Income/Expense													
Income													
IGS Energy	425.00	440.00	455.00	470.00	485.00	500.00	515.00	530.00	545.00	560.00	575.00	590.00	6,090.00
Other Energy	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Total Income	525.00	550.00	575.00	600.00	625.00	650.00	675.00	700.00	725.00	750.00	775.00	800.00	7,950.00
Cost of Goods Sold													
Project Related Costs													
Outside Consultants	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Total Project Related Costs	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Total COGS	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Gross Profit	425.00	440.00	455.00	470.00	485.00	500.00	515.00	530.00	545.00	560.00	575.00	590.00	6,090.00
Expense													
Computers													
Computer	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
Total Computers	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
Employee Expenses													
Mark Hagemann Exp	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00
Total Employee Expenses	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00
IT Expense	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Professional Fees													
Accounting Fees													
PUCO													
Total Professional Fees													
Travel & Entertainment													
Meals	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	1,020.00
Travel	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Total Travel & Entertainment	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	1,620.00
Total Expense	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	2,640.00
Net Ordinary Income	205.00	220.00	235.00	250.00	265.00	280.00	295.00	310.00	325.00	340.00	355.00	370.00	3,150.00
Net Income	205.00	220.00	235.00	250.00	265.00	280.00	295.00	310.00	325.00	340.00	355.00	370.00	3,150.00

Added.
Financials

PL 2017 Projected

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	TOTAL Jan - Dec 17
Ordinary Income/Expense													
Income													
IGS Energy	615.00	630.00	645.00	660.00	675.00	690.00	705.00	720.00	735.00	750.00	765.00	780.00	8,370.00
Other Energy	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Total Income	765.00	840.00	915.00	990.00	1,065.00	1,140.00	1,215.00	1,290.00	1,365.00	1,440.00	1,515.00	1,590.00	14,130.00
Cost of Goods Sold													
Project Related Costs													
Outside Consultants	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Total Project Related Costs	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Total COGS	100.00	110.00	120.00	130.00	140.00	150.00	160.00	170.00	180.00	190.00	200.00	210.00	1,860.00
Gross Profit	665.00	730.00	795.00	860.00	925.00	990.00	1,055.00	1,120.00	1,185.00	1,250.00	1,315.00	1,380.00	12,270.00
Expense													
Computers													
Computer	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
Total Computers	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	300.00
Employee Expenses													
Mark Hagemann Exp	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00
Total Employee Expenses	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	120.00
IT Expense	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Professional Fees													
Accounting Fees													
PUCO													
Total Professional Fees													
Travel & Entertainment													
Meals	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	85.00	1,020.00
Travel	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
Total Travel & Entertainment	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	135.00	1,620.00
Total Expense	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	220.00	2,640.00
Net Ordinary Income	445.00	510.00	575.00	640.00	705.00	770.00	835.00	900.00	965.00	1,030.00	1,095.00	1,160.00	9,330.00
Net Income	445.00	510.00	575.00	640.00	705.00	770.00	835.00	900.00	965.00	1,030.00	1,095.00	1,160.00	9,330.00