



DIS Case Number: 18-1349-EL-AGG

Section A: Application Information

A-1. Provider type:

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

A-2. Applicant's legal name and contact information.

Legal Name: Ecom-Energy of California, Inc **Country:** United States
Phone: 7144854122 **Extension (if applicable):** **Street:** 5322 Vista Montana
Website (if any): www.ecom-energy.com **City:** Yorba Linda **Province/State:** CA
Postal Code: 92886

A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Ecom-Energy Inc	DBA	5322 Vista Montana Yorba Linda, CA 92886	Yes	File

A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
Ecom-Energy Inc	DBA	5322 Vista Montana Yorba Linda, CA 92886	Yes	File

A-5. Contact person for regulatory matters



Public Utilities Commission

Carlos Lopez
5322 Vista Montana
Yorba Linda, CA 92886
US
clopez2@ecom-energy.com
7144854122

A-6. Contact person for PUCO Staff use in investigating consumer complaints

Carlos Lopez
5322 Vista Montana
Yorba Linda, CA 92886
US
clopez2@ecom-energy.com
7144854122

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

Phone: 7144854122	Extension (if applicable):	Country: United States
Fax: 7146938815	Extension (if applicable):	Street: 5322 Vista Montana
Email: clopez2@ecom-energy.com		City: Yorba Linda
		Province/State: CA
		Postal Code: 92886

A-8. Applicant's federal employer identification number

26-0440062

A-9. Applicant's form of ownership

Form of ownership: Corporation

A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

Service area selection

AEP Ohio
DP&L

Duke Energy Ohio
FirstEnergy - Cleveland Electric Illuminating
FirstEnergy - Ohio Edison
FirstEnergy - Toledo Edison

Class of customer selection

Commercial
Industrial

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 08-01-2017

A-12. Principal officers, directors, and partners

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Carlos Lopez	clopez2@ecom-energy.com	Assoc Principal	5322 Vista Montana Yorba Linda, CA 92886 US

A-13. Company history

Ecom-Energy, Inc. was started in 2000 and is a completely objective energy consulting firm, specializing in energy procurement, management, sustainability, and energy strategy for healthcare customers.

A-14. Secretary of State

Secretary of State Link:

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations



Public Utilities Commission

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: Ecom-Energy, Inc. is certified, licensed, registered, or otherwise authorized to provide broker or aggregator electric services, in the following jurisdictions: California, Texas, Michigan, Rhode Island, New Jersey, Missouri.

B-2. Experience and plans

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Ecom-Energy, Inc. has decades of experience in energy procurement for commercial customers. Specifically, we navigated many customers out of the Enron debacle in California in the early 2000's. Since then, we have been providing objective consulting on procurement. We have also served as subject matter experts for PWC (Pricewaterhouse Coopers) in energy procurement services. We have worked in most deregulated states and territories in the country either as direct customer to company relationship or as subject matter experts behind PWC.

Ecom-Energy, Inc. contracts with customers using a commission-based, per unit fee; flat rate, annual fixed fee; or annual membership that may be appropriate given the scope of services. Fees are transparently presented in an 'open book' format that allows customers to choose their preferred fee structure.

Billing statements are provided annually with accompanying invoices. Customers that prefer commission-based, per unit fees receive bills directly from the supplier.

Complaints and inquiries are handled at the executive level and are addressed immediately via an open line of communication. Customers are given direct access to suppliers to address any supply-specific complaints or inquiries.

In its history, no customer has ever filed a complaint with Ecom-Energy of California, Inc.

B-3. Disclosure of liabilities and investigations

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or

informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: Ecom-Energy of California, Inc. does not have or has ever had any existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matters that could adversely impact Ecom-Energy of California, Inc.'s financial or operational status or ability to provide the services it is seeking to be certified to provide.

B-4. Disclosure of consumer protection violations

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

No

B-5. Disclosure of certification, denial, curtailment, suspension or revocation

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

No

B-6. Environmental disclosures

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

PJM disclosure option chosen



Section C: Applicant Financial Capability and Experience

C-1. Financial reporting

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide audited or officer certified financial statements covering the life of the business. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns with **social security numbers and bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

File(s) attached

C-3. Forecasted financial statements

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods.



Public Utilities Commission

Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

File(s) attached

C-4. Credit rating

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter 'Not Rated'.

This does not apply

C-5. Credit report

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

This does not apply.

C-6. Bankruptcy information

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?



- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

C-7. Merger information

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required, and the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

Section D: Applicant Technical Capacity

D-1. Operations

Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.



Operations Description: Ecom-Energy, Inc. is an objective consulting firm and specializes in energy procurement. As a power broker, Ecom-Energy would walk customers through a detailed RFP process with many subtasks which is managed in house. After the customer elects a third party supplier then Ecom-Energy continuously monitors the market and invoicing and usage of customer to make sure everything is carried out as planned.

D-2. Operations Expertise & Key Technical Personnel

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

Operations Expertise & Personnel Description: Ecom-Energy of California, Inc. was founded in 1997 by internationally-recognized energy experts including Dilip Lamaye, to serve as an unbiased, independent resource for energy management solutions in the healthcare industry. Founded by the ECRI Institute, Ecom-Energy of California, Inc.'s team of experts provide unbiased advice on energy procurement, consumption, supply, and planning – so customers can make wiser, more cost-effective energy decisions.

Unlike traditional energy consultants, Ecom-Energy of California, Inc. is not affiliated with an energy supplier or marketer and does not sell equipment of any kind. The nature of its advice is truly unbiased and its perspective is entirely independent.

Key Personnel:

Carlos Lopez II, Associate Principal, AEE Certifications: CSDP, CEP, BEP, REP - clopez2@ecom-energy.com, 714-485-4122

Ryan De La Cruz, Director of Business Development, AEE Certifications: REP, CEP CMVP - rdelacruz@ecom-energy.com; 714-882-5087

Carlos Lopez Sr. - Principal, part of the original founding team. clopez@ecom-energy.com; 714-296-5400

Wesley Haugen - Senior Manager of Projects & Procurement, finance experts with history in appraisal and commercial real estate, whaugen@ecom-energy.com



Public Utilities
Commission

Application Attachments

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF THE SECRETARY OF STATE

I, Frank LaRose, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show ECOM-ENERGY OF CALIFORNIA, INC., a California corporation, having qualified to do business within the State of Ohio on March 15, 2016 under License No. 3879921 is currently in GOOD STANDING upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 5th day of October, A.D. 2020.*

A handwritten signature in blue ink, appearing to read "Frank LaRose".

Ohio Secretary of State

Validation Number: 202027902870

ECOM-ENERGY, Inc.

STATEMENT OF CASH FLOWS

January - December 2018

	TOTAL
OPERATING ACTIVITIES	
Net Income	135,377.56
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1200 Accounts Receivable	-78,730.64
1350 Loan to Shareholders	-463.49
Payroll Corrections	0.00
1275 Suspense	-179.67
2105 Citi VISA	-9,368.11
2110 Direct Deposit Liabilities	0.00
2112 Payroll Liabilities:CA SUI / ETT	-16.25
2114 Payroll Liabilities:Federal Unemployment (940)	-57.65
2116 Payroll Liabilities:Federal Taxes (941/944)	177.48
2118 Payroll Liabilities:CA PIT / SDI	5.00
2120 SEP IRA Contribution Payable	3,723.94
2125 Bank Of America Line of Credit	166.70
2130 Profit Sharing Payable	-10,425.11
2235 Direct Deposit Payable	0.00
Payroll Liabilities:Kaiser	0.00
Payroll Liabilities:S-Corp Health Insurance	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-95,167.80
Net cash provided by operating activities	\$40,209.76
INVESTING ACTIVITIES	
1525 Accumulated Depreciation	11,137.00
Net cash provided by investing activities	\$11,137.00
FINANCING ACTIVITIES	
3125 Member Distributions:Carlos Sr.	8,572.83
3150 Member Distributions:Carlos II	2,307.02
3200 Member Distributions	3,080.43
3900 Retained Earnings	-57,675.83
Net cash provided by financing activities	\$ -43,715.55
NET CASH INCREASE FOR PERIOD	\$7,631.21
Cash at beginning of period	31,960.71
CASH AT END OF PERIOD	\$39,591.92

ECOM-ENERGY, Inc.

BALANCE SHEET

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 ECOM Corporate Checking	29,591.92
1005 BofA CD 2017	10,000.00
1006 B of A CD (Exp Apr. 2017)	0.00
Total Bank Accounts	\$39,591.92
Other Current Assets	
1300 Uncategorized Asset	0.00
1350 Loan to Shareholders	4,035.49
1499 Undeposited Funds	0.00
Payroll Corrections	0.00
Total Other Current Assets	\$4,035.49
Total Current Assets	\$43,627.41
Fixed Assets	
1500 Office Equipment & Furniture	21,296.86
1510 Vehicles	188,080.42
1520 Computer Equipment	4,405.52
1525 Accumulated Depreciation	-171,103.67
Total Fixed Assets	\$42,679.13
Other Assets	
1275 Suspense	0.00
1530 Organizational Costs	2,302.00
1540 Accumulated Amortization	-2,302.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$86,306.54

ECOM-ENERGY, Inc.

BALANCE SHEET

As of December 31, 2018

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2105 Citi VISA	3,066.69
Total Credit Cards	\$3,066.69
Other Current Liabilities	
2100 Payroll Liabilities	0.00
2112 CA SUI / ETT	0.00
2114 Federal Unemployment (940)	336.00
2116 Federal Taxes (941/944)	-3,617.44
2118 CA PIT / SDI	5.00
Kaiser	0.00
S-Corp Health Insurance	0.00
Total 2100 Payroll Liabilities	-3,276.44
2110 Direct Deposit Liabilities	0.00
2120 SEP IRA Contribution Payable	3,723.95
2125 Bank Of America Line of Credit	-14.04
2130 Profit Sharing Payable	0.00
2235 Direct Deposit Payable	0.00
2400 Loan from Shareholder	0.00
2455 N/P Ally Bank-Denali	0.00
2500 Pension Plan Payable	0.00
Total Other Current Liabilities	\$433.47
Total Current Liabilities	\$3,500.16
Total Liabilities	\$3,500.16
Equity	
3000 Opening Bal Equity	0.00
3200 Member Distributions	0.00
3125 Carlos Sr.	-40,257.59
3150 Carlos II	-3,457.96
Total 3200 Member Distributions	-43,715.55
3900 Retained Earnings	69,875.01
Net Income	56,646.92
Total Equity	\$82,806.38
TOTAL LIABILITIES AND EQUITY	\$86,306.54

ECOM-ENERGY, Inc.

BALANCE SHEET

As of December 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 ECOM Corporate Checking	17,163.82
1005 BofA CD 2017	10,000.00
1006 B of A CD (Exp Apr. 2017)	0.00
1007 Emergency Fund	21,166.77
1008 LiveOak 9431 (PROFIT)	509.53
1009 LiveOak 9590 (Retirement/ Prepay/ Misc)	636.45
1010 LiveOak 9589 (TAXES (15%))	10,264.00
Total Bank Accounts	\$59,740.57
Other Current Assets	
1300 Uncategorized Asset	0.00
1350 Loan to Shareholders	4,035.49
1499 Undeposited Funds	0.00
Payroll Corrections	0.00
Total Other Current Assets	\$4,035.49
Total Current Assets	\$63,776.06
Fixed Assets	
1500 Office Equipment & Furniture	21,296.86
1510 Vehicles	188,080.42
1520 Computer Equipment	4,405.52
1525 Accumulated Depreciation	-177,786.67
Total Fixed Assets	\$35,996.13
Other Assets	
1275 Suspense	0.00
1530 Organizational Costs	2,302.00
1540 Accumulated Amortization	-2,302.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$99,772.19

ECOM-ENERGY, Inc.

BALANCE SHEET

As of December 31, 2019

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2105 Citi VISA	2,150.94
Total Credit Cards	\$2,150.94
Other Current Liabilities	
2100 Payroll Liabilities	0.00
2112 CA SUI / ETT	64.00
2114 Federal Unemployment (940)	294.00
2116 Federal Taxes (941/944)	0.00
2118 CA PIT / SDI	0.00
Health Insurance (company paid)	0.00
Kaiser	0.00
S-Corp Health Insurance	0.00
Total 2100 Payroll Liabilities	358.00
2110 Direct Deposit Liabilities	0.00
2120 SEP IRA Contribution Payable	18,086.00
2125 Bank Of America Line of Credit	0.00
2130 Profit Sharing Payable	0.00
2235 Direct Deposit Payable	0.00
2400 Loan from Shareholder	0.00
2455 N/P Ally Bank-Denali	0.00
2500 Pension Plan Payable	0.00
Total Other Current Liabilities	\$18,444.00
Total Current Liabilities	\$20,594.94
Total Liabilities	\$20,594.94
Equity	
3000 Opening Bal Equity	0.00
3200 Member Distributions	0.00
3125 Carlos Sr.	-59,433.48
3150 Carlos II	-5,424.57
Total 3200 Member Distributions	-64,858.05
3900 Retained Earnings	82,806.38
Net Income	61,228.92
Total Equity	\$79,177.25
TOTAL LIABILITIES AND EQUITY	\$99,772.19

ECOM-ENERGY, Inc.

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
4105 Service Income	
4106 Feasibility Study & Analyses	22,532.00
4107 EnerVisor Benchmarking Software	79,753.85
4108 EVP Annual Membership	172,604.13
4109 Electricity Procurement	255,533.14
4110 Gas Procurement	181,831.52
4111 Owner's Rep	42,228.00
Total 4105 Service Income	754,482.64
4325 Unapplied Cash Payment Income	0.00
4900 Reimbursed Expenses - Income	-843.06
Total Income	\$753,639.58
Cost of Goods Sold	
5000 Cost of Goods Sold	
5100 Outside Consultants/ Owner's Rep	15,668.40
5300 Outside Consultants/ Feasibility Study	9,900.00
5400 Benchmarking Services	44,053.73
5500 Procurement	7,226.84
Total 5000 Cost of Goods Sold	76,848.97
Total Cost of Goods Sold	\$76,848.97
GROSS PROFIT	\$676,790.61
Expenses	
6100 Advertising Expense	9,548.83
6102 Marketing	9,803.69
6120 Business License & Fees	123.95
6130 Car/Truck Expense	295.51
6132 Gas	6,785.26
6134 Auto Repairs & Maintenance	3,275.09
6136 Registration & License	2,694.00
6139 Tolls & Parking	1,319.75
Total 6130 Car/Truck Expense	14,369.61
6140 Cleaning/Janitorial	123.05
6145 Contributions	-17,039.90
6150 Depreciation Expense	11,137.00
6155 Dues and Subscriptions	1,255.66
6180 Insurance	
6182 Life Insurance	1,069.06
6183 Identity Theft Insurance	290.00
6184 Auto Insurance	8,166.28

ECOM-ENERGY, Inc.

PROFIT AND LOSS

January - December 2018

	TOTAL
6186 Professional Liability Ins	4,091.00
6188 General Liability Insurance	3,574.00
6192 Medical Insurance	11,901.10
Total 6180 Insurance	29,091.44
6238 Marketing - Meals	2,279.63
6250 Office Equipment	2,963.54
6255 Postage and Delivery	11.10
6270 Professional Development	7,121.82
6275 Professional Fees	
6276 Legal Fees	1,093.99
6277 Accounting Fees	5,212.99
6278 Payroll Service Fees	1,182.78
Total 6275 Professional Fees	7,489.76
6279 Software Fees	1,766.38
6280 Uniforms	260.72
6305 Web Hosting/Internet fees	1,285.41
6310 Office Supplies	5,388.22
6320 Telephone and Fax	4,183.14
6325 Cellular Phone	9,475.92
Total 6320 Telephone and Fax	13,659.06
6330 Travel & Entertainment	
6332 Entertainment	327.49
6334 Meals	1,126.90
6336 Travel	27,307.20
Total 6330 Travel & Entertainment	28,761.59
6339 Staff Meals - 100%	13,065.29
6354 Taxes	
6356 State Taxes	0.00
Total 6354 Taxes	0.00
6550 Medical Expenses	276.80
6560 Payroll Expenses	-1.67
6510 Wages	395,967.02
6520 Payroll Taxes	31,276.74
Total 6560 Payroll Expenses	427,242.09
6565 Profit Sharing Expense	25,853.94
6800 Retirement Plan Expenses	22,459.99
Total Expenses	\$618,298.67
NET OPERATING INCOME	\$58,491.94

ECOM-ENERGY, Inc.

PROFIT AND LOSS

January - December 2018

	TOTAL
Other Expenses	
8100 Interest Expense	1,845.02
Total Other Expenses	\$1,845.02
NET OTHER INCOME	\$ -1,845.02
NET INCOME	\$56,646.92

ECOM-ENERGY, Inc.

PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
4105 Service Income	40,450.00
4106 Feasibility Study & Analyses	8,150.00
4107 EnerVisor Benchmarking Software	78,505.74
4108 EVP Annual Membership	95,154.88
4109 Electricity Procurement	141,680.63
4110 Gas Procurement	179,408.04
4111 Owner's Rep	67,550.00
Outsourced Energy Management	66,050.00
Total 4105 Service Income	676,949.29
4325 Unapplied Cash Payment Income	0.00
Total Income	\$676,949.29
Cost of Goods Sold	
5000 Cost of Goods Sold	
5300 Outside Consultants/ Feasibility Study	5,765.00
5400 Benchmarking Services	24,931.00
5500 Procurement	5,609.53
Premier Membership Fees	211.67
Total 5000 Cost of Goods Sold	36,517.20
5005 Project Related Costs	3,155.44
Total Cost of Goods Sold	\$39,672.64
GROSS PROFIT	\$637,276.65
Expenses	
6100 Advertising Expense	3,718.57
Campaigns	6,873.20
Creation & Media	3,910.42
Total 6100 Advertising Expense	14,502.19
6102 Marketing	6,978.32
Customer Marketing	1,319.68
Lead Generation	2,009.88
Promotional Products	220.86
Total 6102 Marketing	10,528.74
6120 Business License & Fees	751.19
6130 Car/Truck Expense	100.00
6132 Gas	7,318.88
6134 Auto Repairs & Maintenance	4,250.67
6136 Registration & License	2,490.53
6139 Tolls & Parking	642.57
Total 6130 Car/Truck Expense	14,802.65

ECOM-ENERGY, Inc.

PROFIT AND LOSS

January - December 2019

	TOTAL
6145 Contributions	3,200.60
6150 Depreciation Expense	6,683.00
6155 Dues and Subscriptions	1,996.64
6180 Insurance	
6182 Life Insurance	1,144.06
6183 Identity Theft Insurance	247.68
6184 Auto Insurance	7,016.28
6186 Professional Liability Ins	2,662.97
6188 General Liability Insurance	1,867.00
6192 Medical Insurance	5,900.70
Total 6180 Insurance	18,838.69
6238 Marketing - Meals	3,094.27
6250 Office Equipment	10,808.49
6255 Postage and Delivery	49.17
6270 Professional Development	188.82
Trade Member Dues	1,725.00
Training	304.64
Total 6270 Professional Development	2,218.46
6275 Professional Fees	
6277 Accounting Fees	11,614.79
6278 Payroll Service Fees	1,498.00
Total 6275 Professional Fees	13,112.79
6279 Software Fees	1,890.23
6280 Uniforms	54.00
6305 Web Hosting/Internet fees	2,257.23
6310 Office Supplies	5,721.81
Ink/Paper/Supplies	982.99
Total 6310 Office Supplies	6,704.80
6320 Telephone and Fax	
6325 Cellular Phone	6,641.23
Phone System	1,551.38
Total 6320 Telephone and Fax	8,192.61
6330 Travel & Entertainment	443.76
6332 Entertainment	882.06
6334 Meals	1,116.29
6336 Travel	4,074.20
Lodging	5,267.23
Total 6330 Travel & Entertainment	11,783.54
6339 Staff Meals - 100%	10,337.53

ECOM-ENERGY, Inc.

PROFIT AND LOSS

January - December 2019

	TOTAL
6354 Taxes	0.00
6356 State Taxes	800.00
Total 6354 Taxes	800.00
6540 Merchant Service Fees	124.15
6550 Medical Expenses	250.74
6560 Payroll Expenses	
6510 Wages	177,767.07
6520 Payroll Taxes	21,602.78
6525 Officer Wages	215,170.78
Company Contributions	
Health Insurance	0.00
Total Company Contributions	0.00
Taxes	0.00
Total 6560 Payroll Expenses	414,540.63
6800 Retirement Plan Expenses	18,416.00
SEP IRA Pension Contributions	0.00
Total Expenses	\$575,938.34
NET OPERATING INCOME	\$61,338.31
Other Income	
7100 Interest Income	13.77
Total Other Income	\$13.77
Other Expenses	
8100 Interest Expense	123.16
Total Other Expenses	\$123.16
NET OTHER INCOME	\$ -109.39
NET INCOME	\$61,228.92

ECOM-ENERGY, Inc.

STATEMENT OF CASH FLOWS

January - December 2019

	TOTAL
OPERATING ACTIVITIES	
Net Income	28,415.97
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1200 Accounts Receivable	32,812.95
Repayment:Employee Tax Loan	0.00
2105 Citi VISA	-915.75
2112 Payroll Liabilities:CA SUI / ETT	64.00
2114 Payroll Liabilities:Federal Unemployment (940)	-42.00
2116 Payroll Liabilities:Federal Taxes (941/944)	3,617.44
2118 Payroll Liabilities:CA PIT / SDI	-5.00
2120 SEP IRA Contribution Payable	14,362.05
2125 Bank Of America Line of Credit	14.04
2235 Direct Deposit Payable	0.00
Payroll Liabilities:Health Insurance (company paid)	0.00
Payroll Liabilities:Kaiser	0.00
Payroll Liabilities:S-Corp Health Insurance	0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	49,907.73
Net cash provided by operating activities	\$78,323.70
INVESTING ACTIVITIES	
1525 Accumulated Depreciation	6,683.00
Net cash provided by investing activities	\$6,683.00
FINANCING ACTIVITIES	
3125 Member Distributions:Carlos Sr.	-19,175.89
3150 Member Distributions:Carlos II	-1,966.61
3900 Retained Earnings	-43,715.55
Net cash provided by financing activities	\$ -64,858.05
NET CASH INCREASE FOR PERIOD	\$20,148.65
Cash at beginning of period	39,591.92
CASH AT END OF PERIOD	\$59,740.57



OHIO

Forecasted Income Statements

	<u>2020</u>	<u>2021</u>	<u>2022</u>
Anticipated Revenues			
Procurement	\$12,190.00	\$12,190.00	\$12,190.00
TOTAL	\$12,190.00	\$12,190.00	\$12,190.00
Expenses			
Licensing	\$180.00	\$180.00	\$180.00
Quarterly Updates	\$50.00	\$50.00	\$50.00
Agent Services	\$135.00	\$135.00	\$135.00
TOTAL	\$365.00	\$365.00	\$365.00
Net Income	\$11,825.00	\$11,825.00	\$11,825.00

This forecasted income statement is for activities based solely on Ohio business activities.

Preparer Information

Name	Carlos Lopez
Address	5322 Vista Montana Yorba Linda CA 92886
Email Address	clopez2@ecom-energy.com
Telephone Number	714-485-4122

Competitive Retail Electric Service Affidavit

County of Orange :

State of California :

Carlos Lopez Affiant, being duly sworn/affirmed, hereby states that:

1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
2. The applicant will timely file an annual report of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
5. The applicant 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 will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The Applicant will inform the Public Utilities Commission of Ohio 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 consumer complaints.

12. The facts set forth above are true and accurate 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.

13. Affiant further sayeth naught.

C. J. S. Associate Principal
Signature of Affiant & Title

Sworn and subscribed before me this 5th day of October, 2020
Month Year

Signature of official administering oath

Print Name and Title

My commission expires on _____

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

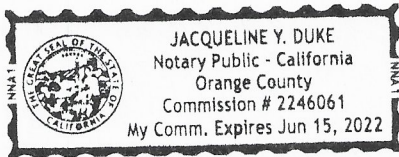
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
 County of ORANGE)
 On 10/5/2020 before me, JACQUELINE Y. DUKE NOTARY PUBLIC
 Date Here Insert Name and Title of the Officer
 personally appeared CARLOS LOPEZ
 Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Handwritten Signature]
 Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: COMPETITIVE RETAIL Electric Service Aff.
 Document Date: 10/5/2020 Number of Pages: _____
 Signer(s) Other Than Named Above: N/A

Capacity(ies) Claimed by Signer(s)

Signer's Name: CARLOS LOPEZ
☐ Corporate Officer — Title(s): _____
☐ Partner — ☐ Limited ☐ General
☐ Individual ☐ Attorney in Fact
☐ Trustee ☐ Guardian or Conservator
☐ Other: _____
 Signer Is Representing: SELF

Signer's Name: _____
☐ Corporate Officer — Title(s): _____
☐ Partner — ☐ Limited ☐ General
☐ Individual ☐ Attorney in Fact
☐ Trustee ☐ Guardian or Conservator
☐ Other: _____
 Signer Is Representing: _____

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

10/6/2020 9:39:13 AM

in

Case No(s). 18-1349-EL-AGG

Summary: In the Matter of the Application of Ecom-Energy of California, Inc