

DIS Case Number: 17-0332-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: Natures Current **Country:** United States
Phone: 2154646000 **Extension (if applicable):** 207 **Street:** 501 Cambria Ave Suite 389
Website (if any): www.naturescurrent.com **City:** Bensalem **Province/State:** PA
Postal Code: 19020

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
Natures Current LLC	Official Name	501 Cambria Avenue Suite 389 Bensalem, PA 19020	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
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A-5. Contact person for regulatory matters



Public Utilities Commission

Shawn Jefremow
501 Cambria Avenue Suite 389
Bensalem, PA 19020
US
shawnj@naturescurrent.com
2154646000

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

Shawn Jefremow
501 Cambria Avenue Suite 389
Bensalem, PA 19020
US
shawnj@naturescurrent.com
2154646000

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

Phone: 215-464-6000	Extension (if applicable): 207	Country: United States
Fax:	Extension (if applicable):	Street: 501 Cambria Avenue Suite 389
Email: shawnj@naturescurrent.com		City: Bensalem
		Province/State: PA
		Postal Code: 19020

A-8. Applicant's federal employer identification number

450595552

A-9. Applicant's form of ownership

Form of ownership: Limited Liability Company (LLC)

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
 Mercantile
 Residential

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 10-01-2020

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
Brian Wittig	bwittig@naturescurrent.com		501 Cambria Ave Bensalem, PA 19020 US
Shawn Jefremow	shawnj@naturescurrent.com		501 Cambria Avenue Suite 389 Bensalem, PA 19020 US

A-13. Company history

Electric and natural gas broker.

A-14. Secretary of State

Secretary of State Link:

Section B: Applicant Managerial Capability and Experience

B-1. Jurisdiction of operations



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: Pennsylvania, Delaware, New Jersey, Maryland, Maine

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: Natures Current has been providing expert energy consulting since 2008. We have hundreds of customers throughout the Mid-Atlantic region. We have been servicing small, medium and large commercial clients as well a residential clients.

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: N/A

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



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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

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.

Preferred to file this information confidentially

C-3. Forecasted financial statements



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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. 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**



Public Utilities Commission

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.

File(s) attached

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: Natures Current has been providing expert energy consulting since 2008. We have hundreds of customers throughout the Mid-Atlantic region. We have been servicing small, medium and large commercial clients as well a residential clients. We have an A+ rating with BBB with no complaints.

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: Shawn Jefremow, President / shawnj@naturescurrent.com / 215-464-6000 x207 Over 15 years in the energy consulting/brokering field.

Brian Wittig, Vice President / bwittig@naturescurrent.com / 215-464-6000 x205/ Over 15 years in the energy consulting/brokering field.



Public Utilities
Commission

Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
01/26/2017	201702502388	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	100.00	0.00	0.00	0.00

Receipt

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

NATURES CURRENT LLC
ATTN: BRIAN WITTIG
501 CAMRBIA AVENUE, SUITE 389
BENSALEM, PA 19020

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted
3982135

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

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

Document(s)

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 01/24/2017

Document No(s):

201702502388



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
26th day of January, A.D. 2017.

Ohio Secretary of State



Form 533B Prescribed by:

JON HUSTED
 OHIO SECRETARY OF STATE

 Toll Free: (877) SOS-FILE (877-767-3453)
 Central Ohio: (614) 466-3910

www.OhioSecretaryofState.gov
busserv@OhioSecretaryofState.gov
File online or for more information: www.OHBusinessCentral.com

Mail this form to one of the following:

 Regular Filing (non expedite)
 P.O. Box 670
 Columbus, OH 43216

 Expedite Filing (Two business day processing time.
 Requires an additional \$100.00)

 P.O. Box 1390
 Columbus, OH 43216

RECEIVED

Registration of a Foreign Limited Liability Company

Filing Fee: \$99

Form Must Be Typed

OHIO SECRETARY OF STATE

JAN 24 2017

CHECK ONLY ONE (1) BOX

- (1) ☒ Registration of a Foreign For-Profit Limited Liability Company
 (106-LFA)
 ORC 1705

Jurisdiction of Formation Date of Formation

- (2) ☐ Registration of a Foreign Nonprofit Limited Liability Company
 (106-LFA)
 ORC 1705

Jurisdiction of Formation Date of Formation

Name of Limited Liability Company in its jurisdiction of formation

Name under which the foreign limited liability company desires to transact business in Ohio (if different from its name in its jurisdiction of formation) is:

Name must include one of the following words or abbreviations: "limited liability company," "limited," "LLC," "L.L.C.," "ltd.," or "ltd"

The address to which interested persons may direct requests for copies of the limited liability company's operating agreement, bylaws, or other charter documents of the company is:

Name

Mailing Address

City

State

ZIP Code

The limited liability company hereby appoints the following as its agent upon whom process against the limited liability company may be served in the state of Ohio. The name and complete address of the agent is

Brian Wittig

Name

6100 Oaktree Blvd Suite 200

Mailing Address

Independence

City

OH

State

44131

ZIP Code

The limited liability company irrevocably consents to service of process on the agent listed above as long as the authority of the agent continues, and to service of process upon the Ohio Secretary of State if:

- a. an agent is not appointed, or
- b. an agent is appointed but the authority of that agent has been revoked, or
- c. the agent cannot be found or served after the exercise of reasonable diligence.

By signing and submitting this form to the Ohio Secretary of State, the undersigned hereby certifies that he or she has the requisite authority to execute this document

Required

Must be signed by an authorized representative.

If authorized representative is an individual, then they must sign in the "signature" box and print their name in the "Print Name" box.

If authorized representative is a business entity, not an individual, then please print the business name in the "signature" box, an authorized representative of the business entity must sign in the "By" box and print their name in the "Print Name" box.

Signature

By (if applicable)

Brian Wittig

Print Name

Signature

By (if applicable)

Print Name

Signature

By (if applicable)

Print Name

Competitive Retail Electric Service Affidavit

County of Decks:

State of PA:

Brian Wittig, Affiant, being duly sworn/affirmed, hereby states that:
Natures Current LLC

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.

Vanessa A. Gulick Vice President
Signature of Affiant & Title

Sworn and subscribed before me this 14 day of Oct, 2020.
Month Year

[Signature]
Signature of official administering oath

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
VANESSA A. GULICK, Notary Public
Perindef Soro., Bucks County
My Commission Expires January 8, 2021

My commission expires on _____

CreditScoreSM Report

as of: 11/18/20 12:16 ET

Natures Current LLC

Address:	501 Cambria Ave Ste 389 Bensalem, PA 19020-7213 United States	SIC Code:	7299-Personal Services, Misc, Nec
Phone:	267-640-8002	NAICS Code:	812990-All Other Personal Services
Experian BIN:	450485081	Business Type:	Corporation
Agent:	Brian Wittig	Experian File Established:	March 2015
Agent Address:	6100 Oaktree BLVD Suite 200 Independence, OH	Experian Years on File:	5 Years
Family Linkage:		Years in Business:	More than 5 Years
Ultimate Parent	Natures Current LLC 501 Cambria Ave Ste 389 Bensalem, PA	Filing Data Provided by:	Pennsylvania
		Date of Incorporation:	01/24/2017

Experian Business Credit Score

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Business Credit Score



The objective of the Experian Business Credit 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:

- Risk associated with the company's industry.
- Company's business type.

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 24. Higher scores indicate lower risk. This score predicts the likelihood of serious credit delinquencies within the next 12 months. This score uses tradeline and collections information, public filings as well as other variables to predict future risk.

4

Financial Stability Risk
Rating



A Financial Stability Risk Rating of 4 indicates a 10% potential risk of severe financial distress within the next 12 months.

Key Rating Factors:

- Lack of active trades.
- Risk associated with the business type.
- Employee size of business.
- Risk associated with the company's industry sector.

Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 4. Lower ratings indicate lower risk. Experian categorizes all businesses to fit within one of the five risk segments. This rating predicts the likelihood of payment default and/or bankruptcy within the next 12 months. This rating uses tradeline and collections information, public filings as well as other variables to predict future risk.

Credit Summary

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 active Payment Tradelines.

Please refer to Experian's www.BusinessCreditFacts.com website for more information on establishing Payment Tradelines.

Payment Tradelines / Commercial accounts:	0
UCC Filings:	0
✖ Businesses Scoring Worse:	23%
✔ Bankruptcies:	0
✔ Liens:	0
✔ Judgments Filed:	0
✔ Collections:	0

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Natures Current, LLC.

Forecasted Income Statement based solely upon Ohio Electric brokering activities

	Current Year (Estimated) 2020	Forecast Year 1 2021	Forecast Year 2 2022
Revenues			
OH Electric Brokering Revenue	\$0.00	\$20,000	\$30,000
Expenses			
Total Expenses:	\$500	\$5250	\$6750
Taxes			
Provision for Income taxes	\$0.00	\$2872	\$4650
Net Income (Loss)	\$(500.00)	\$11,878	\$18,600

Forecast Prepared by:
Shawn Jefremow
President of Natures Current, LLC.
501 Cambria Avenue, Suite 389
Bensalem, PA 19020
(877) 464-6020

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

12/16/2020 9:39:13 AM

in

Case No(s). 17-0332-EL-AGG

Summary: In the Matter of the Application of Natures Current LLC