



Public Utilities Commission

Competitive Retail Electric Service (CRES) Provider Application

Case Number: 14 -0947 -EL-AGG

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

A. Application Information

A-1. Provider Type.

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Aggregator

☒

Power Broker

☒

Power Marketer

☐

Retail Electric
Generation Provider

☐

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

Provide the name and contact information of the business entity.

Legal Name: Telco Pros Inc
Street Address: 2019 Center Street, Suite 502
City: Cleveland State: OH Zip: 44113
Telephone: 877/244-0182 Website: tpiefficiency.com

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: TPI Efficiency
Street Address: 2019 Center Street, Suite 502
City: Cleveland State: OH Zip: 44113
Telephone: 877/244-0182 Website: tpiefficiency.com

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): TPI Efficiency _____

A-5. Contact person for regulatory matters.

Name: Karl Shaw Title: COO
Street Address: 2019 Center Street, Suite 502
City: Cleveland State: OH Zip: 44113
Telephone: 877/244-0182 Email: compliance@tpiefficiency.com

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

Name: Roger Zona Title: CEO
Street Address: 2019 Center Street, Suite 502
City: Cleveland State: OH Zip: 44113
Telephone: 877/244-0182 Email: roger.zona@thetelcopros.com

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

Street Address: 2019 Center Street, Suite 502
City: Cleveland State: OH Zip: 44113
Toll-free Telephone: 877/244-0182 Email: info@tpiefficiency.com

A-8. Applicant's federal employer identification number.

FEIN: 27-1278379

A-9. Applicant's form of ownership (select one).

Sole Proprietorship <input type="checkbox"/>	Limited Liability Partnership (LLP) <input type="checkbox"/>	Corporation <input checked="" type="checkbox"/>	Partnership <input type="checkbox"/>
Limited Liability Company (LLC) <input type="checkbox"/>	Other: _____		

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:

AES Ohio <input checked="" type="checkbox"/>	American Electric Power (AEP Ohio) <input checked="" type="checkbox"/>	Duke Energy Ohio <input checked="" type="checkbox"/>	FirstEnergy – Cleveland Electric Illuminating <input checked="" type="checkbox"/>
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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.

Date: 02/23/2012

A-12. Principal officers, directors and partners.

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

A-13. Company history.

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

A-14. Secretary of State.

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

B. Managerial Capability

Provide a response or attachment for each of the sections below.

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.

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.

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.

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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒

B-6. Environmental disclosure.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

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.

C. Financial Capability

Provide a response or attachment for each of the sections below.

C-1. Financial reporting.

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

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.

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. 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.

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".

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.

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? If yes, attach a document detailing the information.

Applicant

Parent company of the applicant

Affiliate company that guarantees the financial obligations of the applicant

Any owner or officer of the applicant

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

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.

C-9. Financial arrangements.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.

2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.
4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

D. Technical Capability

Provide an attachment for each of the sections below.

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.

Power Marketers/Generators: Describe the operational nature of the applicant's business, specifying whether operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services, as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

D-2. Operations expertise and key technical personnel.

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business. If vendors or third parties are or will be utilized for any activities listed in this application, provide the name, contact information for each, and list which activities they will perform. Also, indicate which activities will be performed directly by the company. Please note that this information is required to be updated within 30 days of any changes.

D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

Provide the FERC docket granting the applicant power marketer authority.

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.

Signature

COO

Title

05/03/2022

Date

Competitive Retail Electric Service Affidavit

County of Cuyahoga :

State of Ohio :

Karl Shaw, 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.

Kalvin Co
Signature of Affiant & Title



Sworn and subscribed before me this 3rd day of May, 2022
Month Year

Karen Burns
Signature of official administering oath

Karen Burns, Notary

Print Name and Title

My commission expires on 12/7/2025

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit A-12 Principal Officers, Directors & Partners

Officers:

Roger Zona, CEO
2019 Center Street, Suite 502, Cleveland, OH 44113
216/926-6173

Karl Shaw, COO
2019 Center Street, Suite 502, Cleveland, OH 44113
330/524-7937

Director:

Roger Zona, CEO
2019 Center Street, Suite 502, Cleveland, OH 44113
216/926-6173

Exhibit A-13 Company History

Telco Pros Inc. was founded in June of 2009 by Roger Zona with a mission to partner with businesses and non-profits, driving down corporate operating expenses and eliminating waste within their budget wherever possible, specifically in the areas Natural Gas and Electricity. In 2010, Telco Pros Inc. developed the Non-Profit Efficiency Corporation (NPEC) trade name to focus on and better serve the needs of our growing non-profit client base. To this day, we assist hundreds of churches, nursing homes, schools, medical facilities, and government municipalities. In 2011, NPEC added COO Karl Shaw, developing the trade name TPI Efficiency to continue applying our unique service offering to the for-profit sector. In 2014, Telco Pros began offering LED Lighting Retrofit solutions to our clients to assist them in saving money and optimizing their energy efficiency.

Due to unprecedented growth, in 2015, TPI moved to 2020 Center Street, Cleveland. This historical landmark—which can be traced back to the beginning of American industrialization—housed our growing firm and served as a regional hub for allied companies, vendors, and suppliers. In 2017, we fortified our hands-on approach to customer service, opening branches in Columbus, OH, and Baltimore, MD. In 2018, Telco Pros Cleveland headquarters moved again to 2019 Center Street, Cleveland, as we continued to grow. From 2018 on, we continue to save our clients money in this evolving energy market.

A-14

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 TELCO PROS INC., an Ohio corporation, Charter No. 1866715, having its principal location in Cleveland, County of Cuyahoga, was incorporated on September 1, 2009 and 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 25th day of April, A.D. 2022.*

A handwritten signature in cursive script, appearing to read "Frank LaRose".

Ohio Secretary of State

Validation Number: 202211503812

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit B-1 Jurisdictions of Operation

Delaware
District of Columbia
Illinois
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
Ohio
Pennsylvania
Rhode Island
Texas
Virginia

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit B-2 Experience & Plans

Telco Pros is an electricity broker. We serve over 2,000 Ohio customers and have over 3.5 gigawatts under contract. We do not bill our customers directly. Our sales team of 40 people assist residential and commercial customers in choosing an electricity supplier. We research every supplier to verify their ability to provide reliable service and support to our customers.

Telco Pros has a toll-free telephone number for customer inquiries. Telco Pros sales and customer service representatives are available from 8 am to 5 pm Monday through Friday. After hour calls are returned the next business day. All complaints are directed to Roger Zona. We have an A+ rating with the Better Business Bureau. All of our sales and customer service representatives are extensively trained to provide excellent customer service.

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit B-3 Disclosure of Liabilities and Investigations

None

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit C-1 Financial Reporting

Telco Pros Inc is not required to file a 10-K with the SEC because it is not a publicly traded company.

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit C-2 Financial Statements

Filed under Seal

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit C-3 Forecasted Financial Statements

Filed under Seal

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit C-4 Credit Rating

Filed under Seal

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit C-5 Credit Report

Filed under Seal

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit C-8 Corporate Structure

Telco Pros Inc is a stand-alone entity with no affiliate or subsidiary companies.

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit D-1 Operations

Telco Pros Inc has been arranging and/or aggregating the supply of electricity to retail customers since 2012.

Step One is to Collect Information. We gather existing energy invoices and contracts from our client to learn about their usage, obligations and rates. Step Two is to Assess the information by analyzing and quantifying, reviewing costs and market comparables. Step Three is to Bid. We request proposals from multiple vetted suppliers acting as an extension of our client's procurement team. Step Four is to Decide by curating a custom solution for the client based on the vendor-neutral options. Step Five is to Support by proactively monitoring and reviewing their account with their dedicated TPI Efficiency customer service representative. Step Six is to Strategize by executing and maintaining long-term procurement strategies. Step Seven is to Continue to consult with our clients to ensure they are taking advantage of energy-saving opportunities as they arise.

Telco Pros Inc
Renewal Application for Electric Aggregator/Power Brokers
Case Number 14-947-EL-AGG

Exhibit D-2 Operations expertise and key technical personnel

Roger Zona, CEO
216/926-6173
roger.zona@thetelcopros.com

Roger has over 20 years of contract negotiation, fiscal management consulting, executive account management and operations experience. He started Telco Pros Inc in 2009 to help businesses and non-profits decrease their monthly operating expenses and achieve budget certainty. With over twelve years specifically in the electricity and natural gas industry, Roger has been managing the company's overall operations; hiring, training and managing the sales team; and implementing strategies to further our client's energy and fiscal efficiency.

Karl Shaw, COO
330/524-7937
karl.shaw@thetelcopros.com

Karl has almost 30 years of management, procurement and sourcing experience and over ten years in the electricity and natural gas industry. He is responsible for operations, contract negotiation, IT, compliance and works closely with our suppliers on customized energy solutions for our clients.

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on**

5/3/2022 10:35:47 AM

in

Case No(s). 14-0947-EL-AGG

Summary: Application electronically filed by Mr. Karl Shaw on behalf of Telco Pros
Inc.