



Public Utilities Commission

Competitive Retail Natural Gas Service (CRNGS) Provider Application

Case Number: 23 - 0471 - GA-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 natural gas service (CRNGS) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Retail Natural Gas Aggregator

☒

Retail Natural Gas Broker

☒

Retail Natural Gas Marketer

☐

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

Provide the name and contact information of the business entity.

Legal Name: Optics Consulting, LLC
Street Address: 545 Metro Place South, Suite 100
City: Dublin State: Ohio Zip: 43017
Telephone: 908-892-6958 Website: www.opticsems.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: Optics Consulting, LLC
Street Address: 545 Metro Place South, Suite 100
City: Dublin State: Ohio Zip: 43017
Telephone: 908-892-6958 Website: www.opticsems.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): _____

A-5. Contact person for regulatory matters.

Name: David M. Ferro Title: CEO
Street Address: 545 Metro Place South, Suite 100
City: Dublin State: Ohio Zip: 43017
Telephone: 908-892-6958 Email: dave@opticsems.com

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

Name: David M. Ferro Title: CEO
Street Address: 545 Metro Place South, Suite 100
City: Dublin State: Ohio Zip: 431017
Telephone: 908-892-6958 Email: dave@opticsems.com

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

Street Address: 545 Metro Place South, Suite 100
City: Dublin State: Ohio Zip: 43017
Toll-free Telephone: 1-855-678-4272 Email: carol@opticsems.com

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

FEIN: 86-2249594

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

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

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:

CenterPoint Energy Ohio	Columbia Gas of Ohio	Dominion Energy Ohio	Duke Energy Ohio
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Class of customer selection:

Industrial



Residential



Small Commercial



Large Commercial

**A-11. Start Date.**

Indicate the approximate start date the applicant began/will begin offering services.

Date: 04/26/23**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.

A-15. Proof of Ohio office and employee.

Provide "Proof of an Ohio Office and Employee" in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address.

Name: David M. Ferro Title: CEO
Street Address: 545 Metro Place South, Suite 100
City: Dublin State: Ohio Zip: 43017
Telephone: 908-892-6958 Email: dave@opticsems.com

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

☒

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 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 retail natural gas marketer has been selected in A-1.

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct 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.

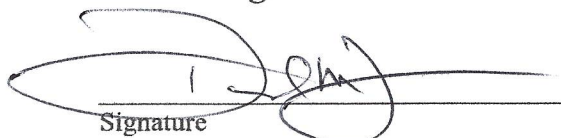
Retail natural gas brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of natural gas to retail customers.

Gas Marketers: Describe the operational nature of the applicant's business, specifying whether operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and/or the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for 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 and 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.

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

04/26/23

Date

CEO

Title

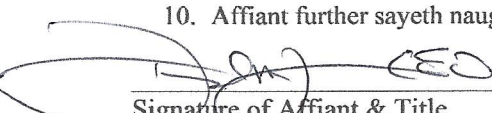
Competitive Retail Natural Gas Service Affidavit

County of Franklin :

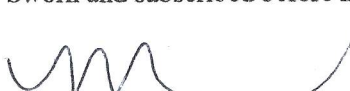
State of Ohio :

David M. Ferro, 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 and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10 and 4911.18(A), Ohio Revised Code.
4. 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. 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. Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
7. Applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. 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.
9. 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.
10. Affiant further sayeth naught.

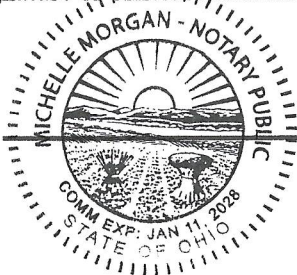

Signature of Affiant & Title

Sworn and subscribed before me this 26 day of April, 2023
Month Year


Signature of official administering oath

Michelle Morgan, Notary
Print Name and Title

My commission expires on 1-11-2028





OPTICS CONSULTING LLC

Exhibit A-12 Principal officers, directors, and partners.

David M. Ferro
CEO/Owner
545 Metro Place South
Suite 100
Dublin, Ohio 43017
908-892-6958

There are no other principal officers, directors and/or partners.



OPTICS CONSULTING LLC

Exhibit A-13 Company History

Optics Consulting, LLC was incorporated in the State of Delaware on February 17, 2021. The company began as an energy management company providing services both ahead of the meter, procurement of energy, and behind the meter, energy efficiency and optimization. It has recently added a full engineering design division with a primary focus on all thing's energy and transportation.

The founding member David Ferro and staff have over 100 years of combined experience in providing consultative services to Fortune 100 companies. We currently provide our services to pharmaceutical companies, universities, colleges, school districts, counties, municipalities, aerospace companies, hospitals, and other commercial properties. We presently only operate in the US, however, we are currently expanding to the UK.



OPTICS CONSULTING LLC

Exhibit A-14 Secretary of State

OC ID ----> 202116503468



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
06/15/2021	202116503468	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	0.00	0.00	0.00

Receipt

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

OPTICS CONSULTING, LLC
545 METRO PLACE SOUTH, SUITE 100
DUBLIN, OH 43017

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4697428

It is hereby certified that the Secretary of State of Ohio has custody of the business records for
OPTICS CONSULTING, LLC

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

Document(s)

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 06/14/2021

Document No(s):

202116503468



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
15th day of June, A.D. 2021.

Frank LaRose
Ohio Secretary of State

545 Metro Place South, Suite 100, Dublin, Ohio 43017



OPTICS CONSULTING LLC

Exhibit B-1 Jurisdiction of operations

Optics Consulting, LLC operates as a consulting company, currently not a broker. As noted in our Experience and Plan Section B-2, we are under contract with several Fortune 100 companies as their consultants. Due to Ohio requirements for Aggregations, we are required to register as a broker. We are actively serving customers as a consultant in the following states.

- California
- Connecticut
- Delaware
- Illinois
- Indiana
- Maryland
- Massachusetts
- New Jersey
- New York
- Ohio
- Pennsylvania
- Rhode Island
- Texas



OPTICS CONSULTING LLC

Exhibit B-2 Experience and Plans

Optics Consulting, LLC is an energy management and engineering company. Our energy management services include procurement, efficiency calculations and management, optimization, renewable energy offsets and the procurement of renewable energy directly and indirectly through virtual energy transactions. Our engineering capabilities are inclusive of site/civil and structural, mechanical and electrical design, and feasibility studies for energy efficiency and design build projects. The site/civil and structural engineering division is focused on highways, roadway, bridges and recreational walkways and bike paths.

At present time, OPTICS consulting represents clients of all market sectors including but not limited to, local and state government, pharmaceuticals, universities, hospitals, manufacturing, colleges, aerospace companies, housing authorities, and other non-profit entities. Optics Consulting, LLC was incorporated in February 2021 in the State of Delaware (see attached).

OPTICS Consulting LLC has never attempted to become a licensed broker in any state as we believe in working directly with our customers, which means being paid by them directly. Recently we have been requested by several cities and municipalities to handle their aggregations for natural gas and electricity. Based on conversations with PUCO, it was recommended we obtain our broker license.

OPTICS Consulting, LLC has experienced professionals including as a energy supplier, a public utility, an interstate gas pipeline company, energy buyer for fortune 100 company and consultants to fortune 100 companies. Our combined experiences ensure we can educate the consumer so they can make informed decisions. Our plan is to use our broker registration to help communities pursue and execute aggregation programs.



OPTICS CONSULTING LLC

Exhibit B-3 Disclosure of liabilities and investigations.

None



OPTICS CONSULTING LLC

Exhibit C-1. Financial Reporting

Optics Consulting, LLC is not a publicly traded company. SEC Filings are not applicable.



OPTICS CONSULTING LLC

Exhibit C-2. Financial Statements (Confidential, separately filed in seal)

Optics Consulting Profit and Loss Statements completed by Certified Public Account.
Provided under separate seal and marked confidential.



OPTICS CONSULTING LLC

Exhibit C-3. Forecasted financial statements. (Confidential, separately filed in seal)

Optics Consulting Two-year projected revenues for State of Ohio activities only as requested.

Preparer:

David M. Ferro, CEO
545 Metro Place South
Suite 100
Dublin, Ohio 43017
dave@opticsems.com
Mobile: 908-892-6958



OPTICS CONSULTING LLC

Exhibit C-4. Credit Rating

Not Rated



OPTICS CONSULTING LLC

Exhibit C-5. Credit Report (filed separate under seal)



OPTICS CONSULTING LLC

Exhibit C-8. Corporate Structure

Optics Consulting is Limited Liability Corporation with a single owner/member.

Single Member

David M. Ferro, CEO



OPTICS CONSULTING LLC

Exhibit C-9. Financial arrangements

Not applicable



OPTICS CONSULTING LLC

Exhibit D-1. Operations

Natural Gas broker/aggregator

Optics Consulting is currently operating as an energy and engineering consultant. We provide energy procurement services, energy efficiency feasibility studies, energy audits, energy optimization, volunteer demand side management strategies and engineering design work in the following disciplines, site/civil, transportation, mechanical, and electrical engineering. We are actively engaged with the largest energy suppliers in the country, NRG, Constellation, Energy Harbor, and Calpine energy services. Our customers enjoy access to our online energy platform which can issue requests for proposals (RFP's) in minutes, provide budget forecasts, monthly invoice reconciliations, benchmarking, dashboards and reporting. We believe in transparency.

Our strategy will enable aggregations and consumers of energy to better understand their energy costs and how to participate in the energy markets. We have unique energy contract structures, but ultimately design the contracts to meet the consumers risk tolerance. We offer dynamic and simple hedging solutions. We will not be operating as a Gas Marketer.



OPTICS CONSULTING LLC

Exhibit D-2. Operations expertise and key technical personnel.

David M. Ferro
CEO/Owner
545 Metro Place South
Suite 100
Dublin, Ohio 43017
908-892-6958
dave@opticsems.com

David M. Ferro has over 25 years of experience in the energy industry.

- Owner of Optics Consulting, LLC – energy management company 2021-Present
 - Network Operating Center (NOC) controlling power generation.
 - Energy Procurement services for Fortune 100 companies as a consultant
 - Engineering design and feasibility studies for energy efficiency projects and master planning services
 - Transportation Design Build
- Owner of SOBE Thermal Energy Systems, LLC – Public Utility registered with PUCO 2019 – Present
- Owner of Pennoni Associates, Inc. (ESOP) Director of Energy Management Services 2014-2021
 - Energy management services including procurement, efficiency, optimization.
- Hess Corporation -Retail Energy Supplier
 - National Sales Manager for all Commercial and Industrial clients, managed 25% of the revenues for oil, electricity and natural gas sales
 - Negotiated firm transportation contracts with pipelines and capacity release markets to meet customer demand.
 - Balanced and monitored all transportation agreements on 40 pipelines delivery gas to over 70 utilities in the US.
- Columbias Gas Transmission
 - Account manger for utilities and third-party suppliers
 - Responsible for teaching utilities and third-party suppliers how to use transportation assets on the interstate pipeline system
- Client Energy Management Services
 - Managed logistics for customer demand

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

4/27/2023 10:42:20 AM

in

Case No(s). 23-0471-GA-AGG

Summary: Application Optics Consulting LLC Application for Natural Gas
Broker/Aggregation electronically filed by Mr. David M. Ferro on behalf of Optics
Consulting LLC.