

Ontario Energy Board  
P.O. Box 2319  
2300 Yonge Street  
27<sup>th</sup> Floor  
Toronto ON M4P 1E4  
Telephone: 1-888-632-6273  
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Commission de l'énergie  
l'Ontario  
C.P. 2319  
2300, rue Yonge  
27<sup>e</sup> étage  
Toronto ON M4P 1E4  
Téléphone: 1-888-632-6273  
Télécopieur: (416) 440-7656

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JAN 28 2015



ONTARIO ENERGY BOARD

## Application for an Electricity Retailer Licence

| For Office Use Only |                |
|---------------------|----------------|
| Application Number  | EB - 2015-8022 |
| Date Received       | Jan 28/15      |

### 1. The Applicant

Legal Name of the Applicant : Bullfrog Power Inc.

Name to Appear on Licence: \_\_\_\_\_

Indicate if the name to appear on the licence is the same as the legal name.

Please note that if the name to appear on the licence is not the same as the legal name, the name on the licence must include the legal name of the applicant and the legal name must appear first. The "Name to Appear on Licence" will appear on the notice of application and on the licence.

Business Classification:

Sole Proprietor

Partnership

Corporation

Other (describe) \_\_\_\_\_

Date of formation or incorporation: December 10, 2004

Place of formation or incorporation: Toronto

Province/state Ontario

Country Canada

If the applicant is an individual, the applicant must be at least 18 years old.

If the applicant is an individual, is he or she at least 18 years old?

Yes

No

Not applicable - not an individual

## 2. Licence Primary Contact

As a condition of licensing, the licensee shall designate a person who will act as primary contact with the Board on matters related to the licence.

|                                      |                            |  |                              |         |
|--------------------------------------|----------------------------|--|------------------------------|---------|
| Mr. <input checked="" type="radio"/> | Mrs. <input type="radio"/> | Last Name  | First Name                   | Initial |
| Miss <input type="radio"/>           | Ms. <input type="radio"/>  | Seftel   | Ron                          |         |
| Other <input type="radio"/>          |                            | Title/Position   |                              |         |
|                                      |                            | Senior Vice President, Operations                        |                              |         |
|                                      |                            | Company Name if different from Name to Appear on Licence |                              |         |
|                                      |                            |  |                              |         |
| Licence Primary Contact Address:     |                            |  |                              |         |
| 366 Adelaide St W, Suite 701         |                            |  |                              |         |
| City                                 | Province/State             | Country  | Postal/Zip Code              |         |
| Toronto                              | Ontario                    | Canada   | M5V 1R9                      |         |
| Phone Number                         | Toll Free (if available)   | Fax Number   | E-mail Address               |         |
| 416-360-3464 ext 211                 | 877-360-3464 ext 211       | 416-360-8385   | ron.seftel@bullfrogpower.com |         |

If the above address is not in Ontario, the applicant must also provide contact information for service purposes in the province of Ontario. Applicants whose offices are not located in Ontario may provide the address of an agent (an individual who is a resident of Ontario and is at least 18 years old, or a corporation that has its head office or registered office in Ontario) as the address of service.

|  |                            |  |                |         |
|--|----------------------------|--|----------------|---------|
| Mr. <input type="radio"/>  | Mrs. <input type="radio"/> | Last Name  | First Name     | Initial |
| Miss <input type="radio"/>   | Ms. <input type="radio"/>  |  |                |         |
| Other <input type="radio"/>  |                            | Title/Position   |                |         |
|  |                            |  |                |         |
|  |                            | Company Name if different from Name to Appear on Licence |                |         |
|  |                            |  |                |         |
| Address for Service in Ontario (if different than the Licence Primary Contact Address above) |                            |  |                |         |
|  |                            |  |                |         |
| City   | Province                   | Postal Code  |                |         |
|  | ONTARIO                    |  |                |         |
| Phone Number   | Toll Free (if available)   | Fax Number   | E-mail Address |         |
|  |                            |  |                |         |

### 3. Application Primary Contact

Indicate if same as above. If yes, proceed to section 4.

The primary contact for the licence application may be a person within the applicant's organization other than the licence primary contact noted above. An applicant may also choose to designate a consultant, lawyer, etc. to be the primary contact for the licence application. The Board will communicate with this person during the course of the application but with the licence primary contact after a licence is issued.

|  |                            |                      |                      |                      |
|--|----------------------------|----------------------|----------------------|----------------------|
| Mr. <input type="radio"/>                                | Mrs. <input type="radio"/> | Last Name            | First Name           | Initial              |
| Miss <input type="radio"/>                               | Ms. <input type="radio"/>  | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Other <input type="radio"/>                              | <input type="text"/>       | Title/Position       |                      |                      |
| <input type="text"/>                                     |                            |                      |                      |                      |
| Company Name if different from Name to Appear on Licence |                            |                      |                      |                      |
| <input type="text"/>                                     |                            |                      |                      |                      |
| Application Primary Contact Address:                     |                            |                      |                      |                      |
| <input type="text"/>                                     |                            |                      |                      |                      |
| City   | Province/State             | Country              | Postal/Zip Code      |                      |
| <input type="text"/>                                     | <input type="text"/>       | <input type="text"/> | <input type="text"/> |                      |
| Phone Number   | Toll Free (if available)   | Fax Number           | E-mail Address       |                      |
| <input type="text"/>                                     | <input type="text"/>       | <input type="text"/> | <input type="text"/> |                      |

### 4. Customer Complaint or Inquiries Primary Contact

Provide contact information of the person to whom correspondence or communication regarding customer complaints or inquiries should be addressed. The mailing address should be in Ontario and the telephone number should be listed in Ontario. If the applicant intends to retail electricity to low-volume consumers (annually consuming less than 150,000 kilowatt hours of electricity), the applicant should also provide a telephone number which may be reached by the general public without a charge.

|  |                            |                |                              |                      |
|--|----------------------------|----------------|------------------------------|----------------------|
| Mr. <input checked="" type="radio"/>                     | Mrs. <input type="radio"/> | Last Name      | First Name                   | Initial              |
| Miss <input type="radio"/>                               | Ms. <input type="radio"/>  | Seftel         | Ron                          | <input type="text"/> |
| Other <input type="radio"/>                              | <input type="text"/>       | Title/Position |                              |                      |
| Senior Vice President, Operations                        |                            |                |                              |                      |
| Company Name if different from Name to Appear on Licence |                            |                |                              |                      |
| <input type="text"/>                                     |                            |                |                              |                      |
| Customer Complaint or Inquiries Primary Contact Address: |                            |                |                              |                      |
| 366 Adelaide St W, Suite 701                             |                            |                |                              |                      |
| City   | Province                   | Postal Code    |                              |                      |
| Toronto  | ONTARIO                    | M5V 1R9        |                              |                      |
| Phone Number   | Toll Free                  | Fax Number     | E-mail Address               |                      |
| 416-360-3464 ext 211                                     | 877-360-3464 ext 211       | 416-360-8385   | ron.seftel@bullfrogpower.com |                      |

## 5. Type of Application

New licence

Renewal, please provide the licence number and expiry date of the existing licence

Licence Number: ER- 2010-0063      Expiry Date: June 17, 2015

## 6. Trade Names

The electricity retailer licence authorizes the licensee to conduct business using the name under which the licence is held. It also provides for the use of trade names by the licensed electricity retailer.

Does the applicant intend to use trade names?

Yes, provide a list of trade names the applicant intends to use in the space provided below.

No, proceed to 7.

|                |
|----------------|
| Bullfrog Power |
|                |
|                |
|                |

## 7. Applicant's Licensing Status and History

(a) Has the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) ever been licensed by the Ontario Energy Board? (the *Business Corporations Act* definition for affiliate can be found at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca)).

Yes, provide details of current and expired licences in the table below.

No, proceed to 7(b).

| Licensee Name  | Relation to the applicant<br>(e.g., applicant itself, affiliate, partner...etc.) | Licence Number |
|----------------|--|----------------|
| Bullfrog Power | applicant itself   | ER-2010-0063   |
| Bullfrog Power | applicant itself   | EW-2010-0244   |
| Bullfrog Power | applicant itself   | GM-2011-0064   |
|                |  |                |
|                |  |                |
|                |  |                |

(b) Does the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) have any other application(s) before the Ontario Energy Board?

Yes, provide details in the table below.

No, proceed to 7(c).

| Applicant Name | Type of Application | Ontario Energy Board File Number<br>(if applicable) |
|----------------|---------------------|---|
|                |                     |   |
|                |                     |   |
|                |                     |   |

(c) Has the applicant, an affiliate of the applicant, or an associated entity (e.g., a partnership or limited partnership) ever undertaken licensed energy sector activity in any other jurisdiction within North America?

Yes, provide details of current and expired licences in the table below

No

| Company Name | Jurisdiction | Business Activity | Name of Licensing Body | Licence/Registration No. |
|--------------|--------------|-------------------|------------------------|--------------------------|
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |
|              |              |                   |                        |                          |

### 8. Officers, Directors and Key Individuals

(a) If the applicant is a corporation, provide as a separate attachment a list of all officers and directors, including name and title.

(b) Provide a list of key individuals below. The individuals listed must be the individuals that are responsible for the following functions for the applicant: regulatory requirements and conduct, financial matters and technical matters. These key individuals may include the Chief Executive Officer, the Chief Financial Officer, other officers, directors and proprietors.

**Note: Please list a minimum of three key individuals. If unable to provide a minimum of three, please explain.**

| Name of Key Individual | Title/position within applicant's business (or identify company if not the applicant's business) |
|------------------------|--|
| Greg Kiessling         | Executive Chairman   |
| Peter Melanson         | Chief Executive Officer  |
| Ron Seftel             | Senior Vice President, Operations  |
|                        |  |

## 9. Intended Services and Markets

(a) Intended Services: please identify which of the following services the applicant intends to offer. You may select as many as applicable.

- to sell or offer to sell electricity to low-volume consumers (annually consuming less than 150,000 kilowatt hours of electricity) in Ontario.
- to sell or offer to sell electricity to large-volume consumers (annually consuming more than 150,000 kilowatt hours of electricity) in Ontario.
- to act as an agent or broker for a retailer with respect to the sale or offering for sale of electricity to large-volume consumers, or as an agent or broker for large-volume consumers with respect to the sale or offering for sale of electricity in Ontario.
- to act as an agent or broker for a retailer with respect to the sale or offering for sale of electricity to low-volume consumers, or as an agent or broker for low-volume consumers with respect to the sale or offering for sale of electricity in Ontario.

Is the applicant currently providing any of the above listed services?

- Yes, provide a list of the services the applicant is currently providing.

Sell or offer to sell electricity to low-volume consumers

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- No, indicate when the applicant intends to provide these services.
- 
- 

(b) Wholesale Market Participation: does the applicant intend to operate in the IESO-administered markets and settle bilateral contracts through the IESO?

- Yes
- No, please explain how the applicant intends to participate.

Bullfrog maintains bilateral contracts with renewable power generators outside of the IESO-administered markets

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(c) Retail Market Participation: does the applicant intend to settle the wholesale market cost of electricity consumed by its customers through a distributor's settlement system?

- Yes
  - No, please explain how the applicant intends to participate.
- 
-

## 16. Notice

The Board is authorized, under section 4.14 of the *Ontario Energy Act, 1998*, to collect personal information for the purpose of carrying out its duties and exercising its powers under the *Ontario Energy Board Act, 1998* or any other Act.

The information provided both on this form and attached to this form is being collected by the Board for the purpose of determining whether the applicant is qualified to receive the licence for which it is applying.

In order to verify the information on this form and/or determine whether the applicant is qualified to receive the licence for which it is applying, it may be necessary for the Board to collect additional information from some or all of the following sources: federal, provincial/state, or municipal governments; licensing bodies; law enforcement agencies; credit bureaus; and banks. Only information relevant to the application or the Board's determination of the application will be collected by the Board.

The public official who can answer questions about the collection of the information is:

Board Secretary  
Ontario Energy Board  
P.O Box 2319  
2300 Yonge Street, 27<sup>th</sup> Floor  
Toronto, ON  
M4P 1E4




Tel: 416-481-1967 or 1-888-632-6273

Applicants are reminded that the Board is subject to the *Freedom of Information and Protection of Privacy Act* ("FIPPA"). FIPPA addresses circumstances in which the Board may, upon request, be required to release information that is in its custody or under its control, and generally prohibits the Board from releasing personal information. "Personal Information" has the meaning given to it under FIPPA.

## 17. Certification and Acknowledgement

- (a) I certify that the information contained in this application and in the documents provided are true and accurate.
- (b) I understand and acknowledge that, as a licenced electricity retailer, I must provide information as the Board may require from time to time.
- (c) I understand and acknowledge that, as a licenced electricity retailer, I may have to meet requirements to disclose information to consumers in accordance with any government regulation made or standard set by the Board.
- (d) I understand and acknowledge that the issuance of an electricity retailer licence does not guarantee accreditation by the Independent Electricity System Operator (IESO) or distributors.
- (e) I understand and acknowledge that, if I intend to operate in the IESO administered markets and settle bilateral contracts through the IESO, I may have to post security (i.e., financial guarantee bond, security deposit) with the IESO to meet its prudential requirements.
- (f) I understand and acknowledge that, if I choose to settle the wholesale cost of electricity consumed by my customers through a distributor's settlement system, I may have to meet prudential requirements set out in the Retail Settlement Code.

(g) I understand and acknowledge that, as a licensed electricity retailer, I must enter into a service agreement with the distributor before registering customers in a distributor's service area.

| Name           | Signature   | Date             |
|----------------|---|------------------|
| GREG KIESSLING |  | JAN 21, 2015     |
| PETER MERTUSON |  | JAN 21, 2015     |
| RON SEFTAL     |  | JANUARY 21, 2015 |
|                |   |                  |
|                |   |                  |

Must be signed by:

- (a) the proprietor or by at least one partner, officer or director of the organization; and
- (b) each key individual identified in section 8(b)