

Ontario Energy
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JUL 29 2019

ONTARIO ENERGY BOARD



Application for an Electricity Retailer Licence

For Office Use Only	
Application Number	EB - 2019-0192
Date Received	July 29/19

1. The Applicant

Legal Name of the Applicant : Jupiter Energy Advisors Inc.

Name to Appear on Licence: Jupiter Energy Advisors Inc.

☒ 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: January 23, 2019

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 OEB on matters related to the licence.

Mr. <input type="radio"/> Mrs. <input checked="" type="radio"/> Miss <input type="radio"/> Ms. <input type="radio"/> Other <input type="radio"/> _____	Last Name	First Name	Initial
	Young	Valerie	J M
	Title/Position		
	Director, Regulatory Affairs and Government Relations		
Company Name if different from Name to Appear on Licence			

Licence Primary Contact Address:

10 Four Seasons Place, Suite 802

City	Province/State	Country	Postal/Zip Code
Toronto	Ontario	Canada	M9B 6H7

Phone Number	Toll Free (if available)	Fax Number	E-mail Address
416-622-9449, ext 104		416-622-9797	valerie.young@askJupiter.ca

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"/> Miss <input type="radio"/> Ms. <input type="radio"/> Other <input type="radio"/> _____	Last Name	First Name	Initial
	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 OEB 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 type="radio"/>	Mrs. <input checked="" type="radio"/>	Last Name	First Name	Initial
Miss <input type="radio"/>	Ms. <input type="radio"/>	Young	Valerie	J M
Other <input type="radio"/>	<input type="text"/>	Title/Position		
		Director, Regulatory Affairs and Government Relations		
		Company Name if different from Name to Appear on Licence		
		<input type="text"/>		
Customer Complaint or Inquiries Primary Contact Address:				
10 Four Seasons Place, Suite 802				
City		Province	Postal Code	
Toronto		ONTARIO	M9B 6H7	
Phone Number	Toll Free	Fax Number	E-mail Address	
416-622-9449, ext 104	<input type="text"/>	416-622-9797	valerie.young@askJupiter.ca	

5. Type of Application

- ☒ New licence
- ☐ Renewal, please provide the licence number and expiry date of the existing licence

Licence Number: ER- _____ Expiry Date: _____

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.

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 OEB? (the *Business Corporations Act* definition for affiliate can be found at 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 (e.g., applicant itself, affiliate, partner...etc.)	Licence Number
PLEASE SEE ATTACHED TABLE		

7. APPLICANT'S LICENSING STATUS AND HISTORY – RESPONSE TO (a)

NOTE: The principals of Aagent Energy Advisors Inc. and E2 Energy Inc. have together formed **Jupiter Energy Advisors Inc.**, the applicant in this licence application. The table below sets out the licensing history for Aagent Energy Advisors and E2 Energy.

Licensee Name	Relation to the Applicant	Licence Number
Aagent Energy Advisors Inc.	See NOTE above	ER-2016-0287 (Expires Dec 20/21)
Aagent Energy Advisors Inc.	See NOTE above	ER-2011-0379
Aagent Energy Advisors Inc.	See NOTE above	ER-2006-0312
Aagent Energy Advisors Inc.	See NOTE above	ER-2002-0234
E2 Energy Inc.	See NOTE above	ER-2016-0319 (Expires Dec 20/21)
E2 Energy Inc.	See NOTE above	ER-2011-0437
E2 Energy Inc.	See NOTE above	ER-2006-0292
E2 Energy Inc.	See NOTE above	ER-2001-0804

- (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 OEB?

☐ Yes, provide details in the table below.

☒ No, proceed to 7(c).

Applicant Name	Type of Application	Ontario Energy Board File Number (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)
Scott A. Walker	Principal, President and CEO
John W. Voss	Principal
Valerie J. M. Young	Director, Regulatory Affairs and Government Relations

8. OFFICERS, DIRECTORS, AND KEY INDIVIDUALS - RESPONSE TO (a)

JUPITER ENERGY ADVISORS INC.

**Application for Electricity Retailer Licence
(Agent Only, Large Volume Consumers Only)**

List of Officers / Key Individuals

Scott A. Walker	Principal, President and CEO
John W. Voss	Principal
Valerie J.M. Young	Director, Regulatory Affairs and Government Relations

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.

Please see attached page.

- ☐ 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.

Please see attached page.

(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.

As procurement agent for its clients, settlement is the responsibility of the supplier (retailer) of the actual commodity

9. INTENDED SERVICES AND MARKETS – RESPONSE TO (a) and (b)
11. CORPORATE ORGANIZATION – RESPONSE TO (b)

Description of current business activities

Jupiter Energy Advisors provides advisory and support services in energy procurement. Jupiter acts as agent or advisor only for its clients. Jupiter assists large-volume energy end-users in the commercial, industrial, and institutional sectors, to develop and implement energy supply plans. Jupiter supports its clients with advice and analysis about the structure of supply portfolios, the negotiation of supplier contracts, the future direction of prices, and the development of energy supply budgets and purchase targets. The company's expertise for electricity cost management includes procurement strategies, load displacement generation, battery storage and demand management. Jupiter also administers supply contracts for its clients and provides invoice verification and cost reporting.

Acting as agent, Jupiter purchases electricity on behalf of its large-volume end-use clients in Ontario including universities, municipalities, school boards and hospitals. Procurement amount, type, term and pricing are predetermined with client approval. All purchases are made via competitive solicitation of the supplier community. From time to time, some of the company's clients are required to sell some of their pre-purchased or self-generated electricity to the market.

Jupiter receives its compensation directly from its clients and does not accept third-party or supplier commissions or compensation.

Jupiter has a staff of 18 people with a broad range of experience in energy supply procurement and management, as well as energy regulation and energy deregulation.

For additional information on the company's services, please refer to the company's web site at www.askjupiter.ca