



December 6, 2017

New Hampshire Public Utilities Commission
Debra Howland, Executive Director
21 South Fruit Street, Suite 10
Concord, N.H. 03301-2429



Re: HomeADE, LLC
Initial Notice, Registration, and Application As An Aggregator

Dear Ms. Howland:

Enclosed for filing are an original and two copies of the Initial Notice, Registration, and Application As An Aggregator of HomeADE, LLC along with a check in the amount of \$250.00 made payable to the State of New Hampshire as the filing fee.

A description of the applicant's Software as a Service (SaaS) is attached to the filing as Exhibit B.

An organizational chart of the applicant's corporate structure and brief biographies of key staff are attached to the filing as Exhibit C.

Applicant is currently licensed to provide its service by the regulatory bodies of Maryland, Pennsylvania, New Jersey, Illinois, New York, and Texas. It has applications pending (or soon pending) in the District of Columbia, Massachusetts, Connecticut, Ohio, New Hampshire, Rhode Island, Delaware, and Maine.

Please call me if you have any questions about this filing.

Very truly yours,

A handwritten signature in blue ink, appearing to read "R Peusch".

Ryan Peusch
President & CEO

**Before The
New Hampshire Public Utilities Commission
Concord, N.H. 03301-2429**

**Initial Notice, Registration, and Application
of HomeADE, LLC
As An Aggregator**

Pursuant to Part Puc 2003.4 (relating to procedure for initial filing of notice by aggregators), HomeADE, LLC gives notice to the Commission and registers as follows:

1. The legal name of the applicant as well as any trade name(s) under which it intends to operate in New Hampshire:

HomeADE, LLC a Maryland Limited Liability Company incorporated on April 24, 2014.

2. The applicant's business address, telephone number, e-mail address and website address, as applicable:

Business Address: 434 N. Front Street

Telephone number: (443) 710-1920

E-mail address: info@zentility.com

Website address: www.zentility.com

3. The name(s), title(s), business address(es), telephone number(s), and e-mail address(es) of the applicant if an individual or of the applicant's principal(s), if the applicant is anything other than an individual:

Ryan Peusch, President & CEO, 434 N. Front Street, Lemoyne, PA 17043; (443) 710-1920; ryan@zentility.com

Craig Tobe, Chief Technology Officer, 434 N. Front Street, Lemoyne, PA 17043; (443) 710-1920; craig@zentility.com

4. The telephone number of the customer service department or the name, title, telephone number and e-mail address of the customer service contact person of the applicant, including toll free telephone numbers if available:

Ryan Peusch, President & CEO
(443) 710-1920

(877) 563-4483 (toll free)
ryan@zentility.com

5. A copy of the applicant's authorization to do business in New Hampshire from the Secretary of State, if anything other than an individual:

See Attachment A hereto.

6. Description of the geographic areas of New Hampshire in which the applicant intends to provide service, consistent with Puc 2006.01(a)(10):

Applicant intends to serve the utility franchise areas of all four electric distribution companies operating in New Hampshire—Eversource Energy, Liberty Utilities, Unitil Energy Systems, Inc., and the New Hampshire Electric Cooperative, Inc.

7. A statement that the applicant is not representing any supplier interest or a listing of any supplier interest the applicant intends to represent:

Applicant does not represent any supplier interest. See Attachment B for a description of HomeADE's Software as a Service (SaaS).

8. Payment in the amount of \$250.00 as provided in Part 2003.04(d) is attached for the filing fee and is payable to the State of New Hampshire.



Ryan Peusch, President & CEO
HomeADE, LLC

Date: December 6, 2017

ATTACHMENT A
Applicant's Authorization To Do Business in New Hampshire

State of New Hampshire
Department of State

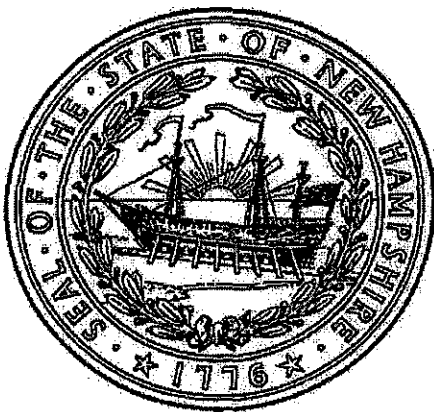
CERTIFICATE OF EXISTENCE

OF

HOMEADE, LLC

This is to certify that **HOMEADE, LLC** is registered in this office as a **Maryland Limited Liability Company** to transact business in New Hampshire on 11/20/2017 4:30:00 PM.

Business ID: **783002**



IN TESTIMONY WHEREOF,
I hereto set my hand and cause to be affixed
the Seal of the State of New Hampshire,
this 20th day of November A.D. 2017.

A handwritten signature in black ink, appearing to read "William M. Gardner".

William M. Gardner
Secretary of State

ATTACHMENT B
HomeADE, LLC
Description of Its Software as a Service (SaaS)



By making free application-based software ("Software as a Service" or SaaS) available to its users on their mobile Apple or Android devices or desktop computer, Zentility facilitates the sale and purchase of electricity between customers and several state-licensed electricity suppliers by means of an energy platform that allows the suppliers to bid competitively on the customer's electricity load.

The company is paid a small fee per kilowatt hour by the supplier only if a customer and supplier contract through Zentility's energy platform. The fee (usually 1 mil or less) is typically 60-90% below the per kilowatt hour commissions charged by energy brokers, and, uncommon in the industry, Zentility discloses its fee to the customer up front as a part of all supplier price bids.

A customer need only provide Zentility with ongoing access to its usage and bill data, which is shared with state-licensed suppliers for bidding purposes but is otherwise kept confidential.

Using a "rolling competitive bid process," the software assists customers to purchase electricity at the best price and term, as marketplace conditions exist at the initial contracting time, from state-licensed competitive suppliers, by soliciting bids from suppliers on the energy platform, reviewing offers and terms submitted, and making a report and recommendation to the customer (who is under no obligation to accept any supplier's offer or Zentility's recommendation).

With the report and recommendation, the software provides the recommended supplier's contract, which can be downloaded if desired. The customer may request different parameters or contract terms by dealing directly with the supplier. If the contract is accepted as presented, the new supplier notifies the customer's electric distribution company (EDC) of the switch (and the EDC usually notifies the replaced supplier and verifies the switch with the customer to ensure "slamming" has not occurred).

Uniquely, the software then constantly monitors the marketplace and re-solicits bids if it determines that a more economically advantageous rate and term may be available midway in the contract term, even with payment of an early termination fee. If a bid is received that is better than the customer's current contract terms, the software makes a recommendation to the customer to accept it (but, again, the customer is under no obligation to do so).

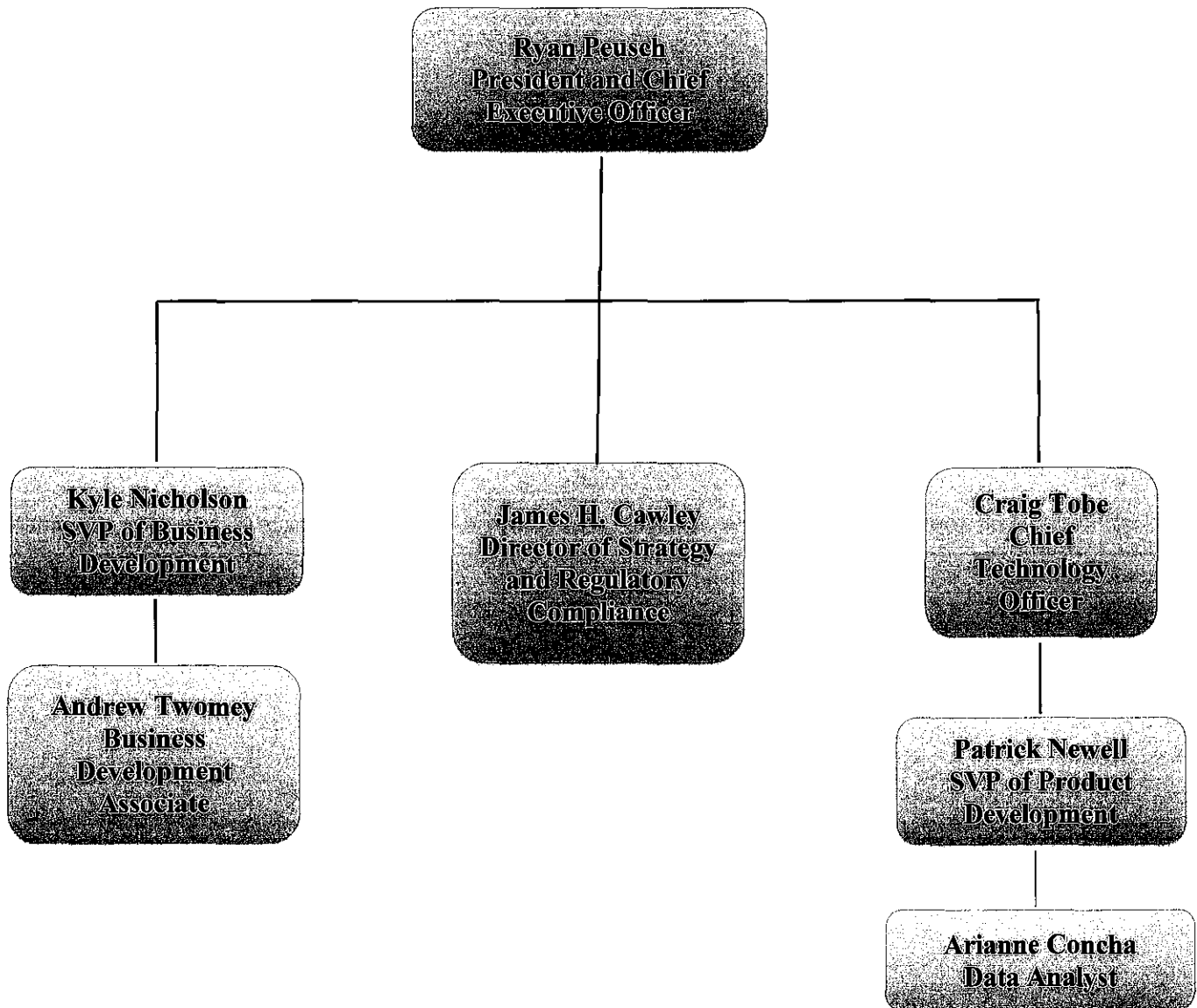
Customers are given the option to remain active by approving, disapproving, or seeking to modify every Zentility recommendation, or to engage an "auto pilot" feature that authorizes the company to act on its behalf to make supplier changes without gaining approval each time.

After querying the customer on its individual circumstances, the software also provides energy efficiency and conservation recommendations and checks customers' electric bills for accuracy.

ATTACHMENT C – BIOGRAPHIES OF KEY STAFF

HomeADE, LLC

Organizational Structure



Ryan Peusch

Ryan Peusch is energy veteran with over 10 years of energy knowledge and expertise. Before starting HomeADE, LLC, Peusch was a successful Business Development Manager working for Constellation Energy before and after it merged with Exelon, the largest energy company in the United States. He was responsible for bringing new, highly technical energy products to market, and developed lasting relationships with customers. He has a highly technical background in high-level energy sales, having dealt with Fortune 500 companies on a regular basis.

- High level of product, and industry knowledge, having helped to drive a consistent level of sales excellence for his sales team. He has performed at a high level in the energy industry for over 10 years.
- At Constellation Energy, Peusch sold a variety of technical solutions, including electricity, natural gas, solar, energy efficiency, and demand response products, to high-level, market-leading companies.
- Peusch is highly trained on cutting edge energy products and services.
- At Exelon, Peusch brought to market new technologies with the implementation of new energy software systems in large commercial real estate organizations in the District of Columbia. He helped to increase customer retention, and he enabled customers to better manage their facilities, which resulted in increased profitability.
- Peusch managed an extensive territory: MD, PA, DC, CT, NY, IL, TX, and NJ. Within this territory, Peusch helped to increase Exelon (Constellation Energy) brand awareness and provided value to all of his customers.

Overall, Peusch dedicated himself while at Exelon (Constellation Energy) to bringing transparent energy solutions to his customers at all times. He realized that the energy market was full of people who did not have their customers' best interest in mind, and he set out to help his customers to manage their costs and risks down over time. His goal with HomeADE, LLC is the same.

James H. Cawley

James H. Cawley is a 1967 graduate of St. Bonaventure University and a 1970 graduate of Notre Dame Law School. He began his legal career in 1970 as one of the seven original law clerks serving the judges of the newly-created Commonwealth Court of Pennsylvania. He was later appointed Majority Counsel to the Pennsylvania Senate Consumer Affairs Committee where he drafted several major amendments to Pennsylvania's public utility laws and assisted with codification of those laws. In 1977, he was appointed Chief Counsel to the Senate Majority Floor Leader. Thereafter, he was twice nominated and confirmed as a member of the Pennsylvania Public Utility Commission, serving from November 1979 until September 1985. He then practiced law with a concentration on administrative law and appellate practice. His clients included a wide array of public utilities and competitive telephone, electric and natural gas providers.

He has been Adjunct Professor of Administrative Law at Widener University School of Law since 1994. In 2009, he received the school's Adjunct Faculty Distinguished Service Award. For many years, he has been a faculty member of Pennsylvania Bar Institute courses on appellate advocacy, public utility law and ethics. In 2016, he was honored by his administrative law peers with the James S. Bowman Award given by the Pennsylvania Bar Association's Administrative Law Section for lifetime excellence in administrative law and for mentoring younger members of the bar.

Cawley returned to the Commission in June, 2005, serving as both Vice Chairman and Chairman overseeing the independent agency with a \$75 million annual budget and 500 employees located in four locations throughout Pennsylvania. He received an additional term that ended when his successor took office on September 30, 2015.

On January 27, 2010, he was appointed by the Federal Communications Commission to serve as one of the four state utility regulators on the Federal-State Joint Board for Universal Service created by Congress in 1996 to ensure the availability of telecommunications services throughout the nation. He was elected State Chairman of the Board in January 2011, and reappointed to the Board in July 2013. He resigned coincident with the end of his Pa. Public Utility Commission term.

Cawley became HomeADE, LLC's Director of Strategy and Regulatory Compliance in March, 2016.

Kyle Nicholson

Kyle Nicholson is HomeADE's Senior Vice President of Business Development.

Since graduating from George Washington University with a BA in Entrepreneurship and Marketing, Kyle has been involved in start-ups and investment projects throughout a wide variety of industries, from Internet technology to Special Education Services.

Prior to joining HomeADE, LLC he operated a Sales and Use Tax Recovery firm and served as a managing partner at a lighting retrofit company that helped its customers benefit from energy savings achieved by upgrading their facilities to more energy efficient lighting.

He continues his oversight of a number of early stage investments for a small family-owned investment firm.

Andrew Twomey

Andrew Twomey is an entrepreneur specializing in the electrical industry. He attended Lebanon Valley College and received a degree in Business Management. His post college career includes experience as a management level employee at Consolidated Electrical Distributors, one of the largest electrical distributors in the United States, where he spent eight years gaining experience and knowledge in the electrical field.

In 2012, he founded Welkin Consultants, which specializes in sales and use tax recovery services and commercial energy brokerage.

Craig Tobe

Craig Tobe is HomeADE's Chief Technology Officer and Senior Architect specializing in developing and scaling client/server applications. He has contributed to the success of major applications at companies like eBay, Constant Contact, FINRA, NPR, American Red Cross, and many others across the finance, e-commerce, marketing, and media sectors. He has been writing software for energy software companies for many years.

Patrick Newell

Patrick Newell is HomeADE's Vice President of Product Development. He brings over 10 years of experience in enterprise software development across a variety of industries. His responsibilities include product delivery, development team management, and IT operations.

Joseph Patanella

Joseph Patanella is HomeADE, LLC's key advisor based on his 18 years as a technologist with the National Security Agency (NSA) and entrepreneurial business experience throughout his federal government career. He founded TrustWave, a leading information security company in 1998, and grew it to over 300 employees and \$60 million in annual revenue. The company was acquired by Singapore Communications.