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Illinois Commerce Commission

NOV 02 2009

Save Wave Energy, LLC. :  
:  
Application for Licensure of :  
Agents, Brokers, and Consultants :  
under Section 16-115C :  
of the Public Utilities Act. :

Docket No. 09-0496

FINANCIAL ANALYSIS  
DIVISION

APPLICATION

Save Wave Energy, LLC. ("Save Wave Energy, LLC. "), hereby requests that the Illinois Commerce Commission ("Commission") grant it a license pursuant to Section 16-115C of the Public Utilities Act ("Act"). In support of its application, Save Wave Energy, LLC. states as follows:

GENERAL

1. Save Wave Energy, LLC. 's name and street address.

Save Wave Energy, LLC.  
1238 N Cleaver St.  
Suite 300  
Chicago, IL 60642.

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COMMERCE COMMISSION

2. Related Information:

- Type of business entity: Limited Liability Company (LLC)
- Jurisdiction in which and under whose laws business entity was created: State of Illinois, County of Cook
- Other names under which Save Wave Energy, LLC. does business (D/B/A): none

3. Contact Persons for the following:

- a) issues related to processing this application: Nicholas Timmons. Partner and Director of Operations. 27199 State Route 1, Danville, IL, 61834. (708)-691-2953. ntimmons@savewaveenergy.com.
- b) issues related to complaint resolution: Christopher Gersch. Managing Partner and President. 550 West Washington Blvd., Suite 1150C, Chicago, IL, 60642. (847)-962-5327.

4. Description of Save Wave Energy, LLC. 's business:

Save Wave Energy's main purpose and founding principal is built upon a singular concept: saving Illinois consumers money on their energy spend. The company has built a unique, three tiered business model towards achieving that aforementioned end.

The first tier is centered upon energy procurement and leveraging the power of the free market to help power users in Illinois pay less for the energy they use. We have developed relationships with and received licenses from many of the largest suppliers operating in the State, like GDF Suez Energy Resources NA, Inc. and Direct Energy Business, LLC., among others. Much like LendingTree.com for the loan business, Save Wave Energy takes consumers' demand for energy usage and allows it to be supplied by the firm that provides the most value to the client. The consumer is allowed to determine what matters most to them and makes the most sense strategically for their own idiosyncratic situation. Through Save Wave Energy Illinois power users are able to watch suppliers compete for their business on such things as price, the most lenient tolerance bands, the best fit tailoring of pricing to a particular energy demand profile, the length of fixed price, reputation, and just about nuance or detail germane to the energy markets in Illinois. And again the entire point is to save consumers money on their energy spend through the power of choice in the free market. This is the first side of the coin.

The second part of the coin, and the second tier of the business model, is related to energy efficiency, or helping consumers use less energy. We have developed a strong strategic alliance with Lime Energy Co., a publicly traded efficiency firm and one of the fastest growing companies in Illinois. We liaise between them and our clients in order to implement demand reduction projects. And with the expertise and network of the partners, Save Wave Energy is able to help find out how to cost effectively finance the capital upgrades - arranging rebates from the LDC for purchases of energy efficient equipment, low cost access to money, helping line up tax incentives from the Federal and State Governments, and the like. The result is usually a capital upgrade project that employs local contractors and jobs, that is cash-flow neutral since the energy savings can many times pay to service the loan, and that represents a vast reduction of the individual carbon footprint of the consumer's home or business. This is what it means to "greensize" one's energy strategies and consumption patterns, with saving money the ultimate end goal.

The third tier of the business is the relationship Save Wave Energy has developed with General Supply and Services, Inc., formerly GE Supply, and our online presence. This gives us access to a vast catalogue of energy efficient products of top echelon quality; which we will soon make available for purchase on our website. Save Wave

Energy plans to continue to build out its web presence with continued Search Engine Optimization, a forum for energy and environmentally conscious people to join in community, a blog with top quality writing providing a platform for education and for people to obtain knowledge about a wide variety of things that are of vital importance in the energy sphere, and the like. Save Wave Energy is working to make its website, <http://www.savewaveenergy.com>, a go-to destination for all people, particularly those located in the "forward thinking about energy" category. Helping consumers gain access to a whole range of the most efficient energy products at competitive prices will play a big part in achieving our aims for Save Wave Energy's web presence.

Those are the three tiers of the firm, the three prongs to the thesis that is Save Wave Energy, LLC. And they are all built and continually being improved upon in order to accomplish one thing: lowering the amount energy users pay when meeting their demand for energy.

5. A statement in support of application, supporting documents, and schedules containing information showing that the Save Wave Energy, LLC. meets the requirements of Section 16-115C of the Act:

Save Wave Energy, LLC. has invented a new concept, called "Rightcycling," which encompasses in a word the entirety of our Model. We simply want to do our part to create greater efficiencies in the Illinois free energy markets with a rightcycling ethic. This entails saving consumers money on their energy cost burdens through demand reduction by energy efficiency programs and sophisticated energy procurement consultation. If enough people "greensize" their energy consumption habits, then it has very positive implications for the overall reduction of our national carbon footprint. We seek simply to be able to continue on with our mission of serving Illinois energy consumers, and by doing so, we come to the matter of complying with new regulations. We heartily submit ourselves to the Rule of Law and humbly wish to be granted a license.

In order to demonstrate our intentions as outlined above, Save Wave Energy, LLC. has included within this application a number of different things to support our petition. There are detailed biographical affidavits to show that Save Wave Energy has the personnel in key positions of its organizational chart which meet and exceed the Managerial and Technical Requirements that must be satisfied for licensure. There are certifications that Save Wave Energy and anyone who acts on its behalf will be in compliance with all current laws and all regulations of the Illinois Commerce Commission. There is an organizational filing which shows that Save Wave Energy, LLC. is in good standing as a domestic limited liability company in the State of Illinois, and that we have been incorporated since December 1, 2005. Please See Attachment 1 Exhibit 1, added at the end of the application. This, above all, shows that Save Wave

Energy desires to be in perfect compliance with all current and future law. **There is also a financial performance bond we have obtained and submitted that is attached to the application which demonstrates our compliance with the financial licensing requirements.** And there is the good faith best effort that was put into making this application as rigorously adherent to the standards of the Commission as possible.

6. The name, address, telephone number, any facsimile number and any e-mail address of Save Wave Energy, LLC's agent registered with the Illinois Secretary of State.

Daniel P. Jackson  
The Gloor Law Group, LLC  
225 W. Wacker Drive, Suite 1700  
Chicago, IL 60606  
312.752.3762 (direct)  
312.752.3763 (direct fax)  
312.752.3700 (main)  
312.752.3701 (main fax)  
[djackson@gloorlaw.com](mailto:djackson@gloorlaw.com) (email)

This information shall be kept current and any change regarding the licensee shall be reported within 15 days after the change occurs. The required information shall be filed with the Chief Clerk of the Commission at its Springfield office.

7. Save Wave Energy, LLC. certifies that it:
- a) is licensed to do business in the State of Illinois and is in compliance with all other applicable laws, regulations and Commission rules and orders;
  - b) shall comply with all terms and conditions required by Section 16-115C of the Act;
  - c) shall ensure any person who acts on behalf of the entity will comply with all sections of Part 454 applicable to the function or functions to be performed;
  - d) shall remain in compliance with the provisions of the Act and Part 454;
  - e) shall ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in which they were created; and
  - f) shall preserve the confidentiality of its customers' data.

**MANAGERIAL LICENSING QUALIFICATIONS**

8. Save Wave Energy, LLC. meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment 2. Attachment 2 includes an exhibit containing a corporate organizational chart and identifying the persons who are being used to meet the requirements of Part 454.60(a). Attachment 2 also includes an exhibit containing occupational background information on the person who is being used to meet the requirements of Part 454.60(a).

**TECHNICAL LICENSING QUALIFICATIONS**

9. Save Wave Energy, LLC. meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment 3. Attachment 3 includes an exhibit containing occupational background information on the person who is being used to meet the requirements of Part 454.70(a).

**FINANCIAL LICENSING REQUIREMENTS**

10. Save Wave Energy, LLC. is required to execute and maintain a license or permit bond in the name of the People of the State of Illinois issued by a qualifying surety or insurance company authorized to transact business in the State of Illinois. The amount of the bond shall equal \$5,000. Attachment 4 Exhibit 1 will show the license or permit bond required by Part 454.80(a), and Attachment 4 Exhibit 2 shows proof that the surety meets the definition of "qualifying surety" as set forth in Part 454.10. The license/permit bond is in the end stages of being underwritten and finalized, and will be in the Commission's possession within 1-2 business days of receiving this application.

**CODE OF CONDUCT**

11. Save Wave Energy, LLC. certifies that it shall:
- a) Disclose in plain language in writing the nature of the services offered by the ABC;
  - b) Disclose in plain language in writing to all persons it solicits the total anticipated remuneration to be paid to it by any third party over the period of the proposed underlying customer contract. Any such disclosure must be made prior to entering into the contract and signed by the customer;
  - c) Not hold itself out as independent or unaffiliated with any RES, or both, or use words calculated to give that impression, unless the person or entity offering service under this Section 16-115C of the Act has no contractual relationship with any RES or its affiliates regarding retail electric service in Illinois;

- d) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;
- e) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;
- f) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years;
- g) Not present electricity pricing information in a manner that favors one supplier over another, unless a valid pricing comparison is made utilizing all relevant costs and terms; and
- h) Comply with the requirements of Sections 2EE, 2FF, 2GG, and 2HH of the Consumer Fraud and Deceptive Business Practices Act.

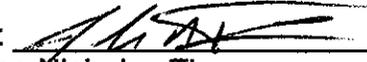
**REPORTING REQUIREMENTS**

- 12. Save Wave Energy, LLC. agrees to submit reports in accordance with annual reporting requirements.

WHEREFORE, Save Wave Energy, LLC. requests that the Commission grant its application for licensure as an agent, broker, or consultant to engage in the procurement or sale of retail electricity supply for third parties.

Respectfully submitted,

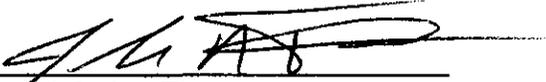
Save Wave Energy, LLC.

By:   
John Nicholas Timmons  
Save Wave Energy, LLC.  
1238 N Cleaver St., Suite 300  
Chicago, IL 60642.  
(708)-691-2953 (phone)  
(312)-441-9222 (fax)

VERIFICATION

STATE OF ILLINOIS  
COUNTY OF VERMILION

John Nicholas Timmons, being first duly sworn, deposes and says that he is a valid agent of Save Wave Energy, LLC.; that he has read the foregoing Application of Save Wave Energy, LLC., and all of the attachments accompanying and referred to within the Application; and that the statements contained in the Application and the attachments are true, correct and complete to the best of his knowledge, information and belief.

  
\_\_\_\_\_  
John Nicholas Timmons  
Agent for Save Wave Energy, LLC.

Subscribed and sworn to before me  
this 31st day of October, 2009.

  
\_\_\_\_\_  
Notary Public

