

**Daniel McCarthy**

dmccarthy@simplifiedpower.com  
16310 Canyon Mills Court, Houston, TX 77095  
(832) 334-7949

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**OBJECTIVE**

*I wish to continue to grow and develop Simplified Power Inc. into a National Brokerage providing the most transparently competitive product in deregulation through integrity and honesty.*

**HIGHLIGHTS OF QUALIFICATIONS**

- ◆ Ability to create and execute business plans relating to Sales and acquisition
- ◆ Ability to develop investment groups and funds needed for small business ventures
- ◆ Over 30 years of experience in Sales Management
- ◆ Experienced in finding key employees needed to execute solid business models
- ◆ Experience in P&L, Cash Flow Analysis and Profit Margins leading to profitable business models

**EXPERIENCE**

**2007 - Current**

**Simplified Power Inc.**

**Houston, TX**

*President/CEO*

- ▲ Started Company from ground up with no partners or funding
- ▲ Developed relationships with over 15 different Suppliers and executed solid business agreements
- ▲ Maintained an A+ rating with Better Business Bureau with no complaints in over ten years
- ▲ Transitioned from home based business to office environment
- ▲ Currently debt free company with over 400 Customers and solid growth
- ▲ Full knowledge of industry products, market analytics, P&L logistics, growth opportunities and recruiting needs
- ▲ Built environment providing full support system for both Clients and employees
- ▲ Developed in house Server with cloud back-up creating security measures for all proprietary data
- ▲ Operated for over ten years with no bad debt or late payments creating company with low risk credit rating
- ▲ Hired and trained all key employees leading phenomenal work environment conducive to family time for employees
- ▲ Established key niche market providing transparent product for exclusive customer base saving companies millions of dollars in possible overcharges
- ▲ Operated Analytics Department providing market analytics to customers who needed assistance in finding unique times for procurement strategies
- ▲ Managed key customer risks in managing index products on a daily and annual basis
- ▲ Negotiated key Broker Agreements with Suppliers
- ▲ Full P&L responsibilities with

**TXU ENERGY**

*Regional Sales Director for South Region*

**Houston, TX**

**SPARK Energy**

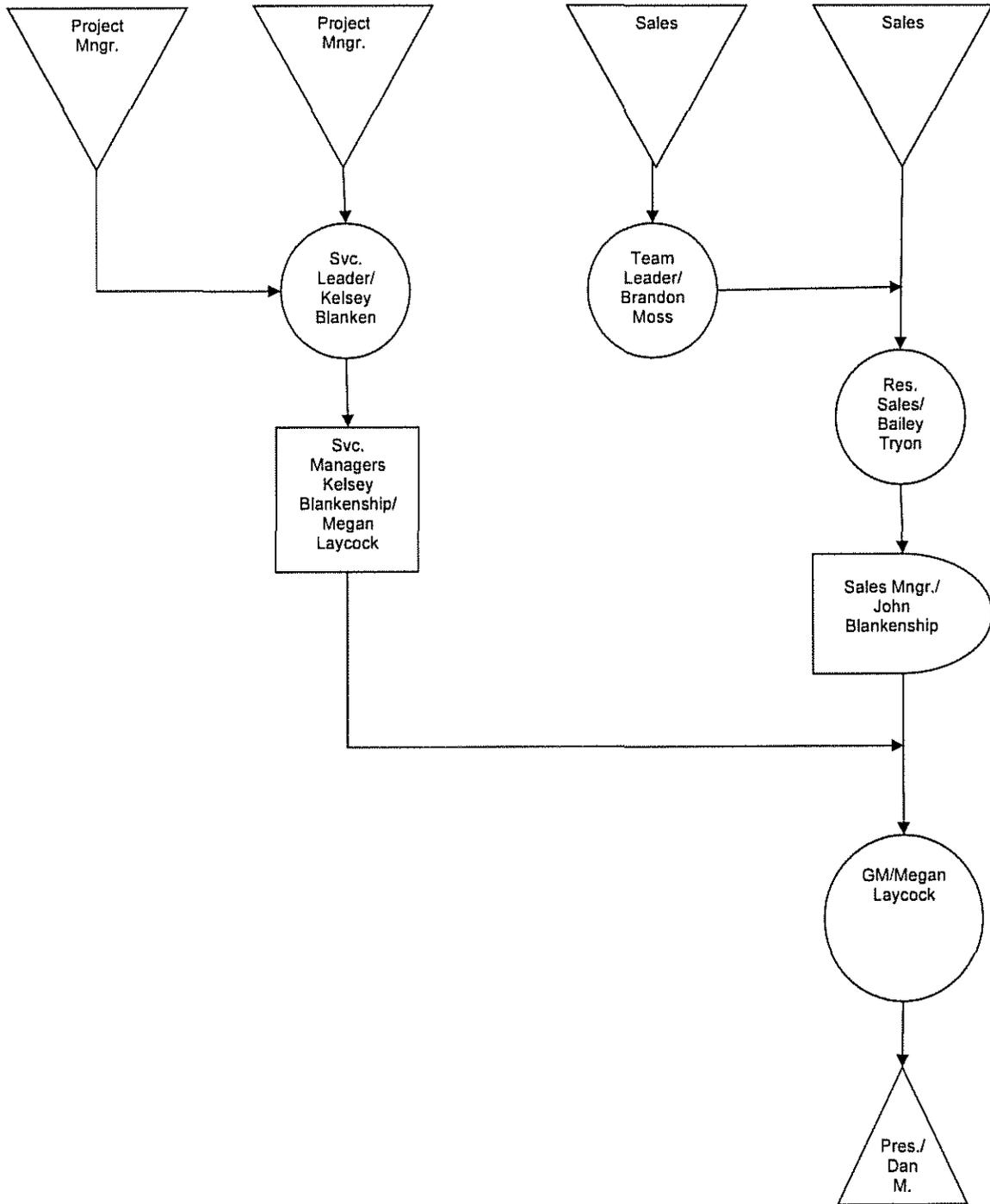
*Regional Sales Director*

**Houston, TX**

**REFERENCES**

Available upon request

Simplified Power Organizational Chart



Effective Date: 10/30/2015 12:00:00 AM

Energy Agent, Broker or Consultants Bond

Bond No. 5082176

KNOW ALL MEN BY THESE PRESENTS, That we, Simplified Power, Inc.  
as Principal, and Great American Insurance Company, a Ohio Corporation, and authorized to do  
business in Illinois, as Surety, are held and firmly bound unto THE PEOPLE OF THE STATE OF ILLINOIS as Oblige, in the  
sum of FIVE THOUSAND AND NO/100 Dollars (\$5,000.00), for which sum, we bind ourselves, our heirs, executors,  
administrators, successors and assigns, jointly and severally, by these presents.

THE CONDITIONS OF THIS OBLIGATION ARE SUCH, That WHEREAS, the Principal has been or is about to be granted  
a license or permit to do business to operate as an ABC (Agent, Broker, or Consultant) under 220 ILCS 5/16-115C and is  
required to execute this bond under 83 Illinois Administrative Code Part 454.80 by the Oblige.

NOW, Therefore, if the Principal fully and faithfully perform all duties and obligations of the Principal as an ABC, then  
this obligation to be void; otherwise to remain in full force and effect.

This bond may be terminated as to future acts of the Principal upon thirty (30) days written notice by the Surety; said  
notice to be sent to 527 East Capitol Avenue, Springfield, Illinois 62701, of the aforesaid State of Illinois, by certified mail.

Dated this 3rd day of, November, 2015.

Simplified Power, Inc.  
Principal

BY: Daniel McCarthy



Great American Insurance Company  
Surety

BY: Kara Waters  
Kara Waters, Attorney-in-Fact

**GREAT AMERICAN INSURANCE COMPANY®**

**Administrative Office: 301 E 4TH STREET • CINCINNATI, OHIO 45202 • 513-369-5000 • FAX 513-723-2740**

The number of persons authorized by this power of attorney is not more than one

Bond No. 5082176

**POWER OF ATTORNEY**

**KNOW ALL MEN BY THESE PRESENTS:** That the GREAT AMERICAN INSURANCE COMPANY, a corporation organized and existing under and by virtue of the laws of the State of Ohio, does hereby nominate, constitute and appoint the person or persons named below its true and lawful attorney-in-fact, for it and in its name, place and stead to execute on behalf of the said Company, as surety, the specific bond, undertaking or contract of suretyship referenced herein; provided that the liability of the said Company on any such bond, undertaking or contract of suretyship executed under this authority shall not exceed the limit stated below. The bond number on this Power of Attorney must match the bond number on the bond to which it is attached or it is invalid.

| Name        | Address   | Limit of Power |
|-------------|---|----------------|
| Kara Waters | 4000 S Eastern Ave Suite, #200<br>Las Vegas, NV 89119 | \$5000---      |

IN WITNESS WHEREOF the GREAT AMERICAN INSURANCE COMPANY has caused these presents to be signed and attested by its appropriate officers and its corporate seal hereunto affixed this 3rd day of November, 2015  
Attest GREAT AMERICAN INSURANCE COMPANY



*Steph L. C. B.*

Assistant Secretary

*David C. Kitchin*

Divisional Senior Vice President

STATE OF OHIO, COUNTY OF HAMILTON - ss:

DAVID C. KITCHIN (877-377-2405)

On this 3rd day of November, 2015, before me personally appeared DAVID C. KITCHIN, to me known, being duly sworn, deposes and says that he resides in Cincinnati, Ohio, that he is a Divisional Senior Vice President of the Bond Division of Great American Insurance Company, the Company described in and which executed the above instrument; that he knows the seal of the said Company; that the seal affixed to the said instrument is such corporate seal; that it was so affixed by authority of his office under the By-Laws of said Company, and that he signed his name thereto by like authority.



**Susan A. Kohorst**  
Notary Public, State of Ohio  
My Commission Expires 06-18-2020

*Susan A. Kohorst*

This Power of Attorney is granted by authority of the following resolutions adopted by the Board of Directors of Great American Insurance Company by unanimous written consent dated June 9, 2008.

*RESOLVED: That the Divisional President, the several Divisional Senior Vice Presidents, Divisional Vice Presidents and Divisional Assistant Vice Presidents, or any one of them, be and hereby is authorized, from time to time, to appoint one or more Attorneys-in-Fact to execute on behalf of the Company, as surety, any and all bonds, undertakings and contracts of suretyship, or other written obligations in the nature thereof; to prescribe their respective duties and the respective limits of their authority; and to revoke any such appointment at any time.*

*RESOLVED FURTHER: That the Company seal and the signature of any of the aforesaid officers and any Secretary or Assistant Secretary of the Company may be affixed by facsimile to any power of attorney or certificate of either given for the execution of any bond, undertaking, contract of suretyship, or other written obligation in the nature thereof, such signature and seal when so used being hereby adopted by the Company as the original signature of such officer and the original seal of the Company, to be valid and binding upon the Company with the same force and effect as though manually affixed.*

**CERTIFICATION**

I, STEPHEN C. BERAHA, Assistant Secretary of Great American Insurance Company, do hereby certify that the foregoing Power of Attorney and the Resolutions of the Board of Directors of June 9, 2008 have not been revoked and are now in full force and effect.

Signed and sealed this 3rd day of November, 2015



*Steph L. C. B.*

Assistant Secretary

## Expected Business Activities by Simplified Power in the State of Illinois

Simplified Power expects to provide electricity brokerage services to commercial and residential customers in deregulated markets within the applicable territories. Our main focus is to offer some of the lowest fees to commercial businesses for our services and constantly keep our Clients abreast of unique market opportunities provided during expected market fluctuations.

We expect to provide exceptional customer service to all Clients working on their behalf in negotiating the best available rates offered through the multiple Suppliers we have available.

We have been operating in Texas for over ten years and currently maintain an A+ Rating with the BBB in Houston. We have never had a single complaint filed against us with the BBB and expect to continue this excellence in the State of Illinois as well.

If you have any questions regarding our services, please contact Dan McCarthy at (832) 334-7949.



## OFFICE OF THE SECRETARY OF STATE

JESSE WHITE • Secretary of State

JULY 1, 2015

7016-585-6

LICENSELOGIX  
140 GRAND ST STE 300  
WHITE PLAINS, NY 10601

RE SIMPLIFIED POWER, INC.

DEAR SIR OR MADAM:

IT IS OUR PLEASURE TO APPROVE YOUR REQUEST TO TRANSACT BUSINESS IN THE STATE OF ILLINOIS. FEES IN THIS CONNECTION HAVE BEEN RECEIVED AND CREDITED.

THE CORPORATION MUST FILE AN ANNUAL REPORT AND PAY FRANCHISE TAXES PRIOR TO THE FIRST DAY OF ITS ANNIVERSARY MONTH (MONTH OF QUALIFICATION) NEXT YEAR. A PRE-PRINTED ANNUAL REPORT FORM WILL BE SENT TO THE REGISTERED AGENT AT THE ADDRESS SHOWN ON THE RECORDS OF THIS OFFICE APPROXIMATELY 60 DAYS PRIOR TO ITS ANNIVERSARY MONTH.

SECURITIES CANNOT BE ISSUED OR SOLD EXCEPT IN COMPLIANCE WITH THE ILLINOIS SECURITIES LAW OF 1953, 815 ILLINOIS COMPILED STATUTES, 5/1 ET SEQ. FOR FURTHER INFORMATION, CONTACT THE OFFICE OF THE SECRETARY OF STATE, SECURITIES DEPARTMENT AT (217) 782-2256 OR (312) 793-3384.

SINCERELY,

JESSE WHITE  
SECRETARY OF STATE  
DEPARTMENT OF BUSINESS SERVICES  
CORPORATION DIVISION  
TELEPHONE (217) 782-6961

FORM **BCA 13.15** (rev. Dec. 2003)  
**APPLICATION FOR AUTHORITY TO  
 TRANACT BUSINESS IN ILLINOIS**  
 Business Corporation Act

**FILED**

JUL 01 2015

JESSE WHITE  
 SECRETARY OF STATE

Jesse White, Secretary of State  
 Department of Business Services  
 Springfield, IL 62756  
 Telephone (217) 782-1834  
 www.cyberdriveillinois.com

Remit payment in the form of a cashier's  
 check, certified check, money order  
 or an Illinois attorney's or CPA's check  
 payable to the Secretary of State  
**SEE NOTE 1 CONCERNING PAYMENT!**

7016-5856  
 File #

Filing Fee \$ 150 Franchise Tax \$ 25 Penalty/Interest \$ \_\_\_\_\_ Total \$ 175 Approved: BC

Submit in duplicate Type or Print clearly in black ink Do not write above this line

1 (a) CORPORATE NAME Simplified Power, Inc.

(Complete item 1 (b) only if the corporate name is not available in this state.)

(b) ASSUMED CORPORATE NAME: \_\_\_\_\_  
 (By electing this assumed name, the corporation hereby agrees NOT to use its corporate name in the  
 transaction of business in Illinois. Form BCA 4.15 is attached.)

2 State or Country of Incorporation Texas ; Date of Incorporation 02/19/2015 ; Period of Duration Perpetual

3 (a) Address of the principal office, wherever located: 15840 FM 529 #201  
Houston, TX 77095  
 (b) Address of principal office in Illinois: None  
 (If none, so state)

4 Name and address of the registered agent and registered office in Illinois.  
 Registered Agent: Corporate Creations Network, Inc.  
 Registered Office: 350 S. Northwest Highway #300  

| Number            | Street       | Suite #     |
|-------------------|--------------|-------------|
| <u>Park Ridge</u> | <u>60068</u> | <u>Cook</u> |
| City              | ZIP Code     | County      |

(A.P.O. Box name is not acceptable.)

5 States and countries in which it is admitted or qualified to transact business: (Include state of incorporation)  
Texas

6 Name and addresses of officers and directors: (If more than 3 directors and/or additional officers, attach list.)

| Name      | No. & Street           | City                                   | State        | ZIP       |
|-----------|------------------------|--|--------------|-----------|
| President | <u>Daniel McCarthy</u> | <u>15840 FM 529, #201, Houston, TX</u> | <u>77095</u> | <u>US</u> |
| Secretary |                        |  |              |           |
| Director  |                        |  |              |           |
| Director  |                        |  |              |           |
| Director  |                        |  |              |           |

7 The purpose or purposes for which it was organized which it proposes to pursue in the transaction of business in this state: (If not sufficient space to cover this point, add one or more sheets of this size)

To Engage in any or all lawful act or activity for which corporation may be organized under the general corporation law of Texas, and permitted under Illinois Business Corporation act of 1983.

8 Authorized and issued shares

| Class  | Series | Par Value | Number of Shares Authorized | Number of Shares Issued |
|--------|--------|-----------|-----------------------------|-------------------------|
| Common | NA     | \$1.00    | 1,000                       | 1,000                   |

(if more, attach list)

9 Paid-in Capital \$ 10,000  
(“Paid-in Capital” replaces the terms Stated Capital & Paid-in Surplus and is equal to the total of these accounts.)

|   |            |
|---|------------|
| 10 (a) Give an estimate of the total value of all the property* of the corporation for the following year:                                | \$ 10,000  |
| (b) Give an estimate of the total value of all the property* of the corporation for the following year that will be located in Illinois:  | \$ 0       |
| (c) State the estimated total business of the corporation to be transacted by it everywhere for the following year:                       | \$ 200,000 |
| (d) State the estimated annual business of the corporation to be transacted by it at or from places of business in the State of Illinois: | \$ 5,000   |

11. Interrogatories (Important - this section must be completed.)

- (a) Is the corporation transacting business in this state at this time? No  
(b) If the answer to item 11(a) is yes, state the exact date on which it commenced to transact business in Illinois:

12. This application is accompanied by a certified copy of the articles of incorporation, as amended, duly authenticated, within the last ninety (90) days, by the proper officer of the state or country wherein the corporation is incorporated.

13 The undersigned corporation has caused this application to be signed by a duly authorized officer, who affirms, under penalties of perjury, that the facts stated herein are true. (All signatures must be in **BLACK INK.**)

Dated May 13, 2015  
(Month & Day) (Year)  
Daniel McCarthy  
(Any Authorized Officer's Signature)  
Daniel McCarthy, President  
(Print Name and Title)

Simplified Power, Inc.  
(Exact Name of Corporation)

- PROPERTY as used in this application shall apply to all property of the corporation, real, personal, tangible, intangible, or mixed without qualifications

Note 1: Payment in connection with this application must be in the form of a certified check, cashier's check, Illinois attorney or CPA's check or money order made payable to the "Secretary of State". The minimum fee due upon qualification is \$175. Any additional fees will be billed and must be paid before this application can be filed.