



September 4, 2024

Mr. Adam Teitzman, Clerk
Florida Public Service Commission
2540 Shumard Oak Blvd.
Tallahassee, FL 32399-0850

REDACTED

RECEIVED-PPSC
2024 AUG 29 PM 2:11
COMMISSION CLERK

RE: Application of Prime Fiber, LLC for Authority to Provide Telecommunications Services in Florida

Dear Mr. Teitzman,

Enclosed please find the original and one copy of Prime Fiber, LLC's ("Prime Fiber" or "the Company") application for authority to provide telecommunication services in Florida. Also enclosed is the required filing fee of \$500.00. The application contains financial information that Prime Fiber considers confidential business information consistent with that definition in Section 364.183(3) of the Florida Statutes. Attached is one copy of those financials marked CONFIDENTIAL that is enclosed in a marked envelope.

If you have any questions regarding this filing, please contact me at (407) 794-3488 or regulatory@csilongwood.com.

Respectfully submitted,

Mark Lammert
Attorney-in-Fact
Prime Fiber, LLC

COM _____
AFD _____
APA _____
ECO _____
ENG _____
GCL _____
IDM 1 application packet
CLK _____

FLORIDA PUBLIC SERVICE COMMISSION

OFFICE OF INDUSTRY DEVELOPMENT AND MARKET ANALYSIS

APPLICATION FOR ORIGINAL AUTHORITY OR TRANSFER OF AUTHORITY TO PROVIDE TELECOMMUNICATIONS SERVICE IN THE STATE OF FLORIDA

INSTRUCTIONS

This form should be used as the application for an original certificate and transfer of an existing certificate (from a Florida certificated company to a non-certificated company). In the case of a transfer, the information shall be provided by the transferee. If you have other questions about completing the form, call **(850) 413-6600**.

Print or type all responses to each item requested in the application. If an item is not applicable, please explain. All questions must be answered. If unable to answer the question in the allotted space, please continue on a separate sheet.

Once completed, submit the **original and one copy** of this form along with a **non-refundable** fee of **\$500.00** to:

**Florida Public Service Commission
Office of Commission Clerk
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6770**

APPLICATION

This is an application for (check one):

Original certificate (new company)

Approval of transfer of existing certificate: Example, a non-certificated company purchases an existing company and desires to retain the original certificate rather than apply for a new certificate.

Please provide the following:

1. Full name of company, including fictitious name(s), that must match identically with name(s) on file with the Florida Department of State, Division of Corporations registration: Prime Fiber, LLC

2. The Florida Secretary of State corporate registration number: M24000010376

3. F.E.I. Number: 30-1409810

4. Structure of organization:

The company will be operating as a:
(Check all that apply):

- | | | | |
|-------------------------------------|---------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | Corporation | <input type="checkbox"/> | General Partnership |
| <input type="checkbox"/> | Foreign Corporation | <input type="checkbox"/> | Foreign Partnership |
| <input checked="" type="checkbox"/> | Limited Liability Company | <input type="checkbox"/> | Limited Partnership |
| <input type="checkbox"/> | Sole Proprietorship | <input type="checkbox"/> | Other, please specify below: |
- _____

If a partnership, provide a copy of the partnership agreement.

If a foreign limited partnership, proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS). The Florida registration number is: _____

5. Who will serve as point of contact to the Commission in regard to the following?

(a) This application:

Name: Mark Lammert
Title: Attorney-in-Fact
Street Address: c/o Compliance Solutions, Inc., 242 Rangeline Rd.
Post Office Box: _____
City: Longwood
State: FL
Zip: 32750
Telephone No.: 407-794-3488
Fax No.: 407-260-1033
E-Mail Address: regulatory@csilongwood.com

(b) Ongoing operations of the company:

(This company liaison will be the point of contact for FPSC correspondence. This point of contact can be updated if a change is necessary but this must be completed at the time the application is filed).

Name: Jarrold Watson
Title: CFO
Street Address: 3100 Olympus Blvd., Suite 410
Post Office Box: _____
City: Dallas
State: TX
Zip: 75019
Telephone No.: 800-776-6867
Fax No.: None
E-Mail Address: jarrod@novosfiber.com
Company Homepage: https://www.primefiberco.com/

(c) Optional secondary point of contact or liaison:

(This point of contact will not receive FPSC correspondence but will be on file with the FPSC).

Name: Rob Johnson
Title: CTO
Street Address: 3100 Olympus Blvd., Suite 410
Post Office Box: _____
City: Dallas
State: TX
Zip: 75019
Telephone No.: 800-776-6867
Fax No.: None
E-Mail Address: rob@novosfiber.com

6. Physical address for the applicant that will do business in Florida:

Street address: 3100 Olympus Blvd., Suite 410
City: Dallas
State: TX
Zip: 75019
Telephone No.: 800-776-6867
Fax No.: None
E-Mail Address: jarrod@novosfiber.com

7. List the state(s), and accompanying docket number(s), in which the applicant has:

(a) **operated** as a telecommunications company. Not applicable.

(b) **applications pending** to be certificated as a telecommunications company. Not applicable.

(c) **been certificated** to operate as a telecommunications company. Not applicable.

(d) **been denied authority** to operate as a telecommunications company and the circumstances involved. Not applicable.

(e) **had regulatory penalties imposed** for violations of telecommunications statutes and the circumstances involved. Not applicable.

(f) **been involved in civil court proceedings** with another telecommunications entity, and the circumstances involved. Not applicable.

8. The following questions pertain to the officers and directors. Have any been:

(a) adjudged bankrupt, mentally incompetent (and not had his or her competency restored), or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings? Yes No

If yes, provide explanation.

(b) granted or denied a certificate in the State of Florida (this includes active and canceled certificates)? Granted Denied Neither

If granted provide explanation and list the certificate holder and certificate number.
Flying Bull Internet, LLC- CP 1683

If denied provide explanation.

(c) an officer, director, and partner in any other Florida certificated telecommunications company? Yes No

If yes, give name of company and relationship. If no longer associated with company, give reason why not. Flying Bull Internet, LLC - Affiliate company

9. Florida Statute 364.335(1)(a) requires a company seeking a certificate of authority to demonstrate its managerial, technical, and financial ability to provide telecommunications service.

Note: *It is the applicant's burden to demonstrate that it possesses adequate managerial ability, technical ability, and financial ability. Additional supporting information may be supplied at the discretion of the applicant. For the purposes of this application, financial statements MUST contain the balance sheet, income statement, and statement of retained earnings.*

- (a) **Managerial ability:** An applicant must provide resumes of employees/officers of the company that would indicate sufficient managerial experiences of each. Please explain if a resume represents an individual that is not employed with the company and provide proof that the individual authorizes the use of the resume.
- (b) **Technical ability:** An applicant must provide resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance. Please explain if a resume represents an individual that is not employed with the company and provide proof that the individual authorizes the use of the resume.
- (c) **Financial ability:** An applicant must provide financial statements demonstrating financial ability by submitting a balance sheet, income statement, and retained earnings statement. An applicant that has audited financial statements for the most recent three years must provide those financial statements. If a full three years' historical data is not available, the application must include both historical financial data and pro forma data to supplement. An applicant of a newly established company must provide three years' pro forma data. If the applicant does not have audited financial statements, it must be so stated and signed by either the applicant's chief executive officer or chief financial officer affirming that the financial statements are true and correct.

10. Where will you officially designate as your place of publicly publishing your schedule a/k/a tariffs or price lists)? (Tariffs or price lists MUST be publicly published to comply with Florida Statute 364.04).

Florida Public Service Commission

Website – Please provide Website address: _____

Other – Please provide address: All pricing will be ICB and within
the customer's contract.

THIS PAGE MUST BE COMPLETED AND SIGNED

REGULATORY ASSESSMENT FEE: I understand that all telecommunications companies must pay a regulatory assessment fee. A minimum annual assessment fee, as defined by the Commission, is required.

RECEIPT AND UNDERSTANDING OF RULES: I understand the Florida Public Service Commission's rules, orders, and laws relating to the provisioning of telecommunications company service in Florida.

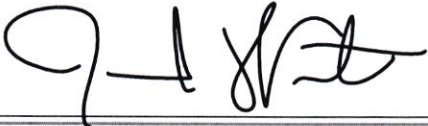
APPLICANT ACKNOWLEDGEMENT: By my signature below, I, the undersigned owner or officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical ability, managerial ability, and financial ability to provide telecommunications company service in the State of Florida. I have read the foregoing and declare that, to the best of my knowledge and belief, the information is true and correct. I have the authority to sign on behalf of my company and agree to comply, now and in the future, with all applicable Commission rules, orders and laws.

Further, I am aware that, pursuant to Chapter 837.06, Florida Statutes, "**Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his or her official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 and s. 775.083.**"

I understand that any false statements can result in being denied a certificate of authority in Florida.

COMPANY OWNER OR OFFICER

Print Name: Jarrod Watson
Title: CFO
Telephone No.: 800-776-6867
E-Mail Address: jarrod@novosfiber.com

Signature:  Date: _____
Jarrod Watson (Aug 14, 2024 14:34 PDT)

State of Florida

Department of State

I certify from the records of this office that PRIME FIBER, LLC is a Delaware limited liability company authorized to transact business in the State of Florida, qualified on August 13, 2024.

The document number of this limited liability company is M24000010376.

I further certify that said limited liability company has paid all fees due this office through December 31, 2024 and that its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Fourteenth day of August,
2024*



A handwritten signature in black ink, appearing to be "L. J. ...", written over a horizontal line.

Secretary of State

Tracking Number: 7889808209CU

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

ANDREW SNEAD
andrewjmsnead@gmail.com
+1 646 249 7151

NATIONALITY British
LANGUAGES English, Basic German

PROFESSIONAL SUMMARY

Over 27 years of strategy consulting, M&A, operations and investment experience across telecoms, media and tech in the US, Europe, Asia, and MEA. Worked with investors, CEOs, and management teams to acquire, launch, grow, integrate, and transform TMT assets. Played a key role in building a global telco advisory firm, launching and growing businesses in 4 continents. Established a global network of trusted C-level relationships across the sector and an extensive network of relationships across the broader ecosystem (incl. vendors, OEMs, investors, and entrepreneurs). Deep infrastructure (fibre, infraco, towers), media, digital services and tech focus.

EXPERIENCE

2022 – Current: CEO Flying Bull Internet (DBA NOVOS FIBER)

- CEO of a PE-backed FTTH company, focused on deploying disruptive wholesale and retail FTTH services across key markets in the US.

2022 – Current: Strategic Advisory Board member, Arrcus, a Softbank-backed disruptive networking software start-up

- Advisory Board member focused on providing strategic and commercial input to the Arrcus CEO and management team as they scale their distributed edge software business.

2008 – 2022: Managing Partner, Delta Partners, a global TMT advisory and investment firm owned by FTI Consulting

- Played a significant role in building a \$100M global business with direct P&L responsibility
- Launched the New York office in 2017 and led the build-up of the North America practice, establishing C-suite relationships with leading TMT players, PE houses and institutional investors
- Oversaw the Asia business and Singapore office between 2015-2016 whilst having a global role, leading relationships with TMT players across Europe (UK, Germany, and Sweden), Middle East and Asia
- Strong focus on infrastructure (particularly fibre builds and carve-outs, infra-cos, towers, satellite), digital applications and services (media content, sports, ad-tech, e-health, broader adjacencies), customer experience and digitization
- Combination of advisory, M&A (pre and post deal), interim management and operational improvement
- Involvement in corporate finance, transaction, and DP Fund 1 investment activities.

2019 – Current: Strategic Advisor to the 5G Open Innovation Lab (founder sponsors incl. Microsoft, Dell, Intel, VMware)

- Strategic advisor to the lab management team and ecosystem of start-ups focused on developing 5G and cloud-native digital applications across a range of industry verticals (healthcare, logistics & transportation, real estate, industrials etc.).

2019 – Current: Advisory Board Member, Hiya, a global call identity and protection tech start-up

- Advisory board member providing commercial and strategic advice to the CEO and founding team with a strong focus on value proposition, storytelling, and positioning.

2017 – 2019: Advisory Board Member, M87, a mobile edge network start-up (acquired by Paul Jacobs / XCOM)

- Advisory board member providing guidance to the CEO and founding team on the positioning, commercialization, and growth of the M87 platform in addition to brokering discussions with telecom operators across the globe.

1996 - 2007 Senior Manager, Andersen Consulting Strategic Services / Accenture, London

- Involved in a diverse range of M&A, strategy and operations related consulting engagements for players across the UK, Europe, and US.

ADDITIONAL INFORMATION

- Proud husband and father of 3 beautiful children
- Passionate about technology, history and mentorship
- Strong interest in coaching, building teams and championing women in the workplace

JARROD M. WATSON

<https://www.linkedin.com/in/jarrodmwatson/>
(214) 326-8778 jarrod@jarrodwatson.com

SUMMARY OF QUALIFICATIONS

| | | |
|------------------------------|------------------------------|-----------------------|
| Debt & Equity Financing | P&L Management | Process Improvement |
| Business Transformation | Budgeting & Forecasting | Business Intelligence |
| Strategic Financial Planning | SEC Financial Reporting | Data Science |
| System Implementation | Public & Private Equity | Multiple ERP's |
| Public Accountant (CPA) | Mergers & Acquisitions (M&A) | Accounting Close |

PROFESSIONAL EXPERIENCE

Alternative Home Energy & Maintenance

Plano, Texas

Start-up Generac Home Standby Generator Dealership

President | Co-Founder

April 2021 – Present

Started from the ground-up a Generac dealership.

- Grew business from \$0 to \$1.9M in 2022 and trending to \$2.4M in 2023
- Obtained \$400K line of credit with Wells Fargo
- Grew personnel to 7 employees
- Successfully negotiated and executed a lease for a warehouse

ADDvantage Technologies Group, Inc.

Carrollton, Texas

Publicly traded Telecommunications Company (NASDAQ: AEY)

Chief Financial Officer | Treasurer | Secretary

July 2020 – April 2021

Lead all departments of Finance, Accounting, Human Resources, Information Technology, Legal and Risk Management. Lead creation and submission of all SEC filings. Corporate Secretary duties for Board of Directors and Audit Committee meetings. Oversee stock sales through the company's S-3 filing.

- Completed corporate headquarters move from Tulsa, Oklahoma to Carrollton, TX
- Selected field project management tool for wireless division
- Oversaw conversion of ERP from Sage to Acumatica, completing implementation company-wide.
- Initiated and implemented Project Management software for Wireless division.

Southland Holdings

Roanoke, Texas

Privately held US construction company with more than \$1B in revenue

Chief Financial Officer / Treasurer / Secretary

April 2018 – April 2020

Led all departments of Finance, Accounting, Treasury and Human Resources and updated processes to support Company's rapid revenue growth with the ultimate goal of going public. Drove modernization across the organization that allowed for quicker and better decision making at all levels.

- Created and led strategic plan to be ready for transaction/equity event.
 - Transitioned audit from local firm to Big Four accounting (E&Y). Two annual audit opinions issued.
 - Recapitalized company with \$275M syndicated debt facility administered by Bank of America.
 - Consolidated previous term notes, lines of credit & OEM notes at a much lower interest rate. As well as, provided enough available capital to support the Company's growth.
- Established new banking relationships in service of a transaction opportunity.

- Generated over \$2M in tax savings via review of Tax filings for R&D credits.
- Developed and implemented month-end close process, which brought it in-house from local accounting firm.
 - Reorganized existing personnel to support separation of duties.
 - Modernized processes to allow for scalability.
 - Trained existing personnel and attracted new talent to meet required skill levels.
- Expanded operational and reporting abilities of ERP system allowing the finance and accounting organization to:
 - Close the books in fewer days.
 - Enabled more accurate and timely information to the field allowing for better decision making.
 - Automate data entry and reduce processing time.

YUM! Brands (Pizza Hut Brand)

Plano, Texas

Largest restaurant company in the world, Yum operates the licensed brands Taco Bell, KFC, and Pizza Hut worldwide.

Head of Business Analytics & Forecasting

November 2016 – April 2018

Led all areas of finance analytics and forecasting for \$6B+ U.S. business. Teams were primarily responsible for understanding and communicating financial health of US business; including sales forecasting, profitability, marketing action success, and higher order customer level analytics.

- Successfully merged and reorganized teams, integrated analytic platforms which upgraded analytic capabilities and increased organizational presence and effectiveness.

Senior Manager Sales Forecasting & Data Science

June 2014 – July 2015

Led team that is responsible for sales forecasting, planning & reporting for the United States. Team was integral in setting the marketing calendar and post window analyses.

- Re-engineered forecasting process improving accuracy by 2.1ppt through application of higher order multivariate regression modeling. Process improvement led to reducing headcount by 2. Forecast error currently +/- 1.9%, 6 weeks out. This accuracy level has never been achieved before in company history.
- Originated and led the company's efforts to incorporate Data Science into forecasting and customer analysis.

CROSSMARK, Inc.

Plano, Texas

3rd largest sales and marketing services companies in North America with \$800M in Annual Sales.

Senior Director Financial Planning & Analysis

August 2011 – June 2014

Led all operational finance for the company including monthly reporting, forecasting, budgeting and financial analysis. Additional areas of responsibility were financial reporting systems, bonus structure design and cash conversion cycle.

- Created improved billing process for brokerage business, reducing cash conversion cycle 6 days, generating \$4M in cash.
- Transformed finance's roll within organization to be the strategic decision partner for all business units which led to better contracts and higher profitability.
- Support all corporate overhead functions (IT, HR, etc.) to improve efficiency of corporate spend by holding the organization more accountable to their budget.
- Drove increased leverage of Hyperion to include forecasting, budgeting & reporting processes, significantly reducing time to report, forecast and plan.

ADC Telecommunications (CommScope-COMM)

Eden Prairie, Minnesota

\$1.2 billion publicly traded telecommunications equipment manufacturer with 8,500 employees globally.

Senior Manager Finance (Corporate Finance – assignments in Germany & India) February 2005 – August 2011

VDDI Pharmaceuticals

Head of Finance & Accounting

May 2003 – January 2005

EDUCATION & CERTIFICATIONS

Vanderbilt University: Owen Graduate School of Management (2003)
Master of Business Administration, Concentrations: Finance and Accounting

Nashville, Tennessee

University of Texas at Arlington
Bachelor of Science, Major: Biology

Arlington, Texas

Certified Public Accountant (CPA)

Tennessee

ROB JOHNSON

www.linkedin.com/in/rob-johnson-471294

+1 (214) 491-8223 • rjohnson@athoia.com • Flower Mound TX

Value-focused expert with 25 years' experience bringing new products and platforms to the global information and communications technology market. Demonstrated leadership at all levels within organizations and projects from executive down to individual contributor.

PROFESSIONAL SKILLS

- Market analysis, business planning, process development, and value extraction
- Product/solution development, management, marketing, and sales support
- Platform/system/network design, deployment, monitoring, and management

ACCOMPLISHMENTS & HIGHLIGHTS

| | |
|--|--|
| Developed business plan, raised \$150M in PE, and established a FTTH broadband service provider startup | Revised business plan, raised \$23M in Series C VC, and secured an alpha customer for a non-DOCSIS cable modem equipment startup |
| Planned FTTH platform going from funding to construction in 5 months to a fully-functioning platform delivering initial services in 3 more | Developed a B/OSS solution to support contact-to-cash workflow with direct integration into third-party systems |
| Designed and developed fiber and wireless (5G and FWA) solutions for use by the DoD and IC within the US Federal government | Overhauled product portfolio and legacy voice operations to reduce cost, improve efficiency, and increase profitability |

INDUSTRY EXPERIENCE

Flying Bull Internet • LiveOak Fiber • T-Mobile/Sprint • T-Systems/Deutsche Telekom • Logix MetroNet • Segra • United Communications • Fidelity/CableOne • iRis Networks • RasorNET SATCO • ARIS • RingSquared • G12 Communications • 360Netowrks/Inteliquent • ANPI/Voyant Nokia • Advent Networks • IXC/Broadwing • CenturyLink/Lumen

TECHNOLOGY EXPERIENCE

| | | | | |
|------|--------------|-------------|----------------|-------|
| FTTH | Ethernet | SD-WAN/SASE | vCPE | B/OSS |
| OSP | Internet | VoIP/UC&C | Mobile (4G/5G) | APIs |
| DWDM | Routing/MPLS | SDN/NFV | FWA | |

EDUCATION

MSE, Telecommunications and Information Systems Engineering, University of Texas, 2000
BSEE, Computer and Network Engineering, University of Texas, 1998

Deutsche Telekom

Director, Regional Product Management

2002 – 2005

- Responsible for all product-related interactions with Deutsche Telekom enterprise customers in North and South America including large RFPs and proposals.
- Developed and deployed a VoIP trunking solution to replace an external switched service for on-net calling across T-Mobile US.

Prime Fiber
 Income Statement
 Through 7/31/2024 Unaudited

| | Q1 Actual | Q2 Actual | July 2024 Actual |
|--|--------------|--------------|---------------------|
| <u>Operating Expenses</u> | | | |
| Compensation & benefits | | | |
| <u>Capitalized labor</u> | | | |
| Compensation & benefits | | | |
| Other Opex (excl. D&A) Automobile Expenses | | | |
| Bonus | | | |
| Legal Expenses | | | |
| Network Support / Professional Services | | | |
| OSS/BSS | | | |
| Property Tax Recruiting Expense | | | |
| Regulatory Filings Rent | | | |
| Travel | | | |
| Other Opex | | | |
| <u>PRIME FIBER Allocation</u> | | | |
| Total Opex | | | |
| EBITDA | | | |

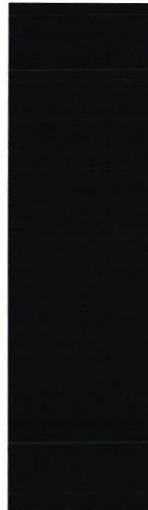
Prime Fiber Balance Sheet Through 7/31/2024 Unaudited

7/31/2024
Assets
Current Assets
 Cash & Cash Equivalents
 Receivables
 Prepaid Expenses

Total Current Assets
Long Term Assets

Construction Capex:
 Materials
 Labor
 Data Center & Backbone
 OLT Capex
 ISP/OSP
 Capitalized Labor
 Capitalized Software
 Computer & Office Equipment
 Website
 Tech Equipment
 OSS/BSS
 Other Capex
 Vehicles (net depr)
 Letter of Credit
Total Long Term Assets

Total Assets



7/31/2024
Liabilities
Current Liabilities
 Accounts Payable
 Accrued Payables
 Accrued Employee Payables

Current Portion LT Debt -
Current Liabilities -

Long Term Liabilities
 Notes on Trucks (0% int)
Total Long Term Liabilities



Equity

Owner's Contribution
 Retained Earnings
 Equity Investment



Total Equity

Total Liabilities & Equity