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LEVERAGING INNOVATION TO TRANSFORM AFRICA'S ENERGY LANDSCAPE FOR A SUSTAINABLE FUTURE

2025 STRATEGIC PLAN

P R E S E N T E D B Y : E V A N S K A Y O

D A T E : 9 T H J A N U A R Y 2 0 2 5

Who are we?

A tech consultancy dedicated to leveraging emerging technologies such as AI, Blockchain, and IoT to transform energy systems and unlock climate financing across Africa.

ABOUT BAYES CONSULTING

We are a tech consultancy focusing on emerging technologies; particularly Blockchain, AI, and IoT and their applications in the energy and climate sector.

Proven track record of delivering impactful projects across East, Central, and West Africa (Kenya, DRC, Uganda, Ethiopia, Malawi, Sierra Leone, Tanzania, Nigeria, Ghana).



Vision

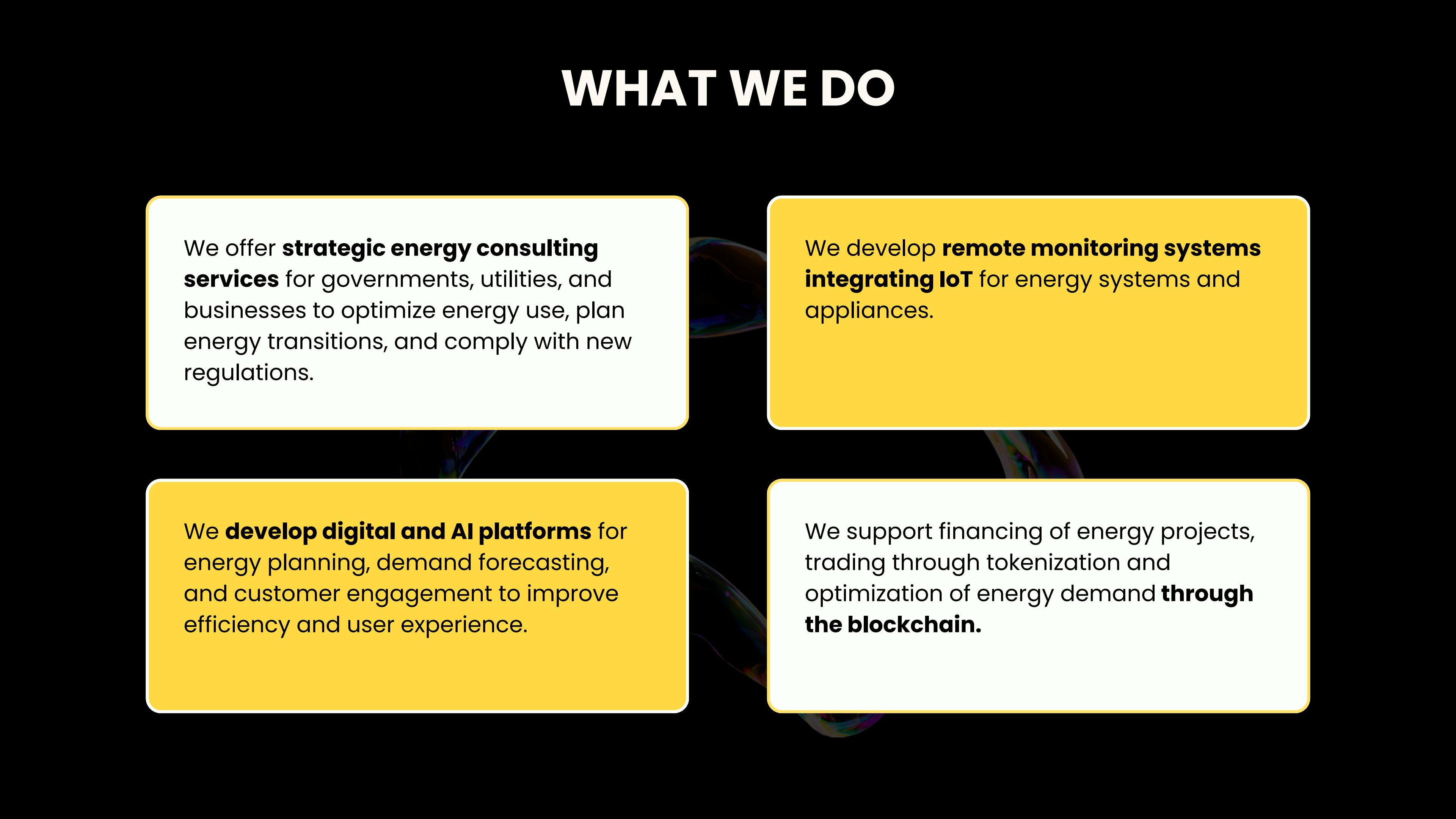
To be Africa's energy sector's leading innovator, driving sustainable transitions and enabling equitable access to clean energy for all.



Mission

To deliver impactful, tech-driven solutions that accelerate just energy transitions and unlock climate financing across Africa.

WHAT WE DO



We offer **strategic energy consulting services** for governments, utilities, and businesses to optimize energy use, plan energy transitions, and comply with new regulations.

We develop **remote monitoring systems integrating IoT** for energy systems and appliances.

We **develop digital and AI platforms** for energy planning, demand forecasting, and customer engagement to improve efficiency and user experience.

We support financing of energy projects, trading through tokenization and optimization of energy demand **through the blockchain**.

KEY INTERVENTION AREAS IN THE ENERGY SECTOR

- Time of Use Tariff Optimization
- Real-Time Demand Response
- Data processing and management.

AI Research

- Raising financing for energy infrastructure
- Improving demand through cryptocurrency mining.
- Traceability solutions in agricultural value chains

Blockchain

IoT

- Monitoring energy consumption from productive uses (e-cooking, e-mobility)
- Dynamic Load Control
- Energy Storage Optimization

KEY PARTNERS



Implemented by:
giz
Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



OUR KEY PILLARS

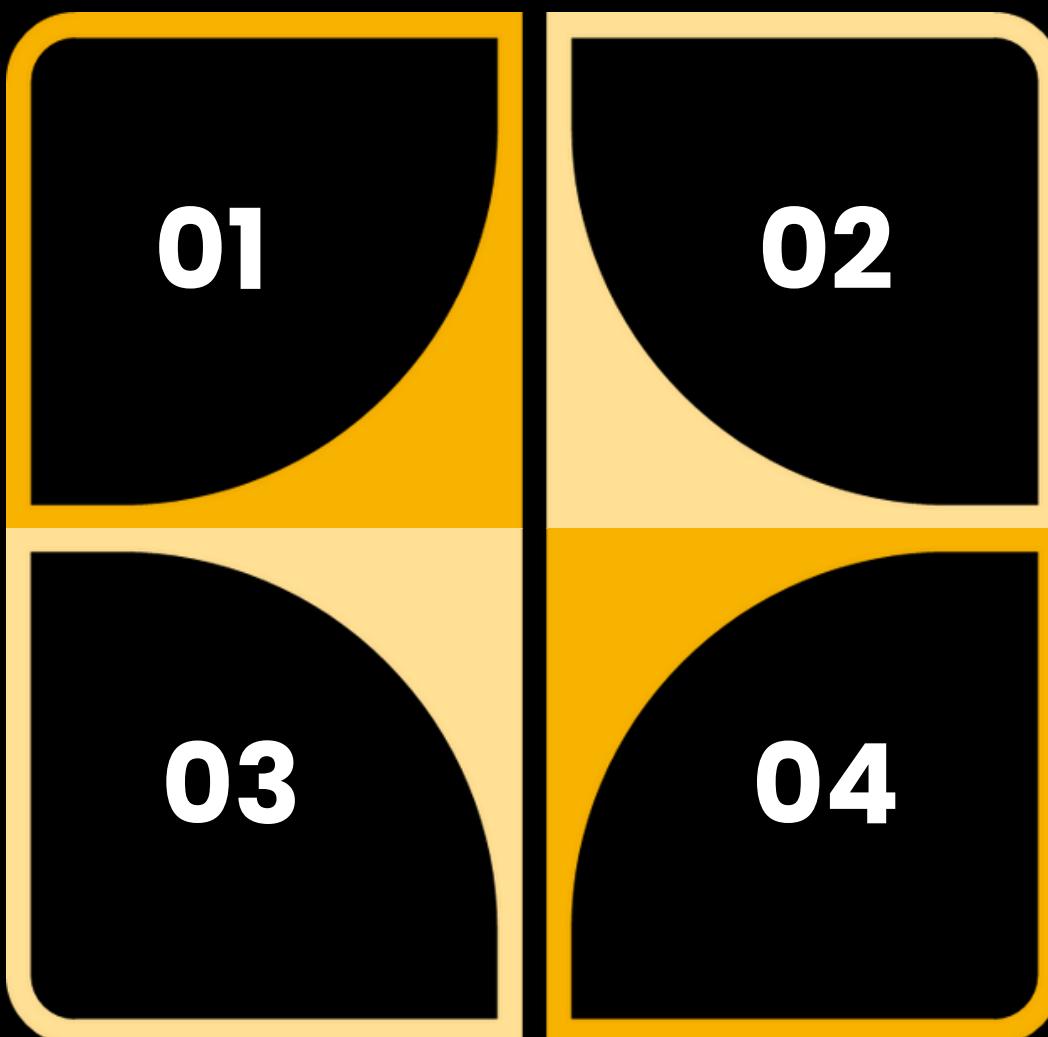
We will deliver our mandate through four main pillars:

Advisory Services

- Deliver expert consultancy on energy transitions and climate financing.
- Build strategic partnerships with institutions like CIFF, AfDB, Rockefeller Foundation, GEAPP, UNDP.

Capacity Building

- Empower stakeholders through technical training and knowledge sharing.
- Strengthen utilities' and project developers' capacity for sustainable energy systems management.
- Facilitate regulatory support and policy workshops for systemic improvements.



Product Development

- Innovate solutions in Blockchain for energy projects financing and energy trading.
- Develop AI-powered tools for demand prediction and energy systems optimization, and data management.
- Advance IoT technologies, such as smart metering, for real-time energy data management.

Climate Finance

- Design platforms for innovative financing mechanisms.
- Support project developers in preparation for investments.
- Unlock funding opportunities for energy projects via tokenization and designing programs that unlock funding.

BUSINESS ACQUISITION STRATEGIES

Expression of interests (EOI) Applications

- Target grants and contracts in renewable energy, energy digitization, and climate finance.
- Maintain an EOI repository with templates for faster submissions.

Partnerships Development

- Collaborate with utilities (e.g., Kenya Power) and regional power pools to showcase digital tools.
- Attend conferences and pitch sessions (e.g., Africa Energy Summit, SE4ALL event, COP events) to build networks.

Marketing

- Build a strong online presence through targeted digital campaigns showcasing Bayes' expertise and success stories (e.g., Rockefeller, GEAPP experiences).
- Create engaging, data-driven content (e.g., blogs, infographics, videos) to build credibility and thought leadership.
- Launch a personalized email campaign to reach high-potential clients and stakeholders, offering tailored service solutions.
- Actively maintain LinkedIn and other professional platforms, emphasizing Bayes' value proposition and achievements.
- Partner with key events for sponsorships and panel participation to gain industry visibility.

PRODUCT DEVELOPMENT

RENEWABLE ENERGY PROJECTS TOKENIZATION PLATFORM

Objective: Build a tokenization platform for energy projects seeking financing.

Key Features:

- Listings for diverse energy projects (beginning with solar and hydro).
- Investor dashboard with customizable financing options.
- Project evaluation tools (e.g., Risk level analysis).

Target Clients: Venture capitalists, DFIs, and private equity funds, retail investors.

Revenue Model: Listing fees, transaction commissions, and premium subscriptions.

Timeline: Prototype by Q1 2025; Sandbox by Q2 2025, launch with one project at COP30.

Potential Revenue: \$1M grant for scale by end of year.

CLIMATE FINANCE INVESTMENT MARKETPLACE

Objective: Create the amazon of climate investments where all capital flows into climate ventures will go into.

Core Features:

- Presence of tokenizations.
- Market place structure and outlook
- Project evaluation tools

Deliverables:

- MVP by Q4 2025

Potential Revenue: \$1M grant for scale up by end of year.

ENERGY TRADING PLATFORM

Objective: Build a platform that facilitates energy trading among utilities, independent power producers, microgrids, and consumers.

Key Features:

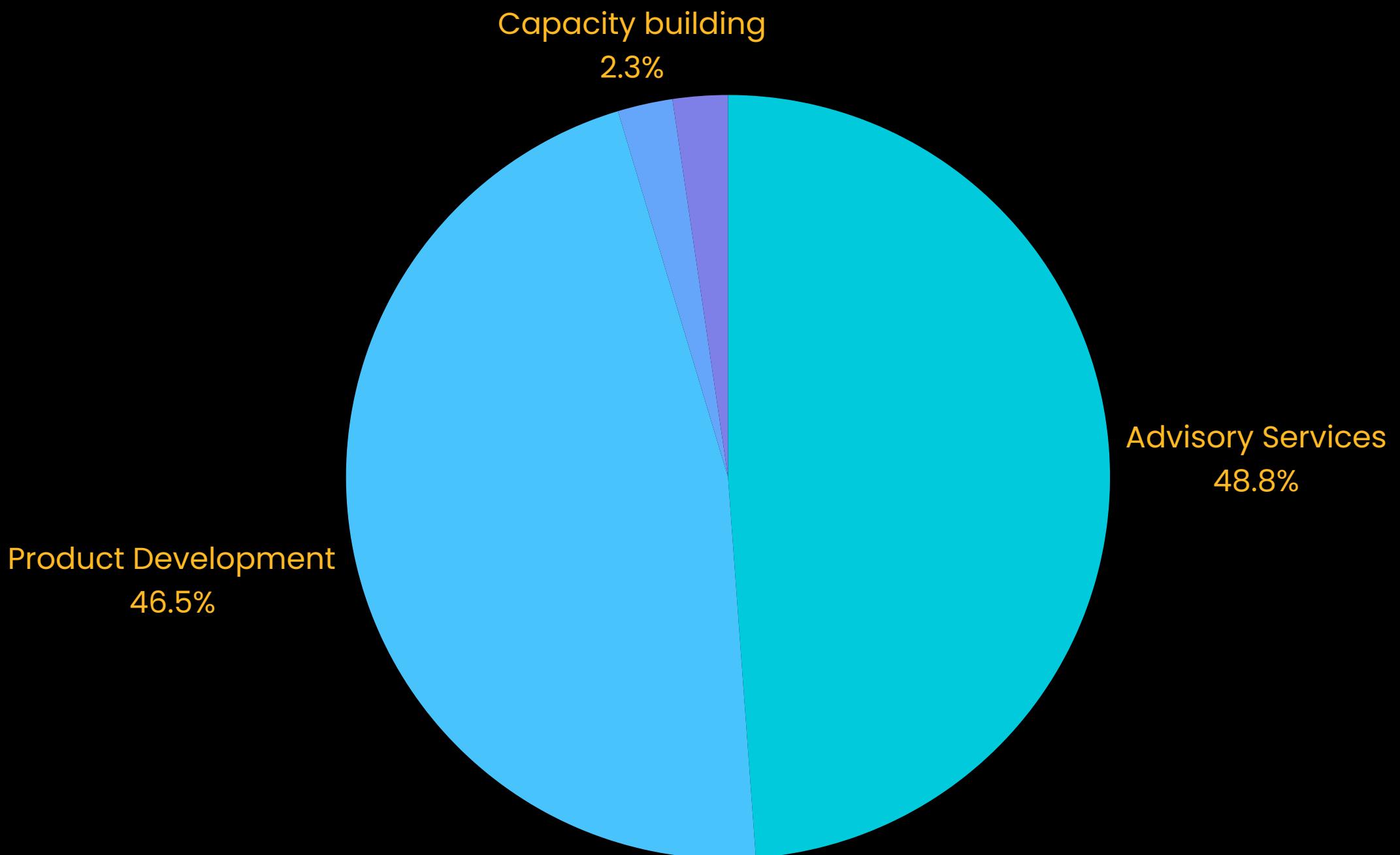
- Peer-to-peer energy trading powered by blockchain.
- Integration with IoT devices for real-time energy tracking and management.
- Smart contracts to automate transactions and ensure compliance with energy policies.

Target Clients:

- National utilities and regional power pools.
- Prosumers seeking new revenue streams.
- Microgrid operators and decentralized energy providers aiming for market access.

FINANCIAL PROJECTIONS

Advisory Services	\$2,100,000
Product Development	\$2,000,000
Capacity Building	\$100,000
Climate Finance	\$100,000



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