

MSM POTENCY+

INSTITUTIONAL & GOVERNMENT
ADVISORY PROPOSAL



BY MSM GIA



ABOUT US

MSM POTENCY+ is positioned as the Energy Security Architect for West Africa. Our mandate goes beyond consulting: we specialize in institutional engineering and securing capital flows. Our mission is to transform the critical challenges of sourcing and financing into compliance-driven, structured investment opportunities. We act as a Neutral Escrow that designs and builds the necessary bridge between the strategic needs of states (energy security) and the risk and compliance requirements of international capital (DFIs, large private groups).

Rigor and Governance: The Heart of Our Credibility

The strength of MSM POTENCY+ lies in the rigor of our governance, essential to win the trust of state decision-makers and investors. Our model is Asset-Light, guaranteeing total neutrality with regard to direct commercial interests. Above all, each commitment and mandate is subject to strict due diligence protocols, including the application of Anti-Corruption principles (FCPA, UK Bribery Act), which guarantees the Government the absence of reputational risk. Our team, composed of former senior executives, brings proven executive expertise in the negotiation and deployment of complex infrastructure financing.

Our Commitment Model: The Three Pillars of Intervention

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MSM POTENCY+ INTRODUCTION & POSITIONNEMENT

THE CONTEXT: THE IMPERATIVE OF ENERGY SOVEREIGNTY

Energy is the cornerstone of national sovereignty and economic stability. Yet, the nation faces a triple critical challenge that threatens its security and development: 1) The logistical fragility and wear of public resources, 2) The opacity due to excessive intermediation in supply markets, and 3) The obstacle of non-bankability which blocks the international financing necessary for strategic infrastructures. These deadlocks create a confidence gap and slow down the execution of vital projects.



OUR PROPOSAL: THE EXECUTIVE SECURITY ARCHITECT

MSM POTENCY+ is neither a simple consulting firm nor a trader. We are an Executive Security Architect with a unique mandate to restore transparency and ensure execution. Our role is to become the trusted third party of the Government, capable of transforming risk into a guarantee for international capital. We directly respond to the three impasses through three integrated strategic pillars: the Strategic Advisory Board, the Executive Representation Mandate (ERMA) and the Energy Project Architecture (EPA).

THE PROMISE: SECURE FUNDING AND ACCELERATED EXECUTION

This integrated approach guarantees two fundamental results: guaranteed and rapid access to billions of dollars in international financing (via EPA) and substantial savings on supply costs (via ERMA). We reduce critical project completion time by 50% by ensuring full compliance. The present document presents the detailed analysis of these impasses and the methodology by which MSM POTENCY+ will mobilize expertise, compliance and capital to secure national energy sovereignty.



The Strategic Implication of Africa for Your Growth

Africa's energy market is experiencing rapid population and industrial growth, creating exponential demand for the products and services you offer: fuels, gas, Jet A1, storage infrastructure, and advanced logistics solutions. However, this growth is hindered by three systemic realities that create a gap between potential and execution.

Context & Justification

Le Gap Logistique et Infrastructurel

For the Government, the energy issue goes beyond the commercial act; it is a question of Sovereignty and National Stability. Dependence on external supply chains exposes the economy to dangerous volatility, exacerbated by insufficient strategic stocks and undersized critical infrastructure. The objective is not only to ensure the continuity of flows for vital sectors (mining, aviation, industry), but also to control the traceability of transactions to avoid financial losses and lost tax revenue. True sovereignty is acquired through institutional control of critical points in the sector.



The Solution: The Security Architect as a Trusted Third Party

Despite political will, foreign direct investment (FDI) in energy infrastructure is systematically curbed. Multilateral funds and private investors are rigorous: they fear the opacity of processes and the multiplication of intermediaries, which increases the risk of non-compliance (compliance). Moreover, national needs, even urgent ones, are not always presented in the form of bankable Energy Architecture Projects (EPA), structured to meet the strict criteria of Development Banks (DFIs) in terms of risk-adjusted profitability and governance.



Faced with this double constraint (national emergency vs. international prudence), the Government needs a partner who is neither a trader nor a simple provider, but a neutral and executive architect. MSM POTENCY+ positions itself as this Trusted Third Party, able to apply strict compliance frameworks from the project design phase, filter international capital and ensure that each investment is aligned with the national strategy. We bridge the gap between state demand and international funding requirements.





The Obstacle of Non-Bancability of Strategic Projects

Despite the national emergency (new storage depots, critical logistics), strategic needs are unable to mobilize funding. The reason is structural: projects lack a modelled Energy Architecture (EPA) to be "ready-to-finance" according to international criteria. Lenders demand strong guarantees, an impeccable legal structure, and documented political risk management. The absence of this financial and technical de-risking extends the conversion time disproportionately (often 2 to 3 years), leading to a major opportunity cost for the national economy.

The Wear and Tear of Public Resources and the Cost of Inaction

The absence of an external Trusted Third Party dedicated to securing deals forces the Administration to overload itself. Senior officials are forced to devote considerable time and resources to the verification of intermediaries and the structuring of files, to the detriment of their sovereign missions. This inappropriate mobilization of public resources, combined with the opportunity cost of blocked or delayed projects, constitutes a waste of human and financial capital. The impasse directly translates into a systemic risk overload that compromises the achievement of the state's long-term development goals.

THE PROBLEM

The main blockage comes from the trap of opaque intermediation. The supply and negotiation circuit is overloaded with unverified actors, which erodes the state margin and increases the final price without adding technical value. This complex chain causes the Administration to lose direct contact with first-rate industrial suppliers, diluting traceability. More serious, it exposes the Government to a systemic risk of reputation and corruption, undermining the trust of Development Financial Institutions (DFIs) and complicating the application of international compliance standards.



THE THING

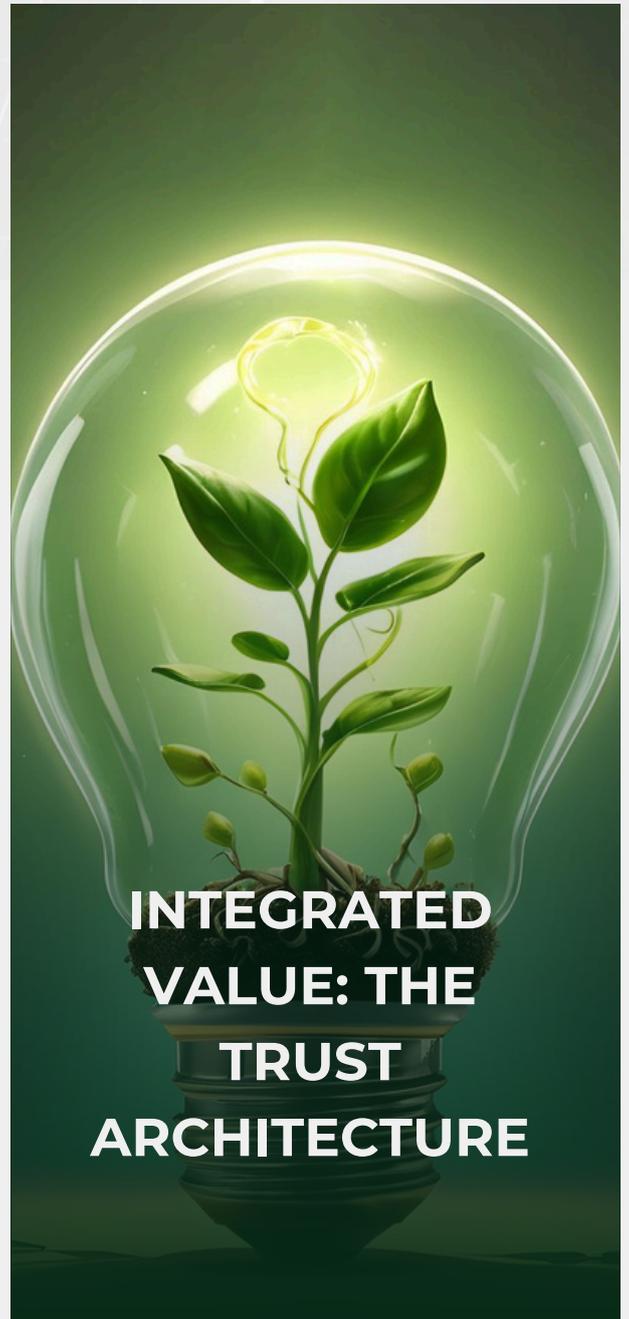
OUR SOLUTION: THE THREE STRATEGIC PILLARS

MSM POTENCY+ offers an architectural solution that transforms risk into a guarantee for the State and international capital. The Trap of Opaque Intermediation and the Usury of Public Resources are neutralized by the Advisory and ERMA pillars. As an outsourced Executive Advisory Firm, we optimize the allocation of departmental resources by providing a sharp strategic diagnosis on logistical bottlenecks. Simultaneously, the Executive Representation Mandate (ERMA) commits our structure to audit and pre-qualify top-tier suppliers, facilitating direct contracting, eliminating opacity and ensuring anti-corruption compliance. The result is immediate cost reduction and the establishment of transparent and traceable transactions.

The Obstacle of Non-Bancability is lifted by the EPA pillar (Energy Project Architecture). The EPA is our financial and legal engineering process that transforms national strategic needs (e.g., new deposits, air logistics) into ready-to-finance investment files. We model projects according to the rigorous standards of IFDs (IFC, AfDB) and infrastructure funds, integrating political de-risking and ensuring sustainable cash flows. The application of the EPA reduces the conversion time of a project from several years to a few months, thus ensuring the State guaranteed and rapid access to international capital for the development of its critical infrastructure.

The effectiveness of our solution lies in integrating these three pillars. MSM POTENCY+ does not offer isolated services, but an integrated mechanism of strategic execution. By providing both high-level advice, partner screening (ERMA), and financial structuring (EPA), we ensure that the institutional strategy is directly linked to funding and field execution. This allows the Government to have an institutional security framework that minimizes risk, maximizes compliance and accelerates infrastructure development, restoring trust with the global financial community.

THE EXECUTIVE SECURITY TRIPTYCH



INTEGRATED VALUE: THE TRUST ARCHITECTURE



The Security Architect: Our Differentiation



Strategic Positioning: The Neutral and Compliant Implementer

MSM POTENCY+ positions itself as an Executive Security Architect, offering a unique integrated solution that transcends the boundaries of general consulting firms and commercial intermediaries. Our strength lies in the fusion of high-level expertise with an Execution and Compliance Mandate. Unlike traditional players, we do not only provide reports or transactions; we commit our structure (via ERMA and EPA) to filtering partners, to ensuring anti-compliance corruption and to structure projects to make them immediately bankable with international finance. We are the Trust Filter that the state needs, actively protecting its reputation by aligning our success solely on transparency and sustainability of transactions.

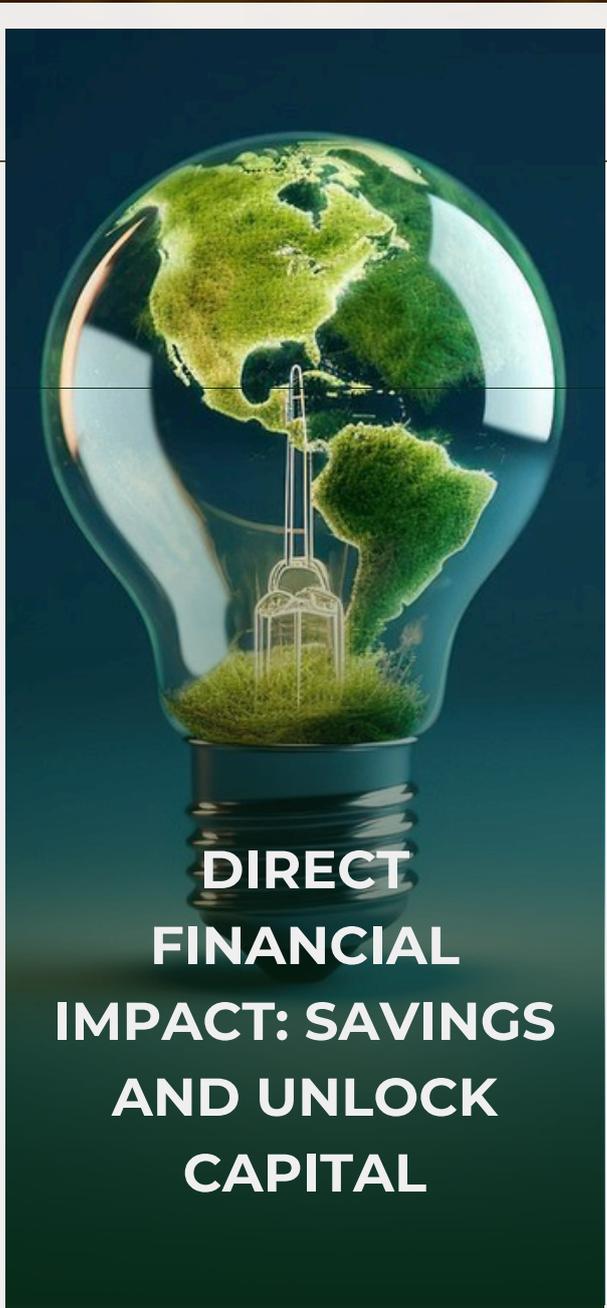
The Operational Value: The Secure Project Accelerator

This integrated approach makes MSM POTENCY+ a real strategic accelerator. By simultaneously managing de-risking, financial structuring and the selection of senior partners, we significantly reduce the time between political decision-making and actual project implementation. We transform administrative slowness and intermediation times into secure execution speed. This means that policy intent translates into funded infrastructure and recurring cash flow much faster, minimizing systemic risk and opportunity cost to the Administration. We thus guarantee an execution that is both faster and safer.

MSM POTENCY+ THROUGHPUT

The intervention of MSM POTENCY+ is a profitable investment that generates a clear financial return for the State. By eliminating opaque intermediation via ERMA, we guarantee more direct and competitive pricing conditions, resulting in substantial savings on the total costs of infrastructure acquisition and construction. Most crucially, our structuring in Energy Project Architecture (EPA) transforms national needs into bankable files, unlocking billions of dollars of foreign capital from the DFIs (Development Banks) and infrastructure funds that were previously inaccessible due to a lack of governance guarantees and adequate financial models.

OUR ROLE AS A GROWTH AGENT



Efficacité Opérationnelle : Gain de Temps et Stabilité

Time is the most expensive resource for development. Our role as a strategic accelerator significantly reduces the life cycle of projects. By simultaneously managing due diligence, financing and contracting, we reduce the conversion time of large infrastructure projects (from intent to inauguration) by 50-60%. This time saving eliminates the opportunity cost of delays. Moreover, securing contracts through our strict process ensures immediate supply stability, reducing the risks of shortages and costly economic disruptions to the national economy.

Capital Institutionnel : Crédibilité Renforcée et Attractivité

Beyond the immediate benefits, the greatest return for the Government is the increase of its Confidence Capital on the international stage. By imposing international compliance standards (anti-corruption) through our mandate, the State sends a powerful signal of transparency to investors. POTENCY+ Structuring Escrow status makes the market more attractive to Tier 1 investors (pension funds, global banks) who demand maximum de-risking. The result is enhanced international credibility, facilitating future fundraising and long-term strategic partnerships for the nation.

METHODOLOGY



The first phase of our intervention is dedicated to establishing a factual and strategic basis. We start with a Strategic and Institutional Audit of the bottlenecks in the existing energy sector, as well as the assessment of compliance risks. The objective is to translate the political intentions of the state into measurable project objectives. This phase results in the establishment of a clear Roadmap for priority projects, defining the minimum requirements and governance criteria necessary to attract funding from Development Financial Institutions (DFIs).

Phase II: Securization and Bankability (ERMA & EPA)

This phase is the heart of our executive added value. We launch the Executive Representation Mandate (ERMA) to audit and pre-qualify Tier 1 suppliers, eliminating opacity. Simultaneously, we are deploying the Energy Project Architecture (EPA), modeling the project (legal setup, flow guarantees) according to the standards of international donors. This double action produces a complete Investment File (Business Plan and non-binding Term Sheet), making the project immediately ready for financing.

Phase III: Financing, Execution and Transfer

The final phase converts the structured documents into operational reality. It begins with the Negotiation and Mobilization of Capital by presenting the EPA File to the financial partners (DFIs, banks) and finalizing the supply and financing contracts. The ultimate step is the Transfer and Monitoring of the project structure to the designated state entity, complemented by the establishment of a post-funding compliance monitoring mechanism. We ensure that good governance and stability are maintained after our initial intervention.

Next Steps: Partnership Activation

THE ACTIVATION OF THE MANDATE: IMMEDIATE PROCEDURE

The urgency of energy sovereignty requires the immediate activation of our solution. To formally launch the intervention and Phase I (Strategic Diagnostic), three actions are required: firstly, the organization of a formalization meeting between the Executive Direction of MSM POTENCY+ and the designated Ministerial Steering Committee; secondly, the signing of the initial Advisory Mandate which defines the scopes and compliance objectives; and thirdly, the rapid constitution of a Partnership Coordination Unit (PCU) governmental, which will be the direct focal point to facilitate access to essential data for diagnosis.



L'ENGAGEMENT DU CHRONOGRAMME DE TRAVAIL

From the formalization, we immediately commit to a tight execution schedule. The first month will be dedicated to the deployment of the team and the realization of the Phase I Strategic Audit. From the fifth week, we will deliver the Executive Audit Report and the Bankable Roadmap, including the precise recommendations for the EPA structuring and the launch of the ERMA Mandate. This accelerated cycle aims to reduce the waiting time and move quickly to Phase II (Securisation and Structuring), in order to focus efforts on eliminating intermediaries and quickly preparing the Full Investment Case.

CONCLUSION : UN PARTENARIAT POUR LA SOUVERAINETÉ

MSM POTENCY+ is ready to become your Executive Security Architect and the Trusted Third Party that will ensure the proper execution of the nation's energy priorities. We offer a result guarantee based on the strict alignment of our interests with those of the State: transparency, compliance, and secure infrastructure financing. The activation of this partnership is the first concrete step towards increased control of energy flows and enhanced credibility with the international financial community.

Expected Results and Shared Vision

THE PARTNERSHIP WITH MSM POTENCY+ TRANSLATES INTO IMMEDIATE TANGIBLE GAINS: WE GENERATE SUBSTANTIAL SAVINGS ON SUPPLY COSTS BY ELIMINATING OPACITY (ERMA). SIMULTANEOUSLY, WE ARE UNLOCKING ACCESS TO BILLIONS OF DOLLARS OF FUNDING FROM INTERNATIONAL INSTITUTIONS THROUGH THE BANKABILITY ENSURED BY THE EPA. OPERATIONALLY, OUR ROLE AS AN ACCELERATOR ENSURES A 50 TO 60% REDUCTION IN THE TIME REQUIRED TO BUILD CRITICAL INFRASTRUCTURE, ENSURING VITAL SUPPLY STABILITY.



THE STRATEGIC COMMITMENT OF MSM POTENCY+ IS TO STRENGTHEN THE TRUST CAPITAL OF THE STATE. BY IMPOSING RIGOROUS INTERNATIONAL COMPLIANCE STANDARDS (ANTI-CORRUPTION), WE PROTECT THE GOVERNMENT'S REPUTATION. THIS STRUCTURING TRUSTED THIRD PARTY STATUS MAKES THE MARKET MORE SECURE AND ATTRACTIVE TO TIER 1 INVESTORS, FACILITATING FUTURE STRATEGIC PARTNERSHIPS AND SUSTAINABLE GROWTH OF THE NATION.

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LET US KNOW

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