Renewable Energy Business Development Training Course

Professional Development Training Course Outline

Category	Renewable Energy	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Renewable Energy Business Development Training Course is designed to equip professionals with the strategic, commercial, and technical capabilities required to build and scale clean energy businesses. The course focuses on the rapidly evolving renewable energy ecosystem, including solar PV, wind energy, battery energy storage systems (BESS), mini-grids, distributed energy resources (DERs), green hydrogen, energy efficiency, carbon markets, electric mobility, smart grids, and sustainable infrastructure. Participants will learn how to identify high-value market opportunities, develop bankable renewable energy projects, build strategic partnerships, secure financing, create competitive business models, manage stakeholders, and convert emerging technologies into commercially viable ventures. Current industry trends increasingly emphasize energy storage, grid modernization, AI-enabled energy management, digitalization, resilient supply chains, strategic partnerships, and innovative financing.

The training takes a practical business-to-project development approach, combining market intelligence, investment analysis, sales strategy, financial modeling, project pipelines, procurement, risk management, and commercialization. Participants will examine real-world and adapted case studies covering utility-scale solar-plus-storage, distributed energy, mini-grids, corporate renewable procurement, data-center power demand, grid modernization, and emerging clean-energy technologies. Africa offers particularly significant opportunities because renewable projects are increasingly being deployed for homes, industries, mines, and other off-grid applications, while financing, bankability, and risk mitigation remain important commercial challenges. The course therefore emphasizes bankable projects, revenue optimization, PPA strategy, investor readiness, ESG, climate finance, energy security, customer acquisition, and scalable clean-energy business models so participants can confidently transform renewable-energy opportunities into sustainable commercial ventures.

Programme Curriculum

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Course Duration

5 days

Course Objectives

By the end of the course, participants will be able to:

1. Identify high-growth renewable energy markets and emerging clean-energy business opportunities.
2. Develop commercially viable renewable energy business models and value propositions.
3. Conduct market intelligence, competitor analysis, customer segmentation, and opportunity mapping.
4. Build and manage a qualified renewable energy project pipeline.
5. Evaluate solar, wind, BESS, mini-grid, DER, hydrogen, and hybrid energy opportunities.
6. Develop effective sales, marketing, strategic partnership, and business development strategies.
7. Understand PPA, EPC, O&M, BOO, BOT, ESCO, leasing, and energy-as-a-service commercial models.
8. Assess project bankability, financial feasibility, investment returns, and financing requirements.
9. Identify climate finance, green finance, blended finance, impact investment, and private capital opportunities.
10. Apply AI, digitalization, data analytics, and predictive intelligence to renewable-energy business development.
11. Manage regulatory, permitting, procurement, supply-chain, technical, commercial, and ESG risks.
12. Develop persuasive investment proposals, pitch decks, tenders, commercial proposals, and stakeholder engagement plans.

13. Create an actionable renewable energy growth strategy capable of supporting long-term scalability, profitability, resilience, and market leadership.

Target Audience

1. Renewable energy entrepreneurs and startup founders
2. Energy and sustainability business development managers
3. Solar, wind, BESS, and mini-grid project developers
4. Engineers, consultants, and technical professionals moving into commercial roles
5. Investors, financiers, fund managers, and impact-investment professionals
6. Utility, EPC, IPP, ESCO, and energy-service executives
7. Government, regulators, NGOs, development agencies, and energy-policy professionals
8. Professionals seeking careers in clean energy, climate tech, ESG, energy transition, and sustainable infrastructure

Course Modules

Module 1: Renewable Energy Market Intelligence & Business Opportunity Mapping

- Global and regional energy transition trends, market drivers, and investment opportunities.
- Solar, wind, hydro, geothermal, BESS, mini-grid, DER, hydrogen, and hybrid-system market analysis.
- Customer discovery, segmentation, pain-point analysis, and value proposition design.
- Competitor intelligence, market-entry strategies, and competitive differentiation.
- Case Study: Mapping a commercial opportunity for a solar-plus-storage developer serving an industrial customer.

Module 2: Renewable Energy Business Models & Commercial Strategy

- Designing scalable, profitable, and resilient clean-energy business models.
- PPA, BOO, BOT, EPC, O&M, ESCO, leasing, energy-as-a-service, and distributed-energy models.
- Revenue streams, pricing strategies, customer lifetime value, and revenue optimization.
- Strategic alliances, channel partnerships, joint ventures, and ecosystem development.
- Case Study: Comparing a corporate PPA with an energy-as-a-service model for a large commercial customer.

Module 3: Project Development, Site Selection & Pipeline Management

- Renewable-energy project lifecycle from origination to financial close and commercial operation.
- Site screening, resource assessment, grid availability, permitting, land considerations, and feasibility.
- Project pipeline qualification using risk, return, readiness, and bankability criteria.
- Stakeholder mapping and project-development milestone management.
- Case Study: Developing a pipeline strategy for multiple solar and BESS projects while prioritizing the most bankable opportunities.

Module 4: Financial Modeling, Investment & Project Bankability

- Fundamentals of CAPEX, OPEX, LCOE, IRR, NPV, payback, DSCR, and sensitivity analysis.
- Building commercially credible renewable-energy financial models.
- Project finance, equity, debt, blended finance, grants, guarantees, and climate finance.
- Investor requirements, due diligence, term sheets, and financial-close preparation.
- Case Study: Assessing the investment attractiveness of a utility-scale solar-plus-storage project under different revenue scenarios.

Module 5: Sales, Marketing, PPA & Customer Acquisition

- Building a high-performance B2B renewable energy sales funnel.
- Lead generation, account-based marketing, stakeholder engagement, and consultative selling.
- Corporate renewable procurement, PPAs, green-power solutions, and customer economics.
- Proposal development, tender management, negotiation, and value-based selling.
- Case Study: Creating a commercial proposal for a manufacturing company seeking lower-cost and lower-carbon electricity.

Module 6: AI, Digitalization, Energy Storage & Smart Energy

- Applying AI, data analytics, digital twins, forecasting, and automation to energy businesses.
- Battery energy storage economics, hybrid renewable systems, and flexible power solutions.
- Virtual power plants (VPPs), distributed energy resources, smart-grid technologies, and demand response.
- Predictive maintenance, performance optimization, and data-driven decision-making.
- Case Study: Using solar-plus-storage and intelligent energy management to improve reliability for a high-demand commercial facility.

Module 7: ESG, Risk Management, Supply Chains & Energy Policy

- ESG, climate risk, sustainability reporting, carbon management, and responsible investment.
- Regulatory, permitting, policy, grid-interconnection, technology, and market risks.
- Supply-chain resilience, procurement strategy, localization, recycling, and critical-material considerations.
- Risk registers, mitigation plans, scenario analysis, and business-continuity strategies.
- Case Study: Building a risk-mitigation plan for a renewable project affected by permitting delays and supply-chain uncertainty.

Module 8: Scaling, Partnerships, M&A & Investment Readiness

- Building a scalable renewable energy growth strategy and long-term competitive advantage.
- Strategic partnerships, joint ventures, platform development, portfolio diversification, and M&A.
- Investor-ready business plans, pitch decks, data rooms, and investment propositions.
- KPIs, business-development dashboards, growth forecasting, and performance management.
- Case Study: Creating an investor-ready expansion strategy for a clean-energy company moving from individual projects to a multi-project regional platform.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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