

Market Research

Introduction

ChezaLink aims to bridge the visibility gap between youth athletes and professional scouts, by offering a digital platform where young players can showcase their talent, track their stats, and access exposure opportunities. This report outlines our findings from interviews and questionnaires conducted with coaches, scouts, youth athletes and other stakeholders in Kenyan grassroots and semi-professional sports.

Objective of Research

To understand the pain points, needs, and opportunities within the youth sports ecosystem in Kenya and to validate the market demand for a platform like ChezaLink.

Methodology

Interviews Conducted with:

- ❖ Coaches (Grassroots to University level)
- ❖ Scouts and Talent Developers

Questionnaire Distribution to:

- ❖ Young athletes

Key Interview Insights

Aggrey Ongoli:

U11 TEAM - Soka Talent located at Kenya Science, Ngong Road, Nairobi

U20 & U23 TEAM - Team Umeme in Ziwani estate

Pain points:

- ❖ Lack of sponsors and funding leads to inadequate training facilities (balls, cones, bibs).
- ❖ Stats are recorded manually on paper hence difficult to track progress consistently.
- ❖ Poor facilities deter scouts from attending matches hence less player exposure.

Quote: “ChezaLink could help digitize stats and attract more attention to these players from scouts”

Coach K:

- ❖ Football and Basketball coach at JKUAT Karen campus.
- ❖ His team participates in University leagues and tournaments.

Observations

- ❖ Thinks it will help many young players gain exposure and keep track of their progress and stats.
- ❖ Advises that we should pitch this idea to the university league and tournaments.

Quote: “You should pitch this to varsity sports organizers to digitize tournament data and highlight talent.”

Titus Mulama:

- ❖ Scout/Youth talent developer
- ❖ Former Harambee stars midfielder (2001–2012)

Perspective

- ❖ Thinks ChezaLink would help local football federations keep track of player data across multiple levels from the youth scene to semi-pro and pro level.

Quote: “ChezaLink could be a powerful tool for federations and scouts to monitor players across different levels.”

Questionnaire Highlights

Respondents: 4

Key Stats:

- ❖ 50% said that they have never recorded their stats
- ❖ One mentioned using an “online league database”

Opportunity: 50% don’t track stats → ChezaLink could introduce the first digital stats profile for many of them.

Player level breakdown

- ❖ 1 plays semi-pro
- ❖ 1 played in academy, high school and FKF regional league
- ❖ 1 in club soccer (semi-pro)
- ❖ 1 used to play U17 level

Market Needs Identified

<i>Need</i>	<i>Current Status</i>	<i>Opportunity for ChezaLink</i>
Player stat tracking	Manual paper records	Mobile-friendly digital tracking
Exposure to scouts	Limited to in-person visits	Video uploads + verified profiles

Tournament visibility	Poor coverage	Partner with local leagues/tournament hosts to track games
Infrastructure access	Underfunded	Offer platform as a value-add to attract sponsors
National federation data	Fragmented	Aggregate career stats from grassroots to pro

Conclusion

The findings from both interviews and surveys strongly validate the need for ChezaLink. The grassroots and university-level sports scenes are underserved in terms of digital tools, and both coaches and scouts are open to solutions that can improve player visibility, performance tracking, and data integrity.

Appendix

- Full Interview Transcripts (available on request)
- Questionnaire Data Visualizations (to be added)
- Raw Survey Results (spreadsheet linked in repo)