

ProFutaa :

UNLOCKING KENYAN FOOTBALL TALENT

A SCOUTING PLATFORM CONNECTING ASPIRING FOOTBALLERS WITH REAL OPPORTUNITIES





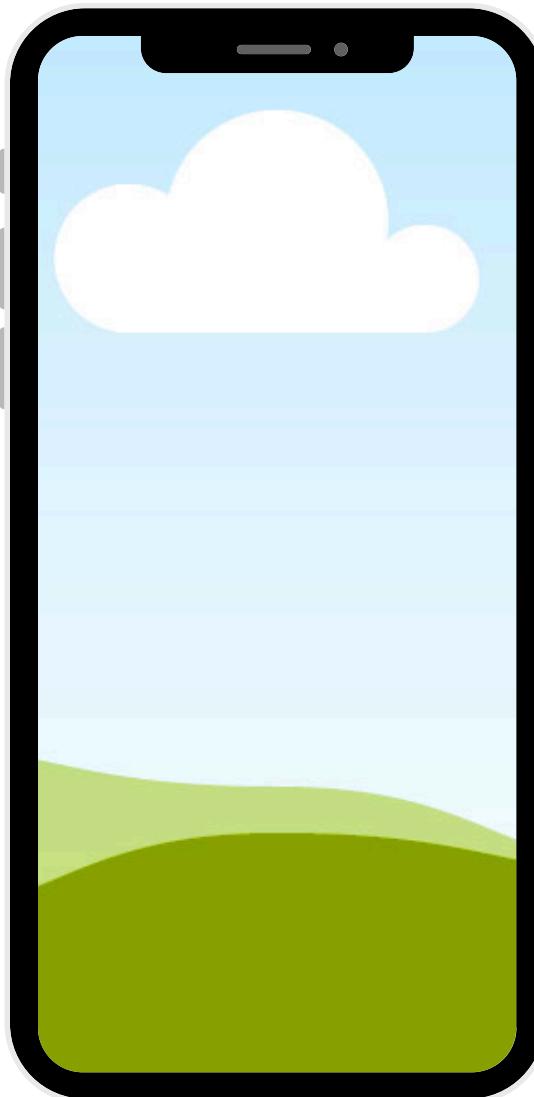
- Talented footballers lack access to verified scouts, especially in rural Kenya.
- Many can't afford to attend trials or travel.
- Fake agents exploit youth with false promises.
- Players with strong talent and academics miss out on scholarships due to no exposure.



- A free digital scouting platform for all Kenyan players.
- Verified scouts only – protects users.
- Players upload 1 short video and key info (age, region, position).
- Optional academic info to support scholarship opportunities.

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Product



- Player Profiles: name, position, one video, background.
- Scout Dashboard: filters, trial history, in-app chat.
- Admin Verification: protects both parties.
- Works in low-data areas, offline mode available.

Target Market

Featured statistic/Target Users:

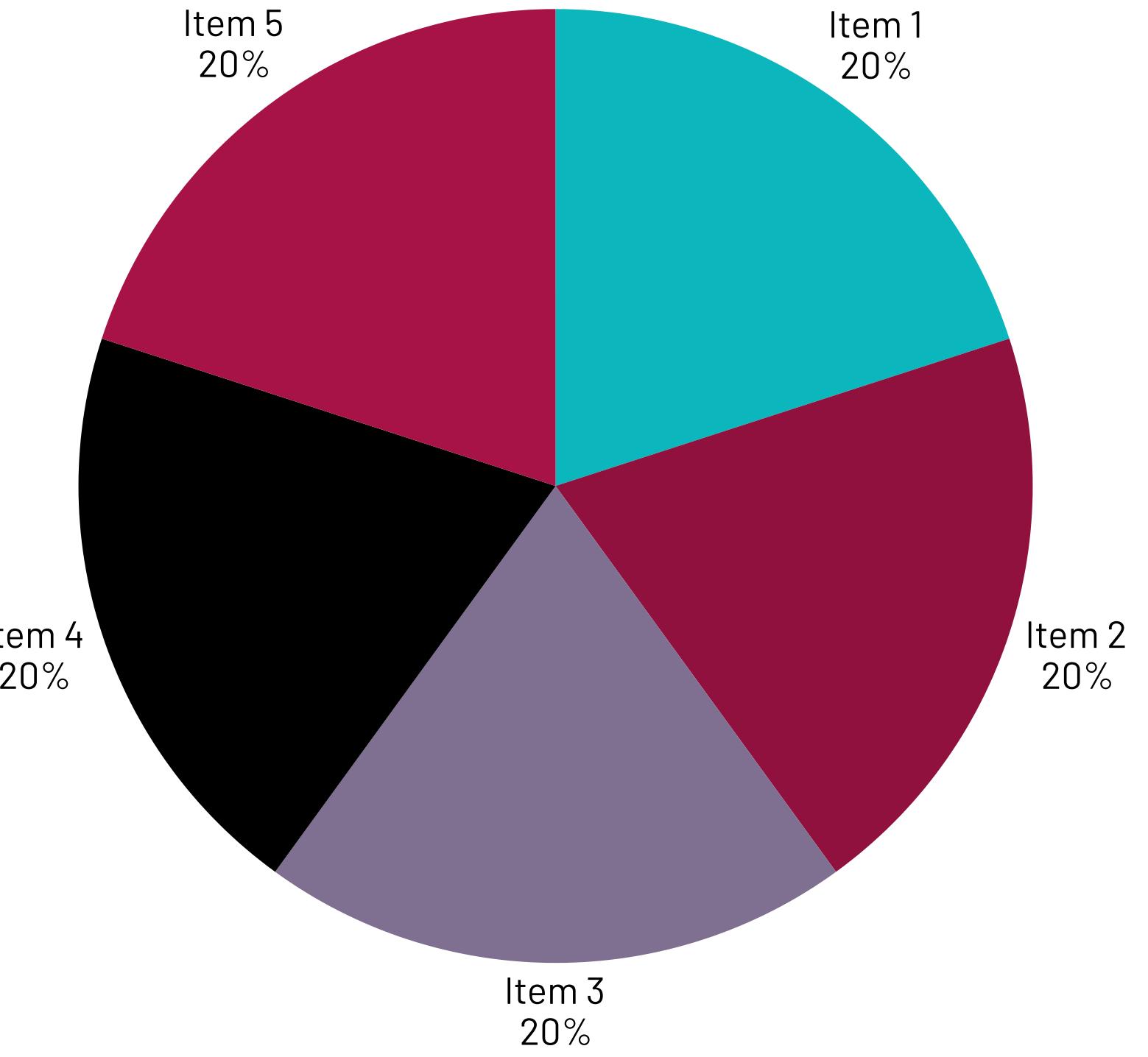
- Aspiring footballers age 12–24: boys & girls.
- Local clubs, schools, villages.
- Primary students (for high school scholarships).
- High school, college, and university students (for football + education).
- Verified local and international scouts.

Impact Stats to consider :

- 1M+ youth footballers in Kenya have no access to scouts.
- Less than 5% have digital visibility.
- Majority of trials are informal and go undocumented

Market Size

- 500+ clubs and academies across Kenya.
- 300+ known scouts and agents.
- 70% of Kenyan youth play football in some form.
- 0% have a safe, verified digital scouting platform





Competitors

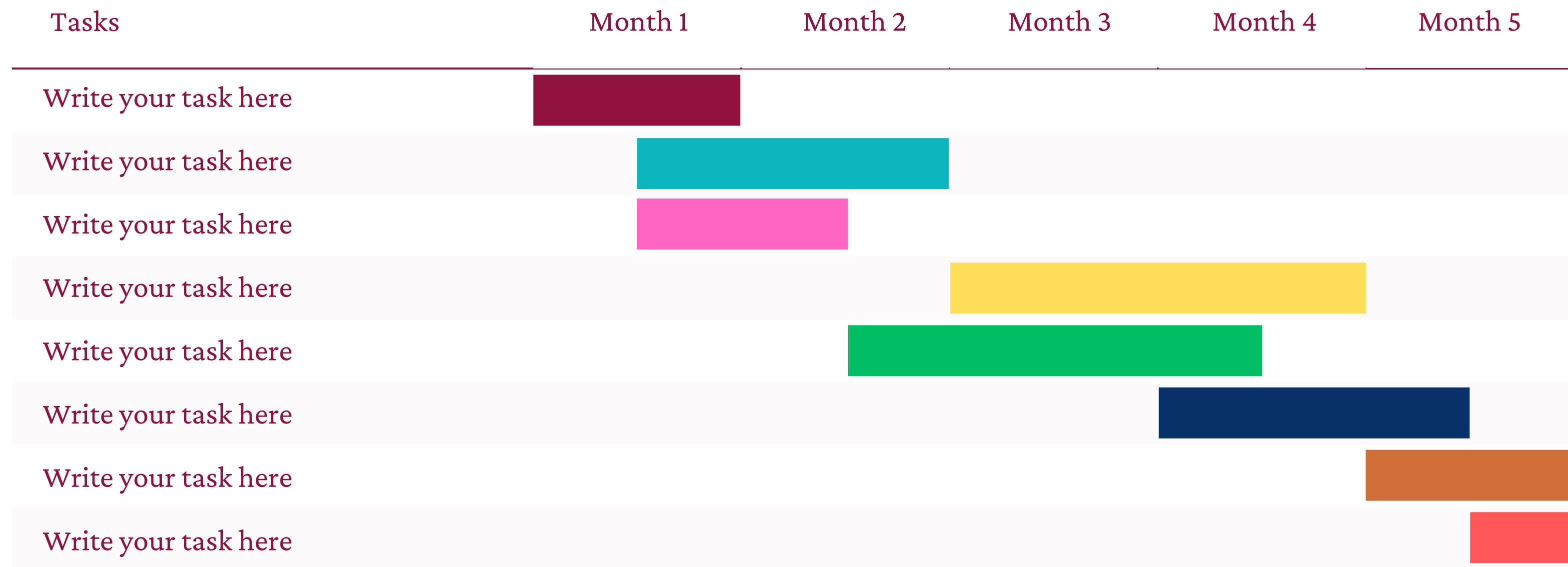
- Existing platforms focus on paid exposure.
- ProFutaa is free, rural-accessible, and includes scholarships.
- Unique focus on fairness, safety, and equal access.

Competitive Advantage

What makes you unique?

- 100% free for players.
- Accepts youth without national ID.
- Mobile-first, Swahili-enabled.
- Academic section is optional – football is the main focus

Project Traction



Business Model



- Free for players forever.
- Scouts verify ID and get free access.
- Future paid tools (optional): filters, bulk exports, trial tools

Go To Market

- Launch pilot in 3 counties.
- Partner with FKF, youth coaches, local clubs.
- Reach youth via WhatsApp, TikTok, community events

Social Impact

- Supports SDGs:
- SDG 1: No Poverty
- SDG 4: Quality Education
- SDG 8: Decent Work & Growth
- SDG 10: Reduced Inequality

Our Ask

- Support in app development (MVP).
- Funding for verification and outreach.
- Partners to reach more players and scouts

Team Members



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