



## COMPANY PROFILE

[www.buzzkidsport.com](http://www.buzzkidsport.com)



# Executive Summary

**Buzzkid Group Limited** is a leading sports and wellness-oriented firm based in Nairobi, Kenya. The company is established with a mission to empower individuals through sports and has made significant strides in promoting sustainable life survival skills, with a particular focus on swimming.

The company's programs are designed to cater to individuals of all ages and abilities, offering a unique blend of physical activity and holistic wellness. Buzzkid Group Limited is registered as a limited liability company in the Republic of Kenya.



## Our Mission

To empower individuals of all ages with life-enhancing skills through sports and wellness programs, promoting a culture of health, safety, and confidence in and around water.

## Our Vision

To be the leading global enterprise in sports and wellness, pioneering sustainable solutions that empower individuals and create enduring human excellence.

Buzzkid Aquatics Club

# Our Core Values

At Buzzkid Aquatics Club, our core values define who we are, guide our actions, and shape how we impact our swimmers, schools, and the broader community. They reflect our commitment to excellence, integrity, and holistic aquatic education.

## 1. Discipline

We believe discipline is the foundation of progress — both in and out of the pool. Every training, attendance, and performance reflects personal responsibility, time management, and respect for structure.

## 2. Commitment

We uphold consistency and dedication. Our swimmers, coaches, and partners commit to continuous growth, goal setting, and accountability in achieving both personal and team milestones.

## 3. Safety

The safety of every swimmer comes first. From beginners to advanced athletes, we maintain a culture of vigilance, certified supervision, and adherence to professional aquatic safety standards.

## 4. Excellence

We pursue excellence in coaching, technique, and character. Every session is designed to bring out the best version of each swimmer — physically, mentally, and emotionally.

## 5. Inclusion

We believe swimming is for everyone. Our programs embrace diversity and accessibility, ensuring every child, regardless of background or ability, has an opportunity to learn and grow through swimming.

## 6. Passion

We do more than teach swimming — we ignite a lifelong love for the water. Our passion drives innovation, creativity, and joy in every Buzzkid Aquatics experience.

# Sports and Wellness Services



**Swimming**



**Skating**



**Football**



**Chess**



**Basketball**



**Tennis**



# Sports and Wellness Services

The company also provides specialized services under the banner of Sports Management Consultancy, including:

| Service Area                 | Description  |
|------------------------------|--|
| <b>Sports Data Analytics</b> | Providing valuable insight using data analytics to understand fan preferences and acquire the right players.                                     |
| <b>Player Pro</b>            | Offering insights about players' performance and team management processes with real-time analytics.   |
| <b>Business Development</b>  | Advising sports business leaders on how to profitably grow their businesses and resolve pressing strategic questions.                            |
| <b>Athlete Management</b>    | A custom approach to creating a personal experience, assisting, consulting, and advising athletes as individuals.                                |
| <b>Facility Construction</b> | The construction division creates model alignment of sports facilities, according to a client's vision to maximize the impact on their business. |
| <b>Event Management</b>      | Developing unique activation opportunities that engage with target audiences, placing clients at the heart of the event.                         |

# Buzzkid Aquatics Club & Swim School

(Registered with Sports Kenya)

Buzzkid Aquatics Club is a registered swimming and aquatics training institution dedicated to building water safety, skill, and excellence in swimming. The swim school operates across multiple venues, including Syokimau, Hillpark, Heron, and Concord. It is registered with Sports Kenya as an official swimming club.

## Program Offerings

### 1. For Individuals & Families

**Learn-to-Swim Programs:** Beginner-friendly lessons for all ages.

**Specialized Programs:** Includes Parent & Toddler lessons, adult fitness swimming, and aqua therapy.

**Stroke Development & Technique Training.**

**Competitive Pathways:** Advanced training for swimmers targeting competitions.

**Flexible Pack System:** Sessions are offered in renewable packs of 10 for convenience and accountability.

## Specific Swimming Programmes:

- ✓ Survival Skills
- ✓ Competitive Swimming
- ✓ Aquarobics / Workout
- ✓ Special Needs
- ✓ Learn To Swim
- ✓ Stroke Perfection
- ✓ Hydrotherapy



## 2. For Schools & Institutions

School Swim Programs: Weekly or term-based swimming lessons integrated into the school timetable.



GCSE Swimming Curriculum



Group Package (Class of 30-40)



CBC Swimming Curriculum



Professional Coaches



Heated Pool and Cold Pool access



**After-School Swim Clubs:** Structured sessions for interested students.

**Swimming Galas & Assessments:** Termly/annual events to showcase progress and encourage competition.

**Teacher & Staff Training:** Water safety, basic lifeguard skills, and teacher orientation.

**Venue Partnerships:** Collaborations with schools that want to set up or enhance their swimming facilities.

# Our Value Proposition

**Qualified Coaches** – Experienced and certified instructors ensuring safety and progress.

**Progress Tracking** – Regular assessments, progress reports, and swim level certifications.

**Multiple Venues** – Accessible pools across Syokimau, Hillpark, Heron, Concord, and more.

**Partnership with Schools** – A structured and professional approach that eases school management workload.

**Holistic Development** – Promoting water safety, fitness, discipline, and confidence.



# Why Choose Buzzkid

- Registered with Sports Kenya as an official swimming club.
- Proven track record with schools, families, and institutions.
- Structured curriculum aligned with international swim levels.
- Flexibility to serve different age groups, from toddlers to adults.
- Strong emphasis on safety, discipline, and enjoyment.

## OUR PARTNERSHIP



**SABIS<sup>®</sup> International School**  
Ruwais - Abu Dhabi, U.A.E.



**KITENGELA INTERNATIONAL SCHOOLS**  
"Excellence in Education"





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