



# IT'S PERSONAL

# Agenda

	<b>Message from the Coach</b>
	<b>Our Ethos</b>
	<b>The Antidote</b>
	<b>4 Strategies to a professional pathway</b>
	<b>Success Stories</b>
	<b>Rates</b>

# Message from the coach.

Hi, Marimba Wanda here. Having been to Europe to play football and failed, I know all too well the difficulty of the path.

Having studied at one of the best sports schools in the world I know all too well the joy and possibility sports has and can bring to young men.

My goal is to offer Parents and their sons a practical, affordable and attainable pathway to semi-professional football and/or a financially viable career/degree in the sports industry.



# The Antidote

Most Academies sell a "one-size-fits-all" European dream that 99% of players won't achieve. We work backwards from your reality.

We look at the parents financial capacity, the students physical capacity & skill level, then we guide you on the most affordable and pragmatic pathway to a career of semi-professional football, collegiate level football and/or a career/degree in the sports industry.



# **4 STRATEGIES TO A PROFFESIONAL PATHWAY.**



# The "Home-Grown Pro" (The Zero Cost Option)

Talent is common. Documented talent is rare. The biggest failure of Kenyan athletes is the lack of video evidence. This service records, compiles and distributes video data to the biggest sports recruitment platforms online, hence providing the player with exposure to universities, clubs and schools.

- Estimated cost
  - 25,000/month



# **The Strategy.**

## **1. Data Collection (Ages 12-14)**

This first phase involves filming several games over the course of 3-4 years

## **2. Asset Compiling (Ages 15-16)**

The second phase involves collecting and compiling:

- His best 2 attributes (e.g., speed + finishing). Hook the scout instantly.
- Game intelligence (passing, positioning).
- Recovery runs

## **3. The Market (Distribution)**

Once the asset (video) is ready, we apply to the biggest sports recruiting platforms in the USA

# Affordable option: the "Hidden Europe Pathway":

The "Hidden Europe" Pathway: Malta or Cyprus  
Top-tier nations (UK, Spain, France) are prohibitively expensive for non-EU citizens due to visa and boarding fees. Malta and Cyprus are EU members, English-speaking, and desperate for talent to boost their leagues.

**Why:** They offer a British-style curriculum (IGCSE/A-Levels) and a pathway into lower-division European leagues which is a perfect stepping stone.

Estimated Cost: ~€10,000 - €15,000 per year (Boarding + School + Football).

In KES: ~1.3M - 2M KES per year.

# The "Latin Tech" Pathway: the Professional Pathway:

EduKick Mexico or Brazil

South America produces the best technicians. Living costs are lower than in Europe, and the focus is purely on technical ability—something often lacking in Kenyan coaching.

Target: EduKick Mexico (Puerto Vallarta).

**Why:** They offer a specific "Middle School/High School" academic year program. It combines Spanish language learning (a huge asset) with high-volume technical training.

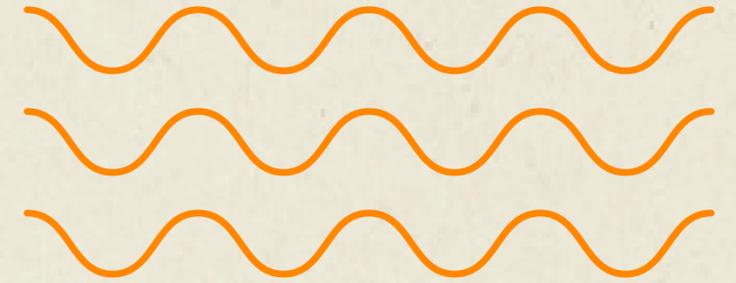
Estimated Cost: ~\$30,000 USD (Full academic year + Boarding).  
In KES: ~3.8M KES per year. (Note: This is the "Premium" affordable option).

# The "US Community College" Route: the Professional Pathway.

**Strategy:** Target a Junior College (JuCo) in the USA.

**Why:** JuCos are cheap. They play high-level soccer. After 2 years, if the student performs well, he transfers to a big University on a full scholarship.

Estimated Cost: \$10,000 – \$15,000 USD (without scholarship).  
In KES: ~1.3M – 1.9M KES per year.



# Success Stories

A true testament to our work. *Michael Wanda* who has gone through our program now studies and plays at a collegiate level in the USA under a full scholarship.



# Rates.

## 3x per week For Athletes

- 3x Personal Training Sessions.
- Fitness Tests
- Video Archive "Digital Passport"
- Monthly report
- Annual report

25,000/mo

# Thank you.

“WHEN YOU SEEK HAPPINESS FOR YOURSELF IT  
WILL ALWAYS ELUDE YOU, WHEN YOU SEEK IT FOR  
OTHERS IT WILL ALWAYS FIND YOU” SPIRA.

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