

AI + Football for East Africa

Dynamite Labs

Pitch Deck

Business Presentation

Problem

The next Mo Salah is playing in the Kenyan Premier League right now, and nobody knows because the data doesn't exist. Global clubs have the budget to buy, but no data to scout. Local clubs have the talent, but no data to sell.



TALENT DISCOVERY
discovering the hidden.....



What you need to believe

- **African football is the greatest untapped talent pool on earth – the next global superstars are already playing here.**
- **Modern computer vision now makes high-quality data collection cheap and scalable, even in low-resource environments.**
- **Global betting operators and European clubs will pay premium prices for accurate, exclusive African match data and insights.**

Solution

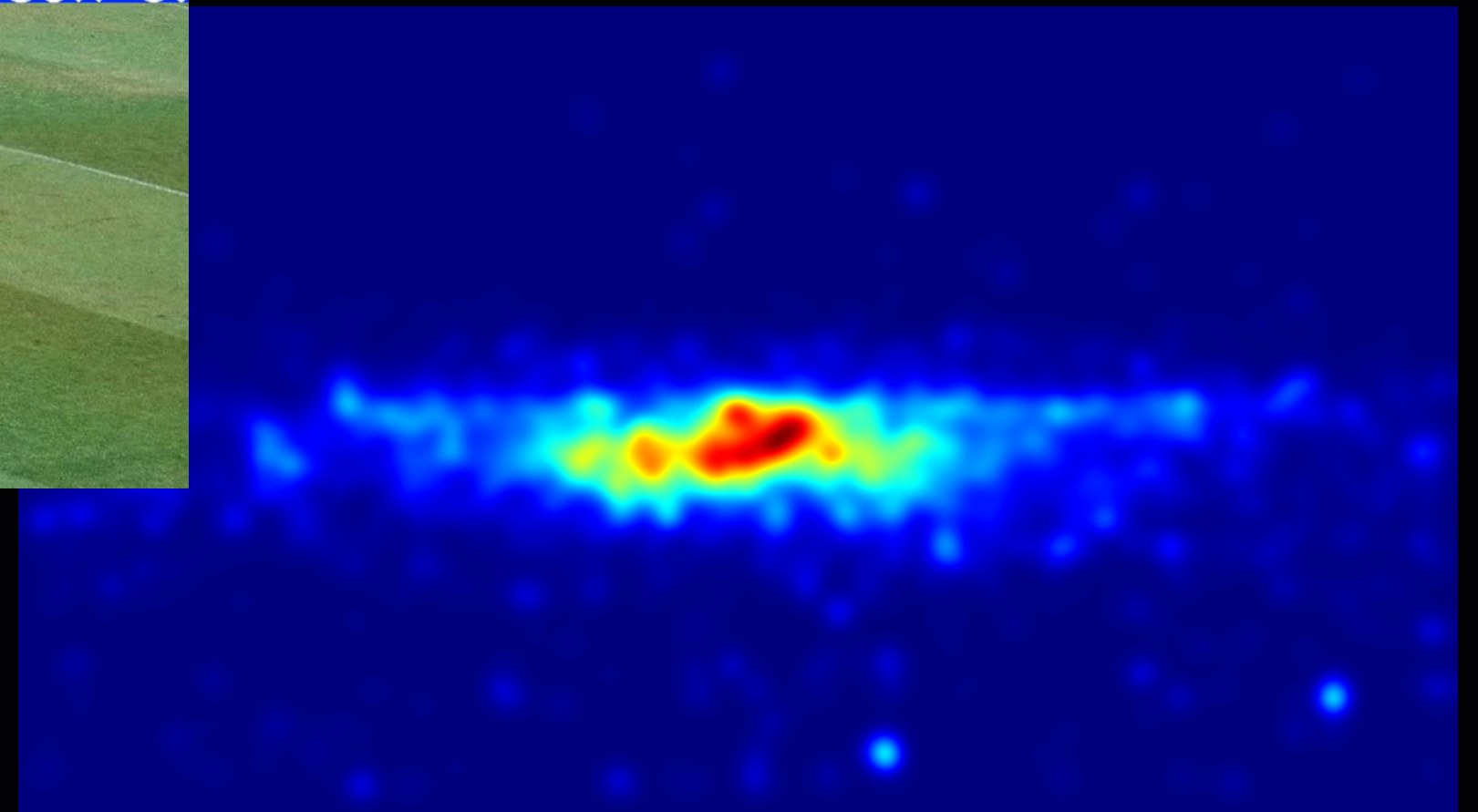
An AI-powered football data and analytics platform. Match data, player stats, performance insights, and predictions. Built specifically for East African football



Product



- Match & event data collection.
- Player performance analytics & heatmaps
- Club dashboards
- Media & APIs
- Talent identification & scouting tools



Competitive Landscape



Global Players

- Opta
- Stats Perform

They dominate European and major leagues with high-quality data, but they largely ignore East Africa.

Why they don't cover us

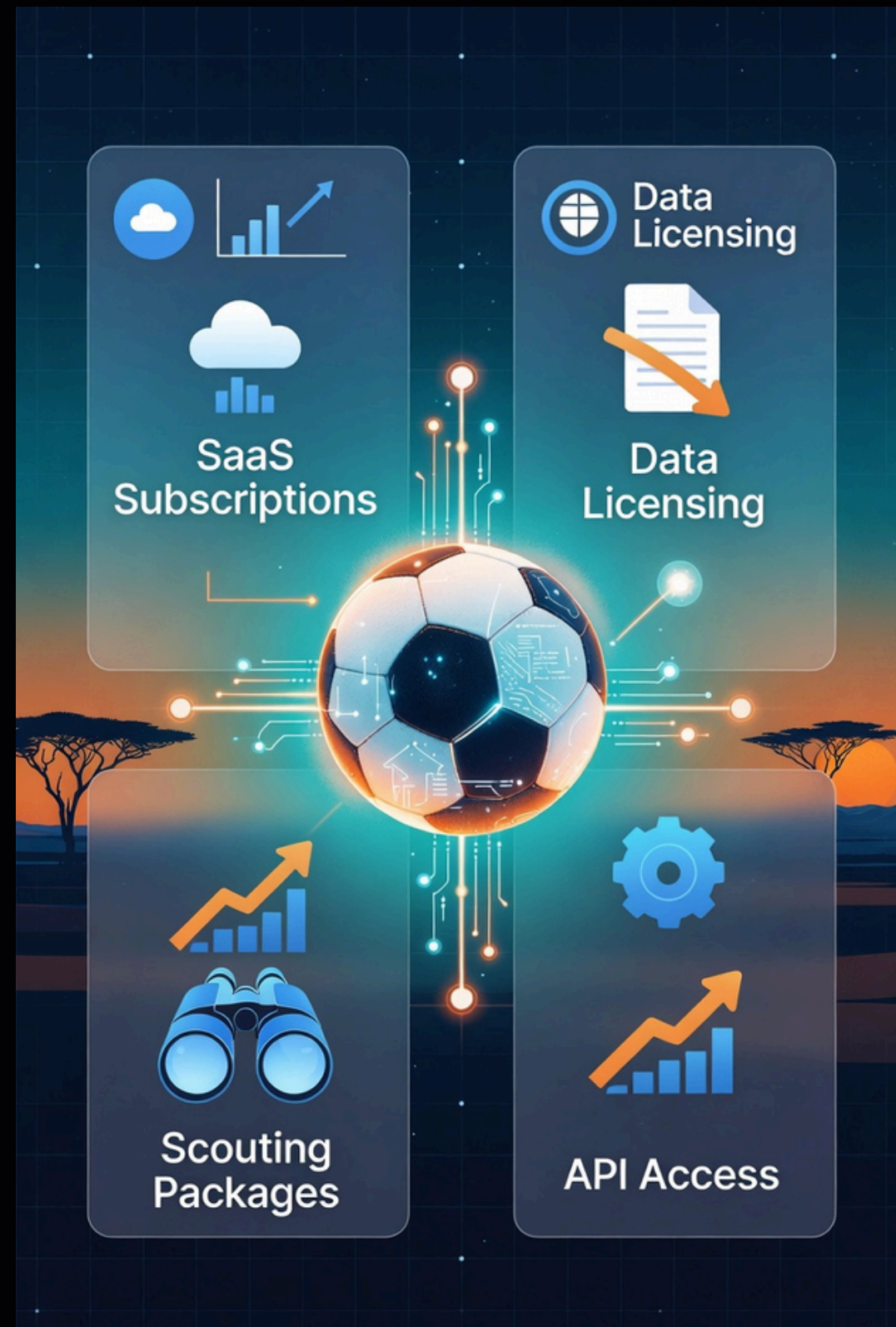
- Expensive manual data collection
- Low monetization potential from local clubs
- Not built for low-quality footage or local conditions

Our Advantage

- Built from Nairobi, for East African football
- AI-powered computer vision that works on raw local match videos
- Dramatically lower cost structure
- Exclusive focus on the most undervalued talent pool in the world

Result: We are creating the first professional-grade football data layer for East Africa — where global competitors have left a massive gap.

Business Model



Business Model

We operate a hybrid model: give clubs affordable tools in exchange for exclusive data rights, then monetize that data globally.

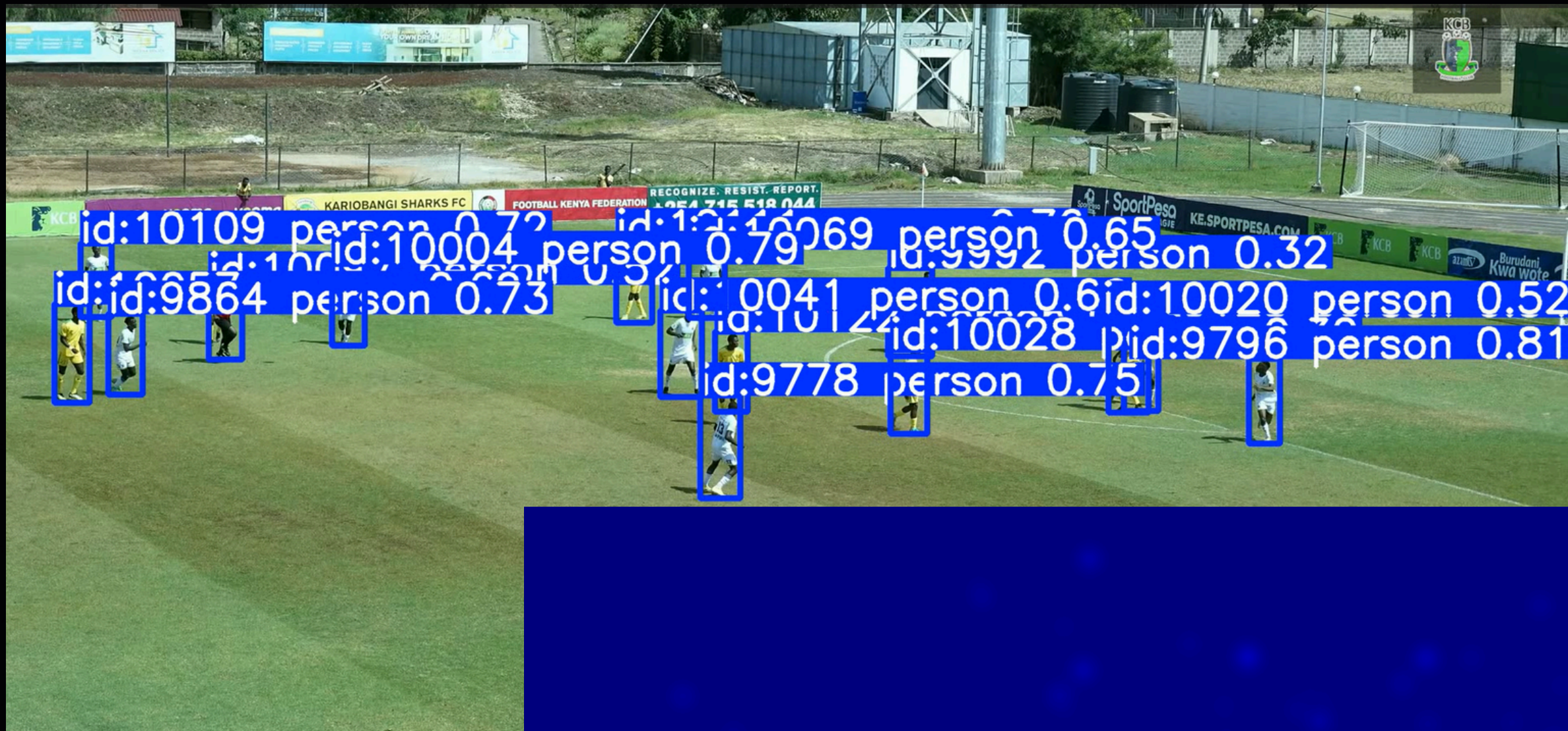
Revenue Streams

- **SaaS Subscriptions** Clubs and federations pay for dashboards, heatmaps, and analytics tools.
 - **Data Licensing** Media companies and global betting operators license real-time match data and insights.
 - **Scouting & Analytics Packages** Premium reports sold to European clubs and scouting networks.
 - **API Access** Third-party platforms integrate our African football data.
- Core Advantage** Local clubs get the platform cheaply → we own the data → we sell it to the much larger global market

Why traditional data models fail

- **Global players like Opta and Stats Perform rely on expensive manual data collection and high subscription fees from clubs.**
- **East African clubs cannot afford those fees, so they are largely ignored.**
- **Our model is different: We give clubs affordable (or subsidized) tools in exchange for camera access and exclusive data rights – then monetize the data globally to betting syndicates and European scouts**
Advantage: We own the source data from the most undervalued talent pool in the world.

Traction & Prototype



- Built a working AI computer vision pipeline from scratch
- Generated real player tracking and activity heatmaps from actual kenyan premier league matches
- Successfully adapted the same to a recent K league 1 match (Korea)
- Public demos posted on X showing annotated videos and heatmaps

Market Opportunity



- African players already make up ~30% of top European leagues (Premier League, Bundesliga, Serie A, etc.)
- Global sports data, scouting, and performance analytics market is \$8B+ and growing fast
- European clubs and scouting networks pay premium prices for early, accurate talent intelligence
- Global betting operators need real-time, high-quality data from emerging markets

Dynamite Labs controls the source: raw match footage from East African leagues that global providers largely ignore.

We monetize globally by licensing data, insights, and scouting tools to:

- European clubs & scouting networks
- International betting syndicates
- Media and performance platforms

Team

Stormy Ndonga - Solo Founder & Chief Executive Officer

I am a solo founder. When I realized the data gap in East African football, I didn't wait for a technical co-founder. I taught myself computer vision and built the AI player-tracking pipeline from scratch. I've already mapped Kenyan Premier League matches using a system I built myself using computer vision and AI to create a working prototype that generates real player tracking and heatmaps from KPL matches.



Vision

To become the definitive football intelligence platform for Africa, unlocking talent, transparency and opportunity.



Funding Ask

\$500,000 Seed Round at a \$7m Post-money valuation cap on a SAFE

Use of funds:

Category	Amount	%	What it will fund
Product & AI Development	\$150,000	30%	Model improvement, computer vision pipeline, data processing engine
Data Collection Infrastructure	\$170,000	34%	Hardware (Cameras, GPUs, CPUs, storage), match filming, local data collectors
Initial League Coverage	\$80,000	16%	KPL + 1-2 other East African Leagues, pilot clubs
Team & Operations	\$60,000	12%	First hires (Data Scientist/ML Engineer +Partnerships Lead)
Legal, Incorporation & Misc	\$40,000	8%	Company registration, legal setup, accounting, buffer

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