

KASI DESERT CIRCUIT

WHERE CULTURE MEETS SPEED

At a glance

We are building Africa's first fully integrated motorsport, culture, and innovation hub — a track-powered ecosystem designed to launch drivers, engineers, and experiences from the heart of Kenya to the global stage.

Key metrics

We see an Africa where motorsport is not just watched — it's owned. Where circuits become classrooms, race suits lead to research labs, and grandstands turn into global stages. This is more than infrastructure. It's a movement.



\$15.15B+
GLOBAL INDUSTRY



450M
Scheduled hours

We're raising \$300,000 in pre-seed capital via SAFE to secure land, finalize design, hire our core team, and activate our launch strategy. Offering 5-10% equity.

 <https://kasidesertcircuit.com>

 Nanyuki, Kenya

THE PROBLEM



Africa is full of racing passion and engineering talent — but contributes less than 1% to the \$15.15 global motorsport economy. The continent lacks infrastructure, training ecosystems, and branded platforms to develop, showcase, and monetize motorsport at scale.

OUR SOLUTION



Our 32-acre campus will combine a professional-grade racing circuit, a motorsport academy, an innovation lab for sustainable materials, and a cultural entertainment dome — all geared toward creating profit centres that uniquely tap into the \$15.15+ global industry



**Talent
Development**



**High-Margin
Experiences**



**Sustainability
and IP Creation**

BENEFITS



Benefits One

1

First culturally-rooted and globally aligned brand in the African motorsport infrastructure

Benefits Two

2

Integrated clean-tech & racing ecosystem that fulfills youth development, STEM, and entertainment demands at once

Benefits Three

3

Multiple scalable revenue streams (track, academy, media, IP, events) with modular growth model across other African cities, designed for acquisition or IPO (REIT)