



Investor Pitch Deck

Kasi Desert circuit

Where Culture Meets Speed

Presented by:

Waithera Wambugu, Founder & CEO

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Problem Statement

Africa is rich in motorsport passion and talent, but lacks the world-class infrastructure to turn it into global dominance.

\$11.65

Billion

Projected global motorsports market size in 2025, yet Africa the largest emerging economy, remains largely untapped.

40%

Economic Stagnation

The lack of motorsport infrastructure is part of a broader infrastructure crisis that's holding back Africa— not just in racing, but in unlocking economic power, innovation, and youth opportunity.

Problem Statement

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EVs promise a cleaner future, but they rely on toxic PFAs, wasteful polymers, and outdated materials that are poisoning ecosystems and people alike

\$680.9

Billion

Projected global battery industry size, driven by the increasing demand for electric vehicles (EVs), renewable energy storage, and consumer electronics.

97%

PFAs

97% of humans, including newborns, have PFA microplastics that have been linked to cancer, hormone disruption, infertility, and immune suppression. New global policies aim to phase out PFAs in EVs by 2030 — yet few alternatives exist.

Solution

Kasi Desert Circuit is Africa's first world-class motorsport and innovation campus — a launchpad where elite racing talent, clean-energy breakthroughs, and African culture converge to shape the future of the continent's motorsport while driving large-scale economic growth.

Key benefits include:



Talent Pipeline for Drivers, Engineers and Scientists



Multi-sector economic engines built on clean energy and smart infrastructure



Culturally infused motor racing experiences

Solution

Our onsite research lab will pioneer the development of PFAS-free battery materials, creating safe, high-performance alternatives to PVDF and bis-FASIs — the current industry standards. Using an AI-powered retrosynthesis platform, we'll accelerate the design of novel polymers by predicting successful reaction pathways and optimizing for safety, efficiency, and circularity.

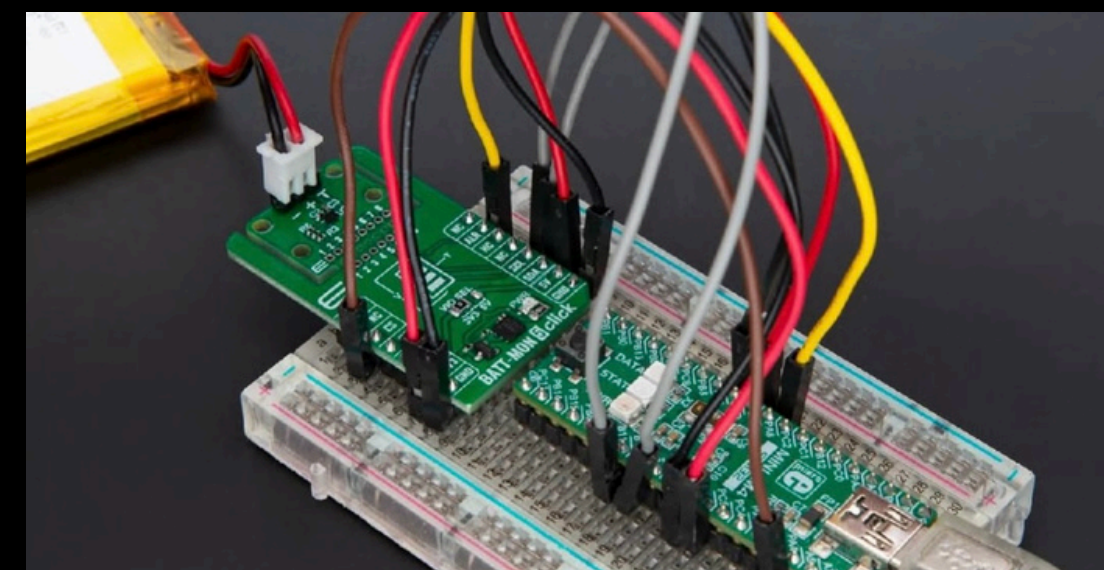
Key benefits include:



Mobility & Energy Innovation



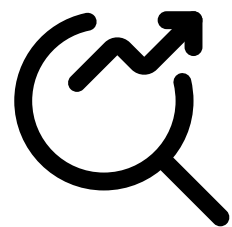
Scientific Leadership & IP Potential



Health & Environmental Impact

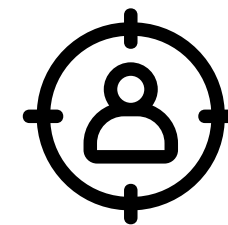
Market Opportunity

Motorsport is rising across Africa, fueled by a growing middle class and the continent's status as the youngest in the world — over 70% of the population is under 30. Yet Africa contributes less than 1% to the global motorsport industry. With the market projected to reach \$15.15B by 2030, Kasi Desert Circuit is uniquely positioned to shift that narrative by merging motorsport, tourism, and STEM into the continent's first integrated racing and innovation hub — one that also houses a deep-tech lab advancing PFAS-free batteries and circular polymers for the \$680B battery and \$19.9B sustainable materials markets.



By 2030, the global motorsport and battery industry, without accounting for Africa's contribution, is projected to have a total value of

\$695.2/billion



We aim to target the African audience, which includes African youth, and Africa's rising middle class, the population is estimated to be

400+/Million

Business Model

Kasi is a multi-vertical destination business, blending motorsport, hospitality, culture, and innovation into one ecosystem. The model generates revenue from high-margin events, IP licenses, real estate, and recurring memberships — while positioning itself as a platform for brands, sponsors, and future talent.

\$2.16M/year

**Our primary
revenue streams
include:**



Competitive Landscape

Our competitors include:

Whistling Morans

Karting track that lacks a large spectator infrastructure, research center and global integration

TGRV Racing Circuit

Small track, No Academy/research facility and focused mainly on recreational events

Nairobi Racing Circuit

Not operational, focused only on karting

Go-to-Market Strategy

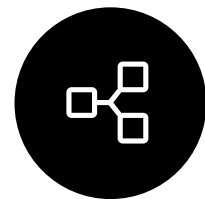
Our marketing strategy aims at building a loyal community first — through exclusive events, early memberships, and media buzz . We'll generate early revenue from track access, cultural experiences, and education programs, while securing brand partnerships to scale the campus.



We plan to acquire customers through:



Influencer+Press Collaboration



Brand Sponsorships + Corporate Partnerships



Flagship Events + Launch Pads

Traction

43 Million

Built-in youth audience for motorsport in Kenya alone.

100%

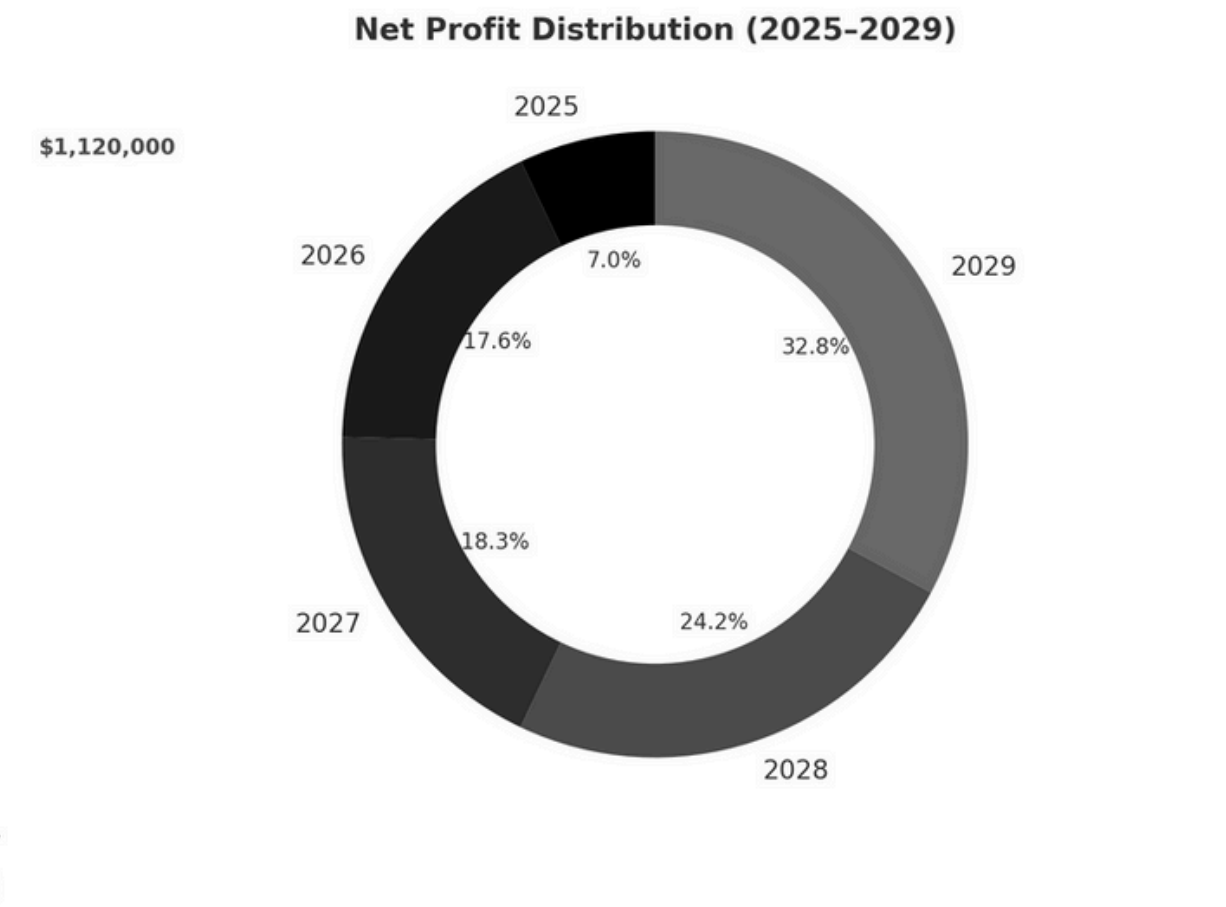
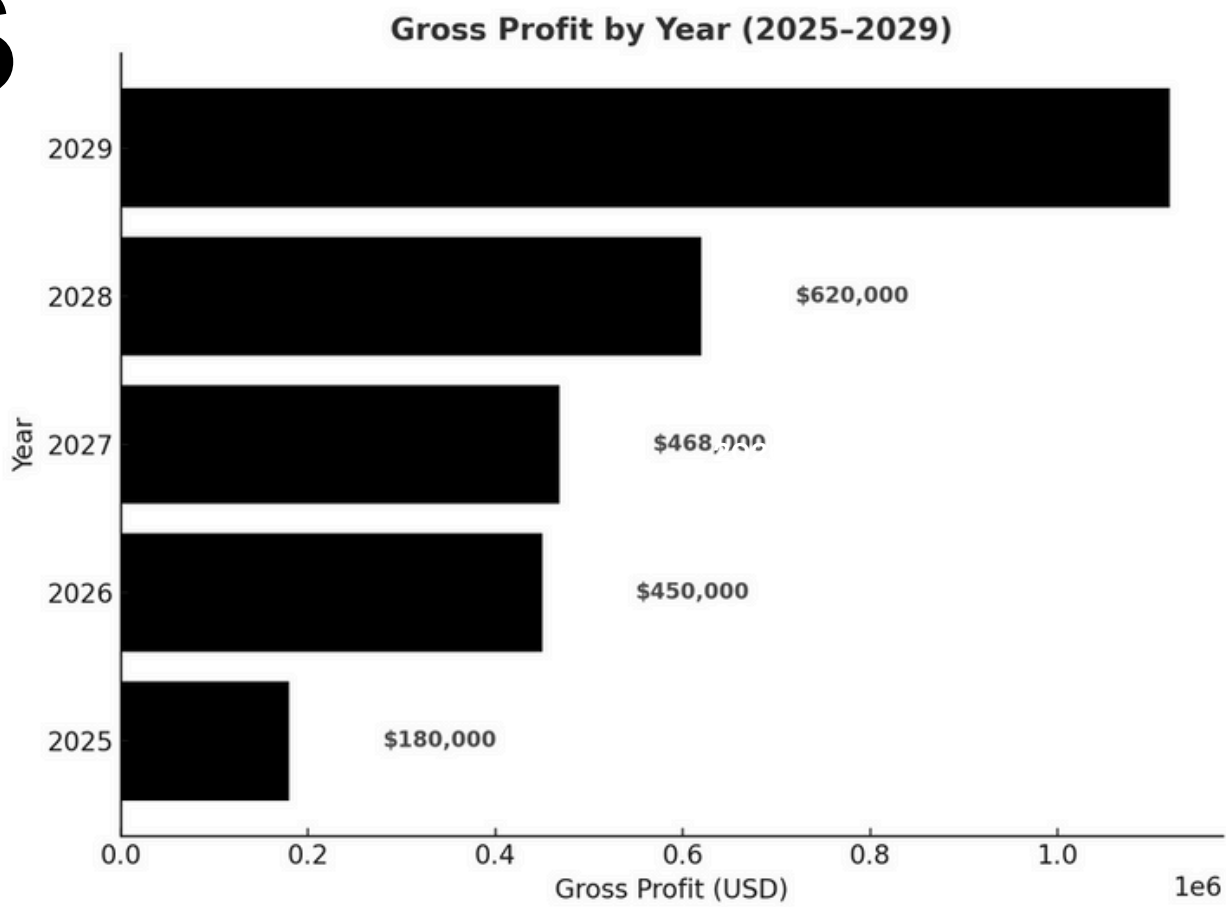
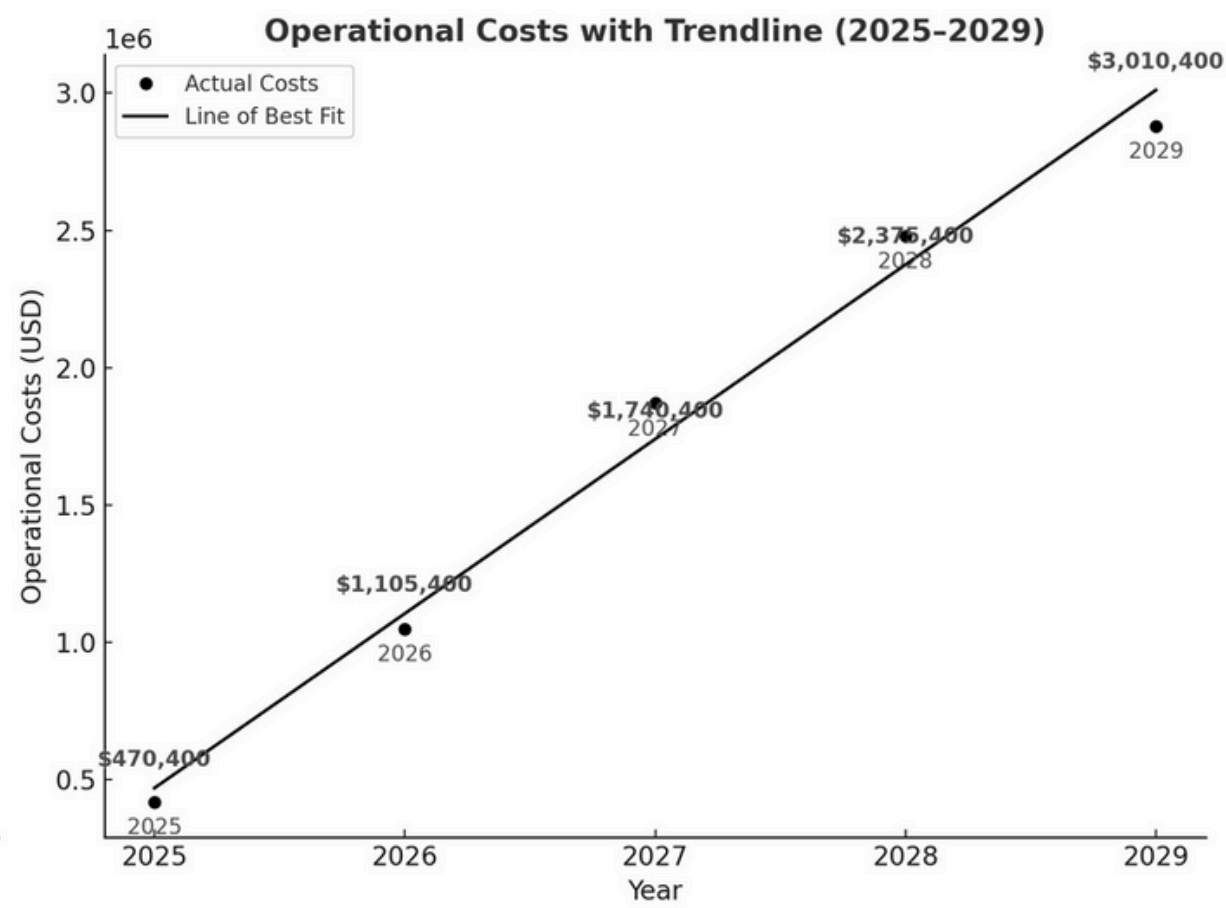
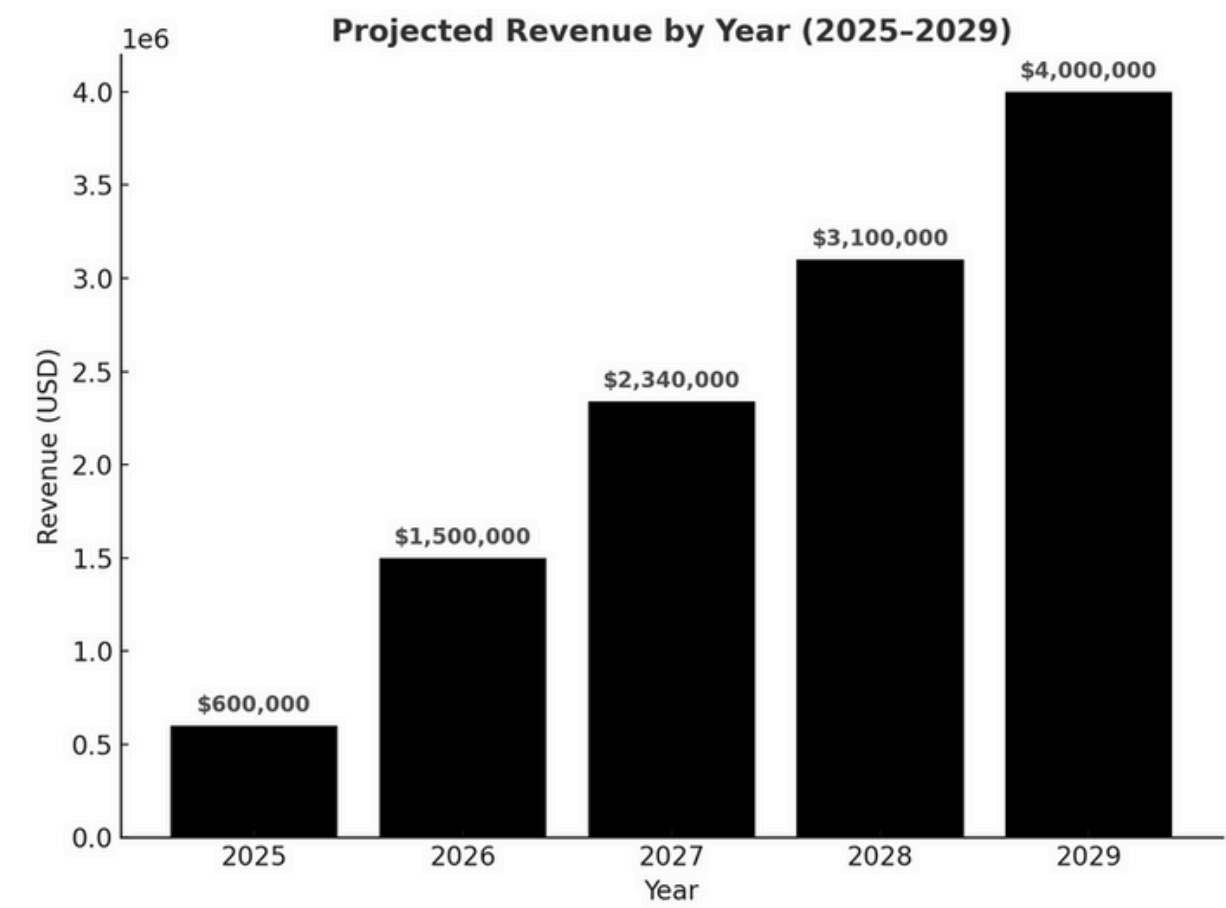
Elite Drivers trained for international circuits

\$2.16 Million

In projected annual revenue from this hub



Financial Projections



Funding Ask

We are seeking \$200,000 in our pre-seed capital via a SAFE, offering 5–10% equity depending on contribution. Funds will be allocated to



\$175,000

Land Acquisition &
Legal Fees

\$15,000

Hiring Operations,
PR & Marketing.

\$10,000

Infrastructure Designs and
Engineering Renders

Milestones



Exit Strategy



Strategic Acquisition

Intentionally building Kasi to become a high-value acquisition target for global motorsport brands looking to seamlessly enter and scale within Africa's untapped motorsport ecosystem.

IPO & REIT Conversion

As we scale operations and income streams, Kasi will be positioned to offer liquidity, investor returns, and legacy ownership through an IPO or real estate-backed REIT conversion.

Next Steps

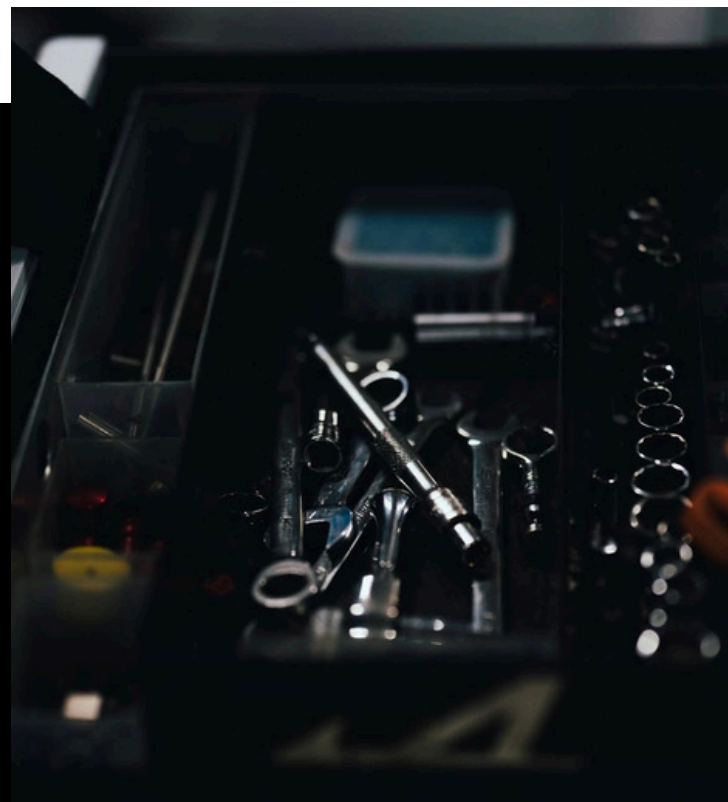
Every partnership we pursue is designed to deepen our market footprint, expand our IP value, and position Kasi as an irresistible target for either acquisition or IPO & REIT conversion.

Major Risk Analysis

Capital Intensity & Access
to Funding

Potential risks include :

Project Delays,
Overexposure to debt
and equity dilution



We are mitigating this by executing a phased development model, beginning with land ownership and early brand traction. We're prioritizing high-impact, low-CapEx assets first — like media, memberships, and IP licensing — to prove value early, while building investor confidence for long-term infrastructure scale

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Founder's Bio



WAIThERA WAMBUGU, FOUNDER & CEO

Waithera is a Kenyan scientist, entrepreneur, and motorsport enthusiast leading the creation of Africa's first integrated racing and innovation hub. As a PhD researcher in polymer chemistry, she bridges STEM and speed to power the future of clean, high-performance motorsport. Her vision for the Kasi Desert Circuit is rooted in culture, built on strategy, and driven by a deep belief in African potential. She's currently in the process of securing 32 acres in Kenya to build this world-class brand from scratch and is leading a pre-seed raise to lay the foundation for a \$32M motorsport campus that redefines African excellence in motorsport.

**“We welcome
your questions
and feedback.”**

Please reach out at

admin@kasidesertcircuit.com



A Formula 1 race at night. Several cars are visible on the track, including a prominent black and yellow Red Bull car in the foreground. The background shows a large, brightly lit stadium filled with spectators. The text "Thank you for Considering" is overlaid in large white letters on the left side of the image.

Thank you for Considering

Kasi Desert circuit