

Investor shortlist

5 Counties, \$42.7m Of Capital

Generated 20 August 2026. Counties in this pack: Kakamega, Kiambu, Nakuru, Nairobi, Mombasa.

Build cost \$42.7m	Grassroots share 13.2%	Running cost a year \$3.9m	Trading income a year \$8.5m
Cost recovery 216.5%	Players reached a year 105,200	Permanent jobs 812	Construction person-years 4,008
Professionals a year 26.3	Player trading income \$11.7m	Annual social value \$86.0m	Total annual return \$101.9m

What the money buys

Project	Class	Units	Build cost
Modular professional stadiums (Priority 18)	Professional	5	\$27.5m
National training facility (with regional satellites)	Professional	1	\$6.4m
Indoor football arenas	Grassroots and recreational	4	\$4.8m
Regional headquarters and league service hubs	Professional	3	\$2.0m
Women's and girls' pathway, including the Starlets academy	Professional	1	\$950,000
Community 11-a-side pitch upgrades	Grassroots and recreational	5	\$480,000
Stackable 5-a-side and futsal courts	Grassroots and recreational	15	\$356,250
County academies and coach education	Professional	5	\$264,000

This selection is 22.5% of the national programme's capital and reaches 18.9% of its players. Every dollar of capital returns \$2.012 a year in social and economic value, \$2.383 once player trading income and tax are included, repaying the capital in value in 0.5 years. Health and productivity value alone is \$3.1m a year, from 421 hospital admissions avoided and 35,768 sick days recovered.

County by county

County	Rank	Units	Build cost	Jobs	Players	Annual value	Value per \$1
Kakamega	#5	7	\$6.9m	129	22,200	\$18.1m	\$2.618
Kiambu	#2	8	\$7.6m	147	22,200	\$18.1m	\$2.391
Nakuru	#3	8	\$7.6m	147	22,200	\$18.1m	\$2.391
Nairobi	#1	10	\$14.9m	282	28,400	\$23.3m	\$1.558
Mombasa	#4	6	\$5.7m	107	10,200	\$8.4m	\$1.462

Kakamega County

Ranked #5 of 47 on population and output — inside the Priority 18. 1,867,579 people, \$2.99bn GDP and \$8.4bn at purchasing power parity.

Build cost \$6.9m	Running cost a year \$544,628	Trading income a year \$1.2m	Cost recovery 218.7%
Players a year 22,200	Permanent jobs 129	Cost per professional \$144,542	Value per dollar \$2.618

What is proposed here

Project	Class	Units	Build cost	Running cost	Jobs
Stackable 5-a-side and futsal courts	Grassroots and recreational	3	\$71,250	\$6,412	9
Community 11-a-side pitch upgrades	Grassroots and recreational	1	\$96,000	\$9,600	4
Indoor football arenas	Grassroots and recreational	1	\$1.2m	\$132,000	22
County academies and coach education	Professional	1	\$52,800	\$11,616	9
Modular professional stadiums (Priority 18)	Professional	1	\$5.5m	\$385,000	85

Its academy pathway carries 144 funded places and produces about 2.6 professionals a year, returning \$1.2m of trading income at 3.08x the cost of production. Health and productivity value here is \$650,904 a year, from 89 admissions avoided and 7,548 sick days recovered.

Kiambu County

Ranked #2 of 47 on population and output — inside the Priority 18. 2,417,735 people, \$7.37bn GDP and \$20.7bn at purchasing power parity.

Build cost \$7.6m	Running cost a year \$651,188	Trading income a year \$1.3m	Cost recovery 199.8%
Players a year 22,200	Permanent jobs 147	Cost per professional \$251,835	Value per dollar \$2.391

What is proposed here

Project	Class	Units	Build cost	Running cost	Jobs
Stackable 5-a-side and futsal courts	Grassroots and recreational	3	\$71,250	\$6,412	9
Community 11-a-side pitch upgrades	Grassroots and recreational	1	\$96,000	\$9,600	4
Indoor football arenas	Grassroots and recreational	1	\$1.2m	\$132,000	22
Regional headquarters and league service hubs	Professional	1	\$666,000	\$106,560	18
County academies and coach education	Professional	1	\$52,800	\$11,616	9
Modular professional stadiums (Priority 18)	Professional	1	\$5.5m	\$385,000	85

Its academy pathway carries 144 funded places and produces about 2.6 professionals a year, returning \$1.2m of trading income at 1.77x the cost of production. Health and productivity value here is \$650,904 a year, from 89 admissions avoided and 7,548 sick days recovered.

Nakuru County

Ranked #3 of 47 on population and output — inside the Priority 18. 2,162,202 people, \$6.12bn GDP and \$17.2bn at purchasing power parity.

Build cost \$7.6m	Running cost a year \$651,188	Trading income a year \$1.3m	Cost recovery 199.8%
Players a year 22,200	Permanent jobs 147	Cost per professional \$140,358	Value per dollar \$2.391

What is proposed here

Project	Class	Units	Build cost	Running cost	Jobs
Stackable 5-a-side and futsal courts	Grassroots and recreational	3	\$71,250	\$6,412	9
Community 11-a-side pitch upgrades	Grassroots and recreational	1	\$96,000	\$9,600	4
Indoor football arenas	Grassroots and recreational	1	\$1.2m	\$132,000	22
Regional headquarters and league service hubs	Professional	1	\$666,000	\$106,560	18
County academies and coach education	Professional	1	\$52,800	\$11,616	9
Modular professional stadiums (Priority 18)	Professional	1	\$5.5m	\$385,000	85

Its academy pathway carries 144 funded places and produces about 2.6 professionals a year, returning \$1.2m of trading income at 3.17x the cost of production. Health and productivity value here is \$650,904 a year, from 89 admissions avoided and 7,548 sick days recovered.

Nairobi County

Ranked #1 of 47 on population and output — inside the Priority 18. 4,397,073 people, \$34.29bn GDP and \$96.3bn at purchasing power parity.

Build cost \$14.9m	Running cost a year \$1.7m	Trading income a year \$3.7m	Cost recovery 218.2%
Players a year 28,400	Permanent jobs 282	Cost per professional \$311,758	Value per dollar \$1.558

What is proposed here

Project	Class	Units	Build cost	Running cost	Jobs
Stackable 5-a-side and futsal courts	Grassroots and recreational	3	\$71,250	\$6,412	9
Community 11-a-side pitch upgrades	Grassroots and recreational	1	\$96,000	\$9,600	4
Indoor football arenas	Grassroots and recreational	1	\$1.2m	\$132,000	22
National training facility (with regional satellites)	Professional	1	\$6.4m	\$832,000	95
Regional headquarters and league service hubs	Professional	1	\$666,000	\$106,560	18
County academies and coach education	Professional	1	\$52,800	\$11,616	9
Women's and girls' pathway, including the Starlets academy	Professional	1	\$950,000	\$190,000	40
Modular professional stadiums (Priority 18)	Professional	1	\$5.5m	\$385,000	85

Its academy pathway carries 888 funded places and produces about 15.9 professionals a year, returning \$7.1m of trading income at 1.43x the cost of production. Health and productivity value here is \$832,688 a year, from 114 admissions avoided and 9,656 sick days recovered.

Mombasa County

Ranked #4 of 47 on population and output — inside the Priority 18. 1,208,333 people, \$6.48bn GDP and \$18.2bn at purchasing power parity.

Build cost \$5.7m	Running cost a year \$412,628	Trading income a year \$1.1m	Cost recovery 259.6%
Players a year 10,200	Permanent jobs 107	Cost per professional \$267,896	Value per dollar \$1.462

What is proposed here

Project	Class	Units	Build cost	Running cost	Jobs
Stackable 5-a-side and futsal courts	Grassroots and recreational	3	\$71,250	\$6,412	9
Community 11-a-side pitch upgrades	Grassroots and recreational	1	\$96,000	\$9,600	4
County academies and coach education	Professional	1	\$52,800	\$11,616	9
Modular professional stadiums (Priority 18)	Professional	1	\$5.5m	\$385,000	85

Its academy pathway carries 144 funded places and produces about 2.6 professionals a year, returning \$1.2m of trading income at 1.66x the cost of production. Health and productivity value here is \$299,064 a year, from 41 admissions avoided and 3,468 sick days recovered.

Population from the KNBS 2019 census; county output from Gross County Product shares. Costs, returns and health effects are our own labelled estimates, published so they can be argued with. Nothing in this pack is a quotation, a budget, an agreed site or an awarded contract. kickstartkenyafootball.org