

GRASSROOTS TO GREATNESS

THE GAME OF GIRLS,
GOALS AND
POLITICS



PITCH DECK

PRESENTED BY
CAPA CAPA &
KWACHA CREATIVE STUDIO

WATCH DEVELOPMENT REEL

(01)

PASSWORD: G2G



DIRECTOR'S STATEMENT

We are film makers embedded in the **SADC region**.

We use **participatory, equity-driven** filmmaking to follow young female footballers and a grassroots politician challenging patriarchy and poverty amid Malawi's rise of women's football and regional elections.

(02)



MISSION: ELEVATE MALAWIAN FEMALE FOOTBALLERS AND GRASSROOTS LEADERS, CHALLENGE GENDER NORMS, AND CONNECT LOCAL STORIES TO A GLOBAL STAGE TO INSPIRE LEADERSHIP AND CIVIC ACTION.

VISION: BEYOND FESTIVALS CIRCUIT, USE FOOTBALL AND FILM AS A TOOL FOR SOCIAL CHANGE BY REACHING **50,000** ACROSS EAST AND SOUTHERN AFRICA THROUGH SCREENINGS AND EDUCATIONAL WORKSHOPS

WHY THIS FILM



Global success of the **Chawinga sisters** inspires a new generation.

Malawi's women's football is rising globally but still faces **gender bias, societal pressures,** and **limited pathways** for players, coaches, and grassroots programs.

Civic awareness is declining; a healthy democracy needs informed citizens, dialogue, and education on civic responsibilities.

Malawi faces **persistent poverty** and unequal access to education. Relatable storytelling can spark dialogue, challenge norms, and empower communities to take action.

(03)

**THIS MOMENT WILL
NOT COME AGAIN**

LOGLINE

In rural Malawi, the lives of a local politician and young female footballers intersect as they challenge deeply rooted beliefs in pursuit of a path out of poverty.

(04)

WHY IT MATTERS

Grassroots to Greatness tells a **lived-experience story** that sparks dialogue, reflection, and social change.



(05)

SYNOPSIS



The film follows **Tionge, Abigail, and Inet**, three teenage girls stepping into professional football amid Malawi's women's football boom.

Their journey is sponsored by **Ken Mthuzi**, a wealthy businessman and football patron who is simultaneously campaigning for a seat in parliament. While he presents football as a tool for empowerment, his political ambitions raise questions about influence, ethics, and responsibility.

As football opens doors, the girls navigate societal pressure, pregnancy, urban life, and ambition, exposing the fragile line between empowerment and exploitation. While Ken faces the same tension in his constituency, questioning whether it seeks lasting change or a quick fix.

THROUGH FOOTBALL AND POLITICS, GRASSROOTS TO GREATNESS EXPLORES HOW SOCIAL CHANGE IS NEGOTIATED, AND WHAT IT COSTS.

(06)

CONTEXT

- Malawi Women's Super League launching in 2025
- Growing investments from sponsors
- Persistent barriers: poverty, gender norms, lack of infrastructure
- Football becomes a gateway to identity, opportunity, and survival

**AT THE SAME TIME, MALAWI
FACES CORRUPTION
AND ECONOMIC HARDSHIP.**



(07)

STAKES

- **CAN FOOTBALL GENUINELY EMPOWER GIRLS AND DISRUPT CYCLES OF POVERTY?**
- **WHAT HAPPENS WHEN SPORT AND POLITICS COLLIDE?**
- **WHAT RESPONSIBILITY DO FILMMAKERS CARRY WHEN THEIR PRESENCE SHAPES OUTCOMES?**



OUR CREW

Provides on camera commentary and personal reflections throughout the story.

MAIN CHARACTERS (08)



FOOTBALL PATRON

Ken Mthuzi



FOOTBALL TALENT

Tionge Mateyo



FOOTBALL TALENT

Abigail Pinto



FOOTBALL TALENT

Inet Luwanga



SCOUT & MENTOR

Sylus Liwindo

PRESENTED BY
CAPA CAPA &
KWACHA CREATIVE STUDIO

(09)

NARRATIVE STRUCTURE

LENGTH: 75 MINUTES

LANGUAGES: CHICHEWA, TUMBUKA, ENGLISH (SUBTITLED)

ACT 1
ACT 2
ACT 3
ACT 4

DISCOVERY, OPPORTUNITY, RISING HOPE
ADAPTING TO URBAN LIFE, PRESSURE, PREGNANCY, POLITICS
ELECTION LOSS, PERSONAL SETBACKS, ETHICAL TENSION
REFLECTION, GROWTH, SUSTAINABILITY, LEGACY



ARTISTICAL APPROACH

Handheld,
immersive
cinematography

Layered, culturally
grounded narratives

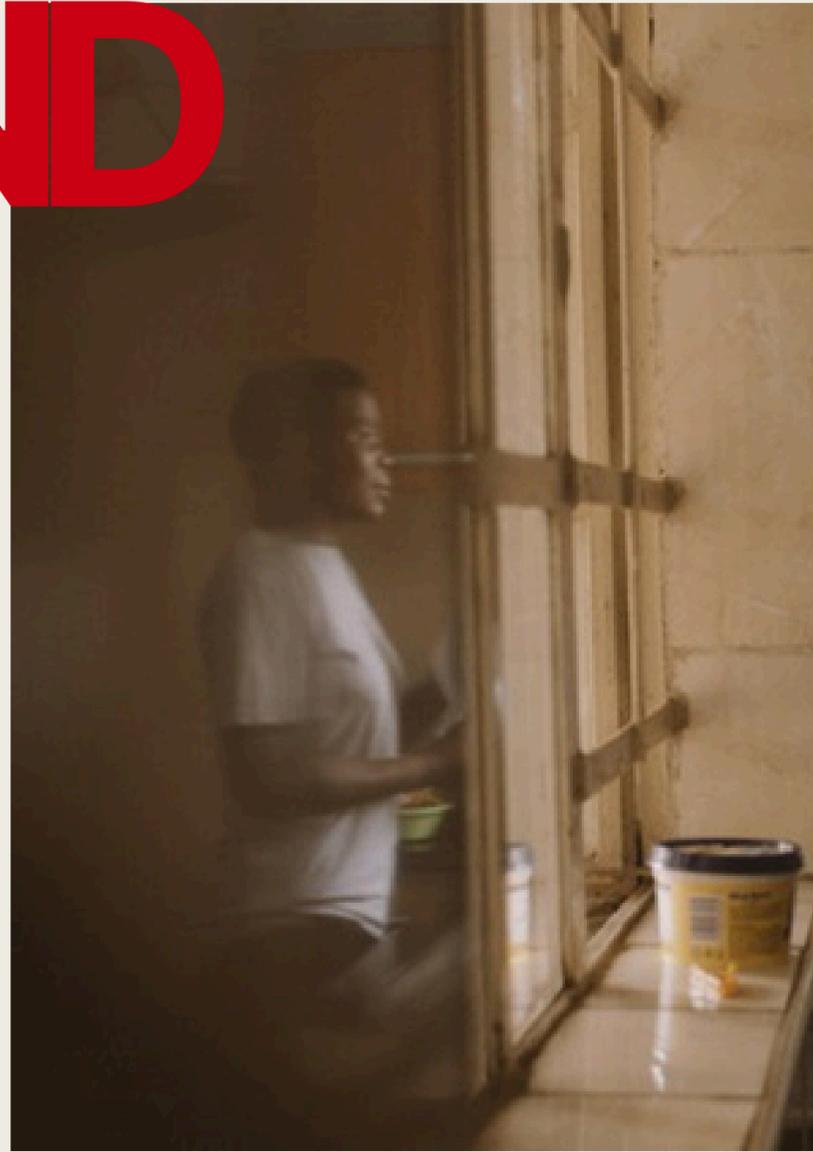
Observational +
participatory + reflexive
documentary

(10)

(11)

MUSIC & SOUND

CURATED AND ARRANGED
BY MALAWAN COMPOSER
JONATHAN TEMBO



AFROFUNK & AFRO-JAZZ

WITH SONGS FROM:

- **1960S-1970S: FELA KUTI, ATA KAK, ANTIBALAS**
- **CONTEMPORARY MALAWIAN FOLK ARTISTS: KETURAH, MAGGIE KADRUM, WAMBALI MKANDAWIRE**
- **STOCK MUSIC FOR A CONTEMPLATIVE ATMOSPHERIC BLEND**

PRESENTED BY
CAPA CAPA &
KWACHA CREATIVE STUDIO

ETHICS AND ACCESS

Female producers, female local sports journalist and communications for development experts support trust and ethical representation.

Consent and feedback sessions with participants to maintain dignity, control, and perspective.

(12)



PARTNERSHIPS

With NGOs and sport organizations in Malawi ensure safe, culturally sensitive access. And input for the impact campaign.



PROJECT STATUS



MID-PRODUCTION

Principal photography:
April 2025 – July 2026

15-minute **development reel**
completed

Best Malawian Documentary —
Malawi Film Festival (2025)

15 Festival Screenings in first half
2026 in Africa, US and Europe.

Post-production:
July – December 2026

Premiere:
December 2026

(13)

AUDIENCES

Globally through Festivals, Broadcaster- and Streaming services

- African & diaspora audiences
- Sports fans living in UK, US, EU & Africa
- Social impact and youth empowerment organizations worldwide

Regional & Online Community Screenings

- Youth & young women
- Local communities & grassroots organizations
- Educators, students & cultural institutions
- NGOs & development partners

IMPACT STRATEGY

Beyond festivals and global streaming, the film launches an impact campaign with a discussion guide and content:

- Screenings in secondary schools, universities, villages, youth clubs and grassroots organizations.
- Workshops on gender, leadership, and civic rights

25 COMMUNITY SCREENINGS WITH LOCAL PARTNERS IN MALAWI AND ZAMBIA

REGIONAL AND NATIONAL PLATFORMS IN SADC REGION: AFRIDOCs, SHOWMAX, DSTV

ONLINE STREAMING AND DISCUSSION TOOLS VIA THE IMPACT WEBSITE



MISSION: SPARK CONVERSATIONS ON GENDER, LEADERSHIP, AND CIVIC RIGHTS.

VISION: REACH **50,000** ACROSS EAST AND SOUTHERN AFRICA THROUGH COMMUNITY AND ONLINE SCREENINGS AND EDUCATIONAL WORKSHOPS

(15)

PRESENTED BY
CAPA CAPA
KWACHA CREATIVE STUDIO

(16)

DIRECTOR

FILMMAKER & IMPACT
PRODUCER WORKING &
RESIDING IN MALAWI

- Award-winning documentaries
- Cannes World Film Festival, Documentaries Without Borders, NYC Short Documentary Film Festival
- Loeki Award nominee (Dutch Cancer Society, 2024)
- Co-founder of Capa Capa, Malawi-based creative agency & NGO and develops visual stories about underrepresented communities in the SADC region

DIRK ZEKVELD

**BA JOURNALISM
MA VISUAL CULTURE**





CHIMWEMWE MKWEZALAMBA

GRADUATE MULTICHOICE TALENT FACTORY

(17)

PRODUCER

FROM THE WARM HEART OF AFRICA

- Co-founder of Kwacha Creative Studios, a Malawian film production company using filmmaking to foster positive social and economic impact.
- "The Best Emerging Director 2013", Silicon Valley African Film Festival in U.S.A.
- Crèation Africa Top 12 Entrepreneurs, (South Africa, Lesotho, Malawi) Finalist
- Multichoice Talent Factory (MTF) Alumna
- Nature Environment and Wildlife Filmmakers (NEWF) Alumna

**PRESENTED BY
CAPA CAPA &
KWACHA CREATIVE STUDIO**

PRESENTED BY
CAPA CAPA &
KWACHA CREATIVE STUDIO

FINANCIAL OVERVIEW

Production Budget: \$145,000
Impact Campaign: \$30,000

(18)



COVERAGE PLAN

16 grant applications submitted (January–September 2026), representing a combined total of **168.4%** of the overall budget.

WE'RE SEEKING YOU

Mentors

Distributors

Sales agents

Impact partners

(19)

REACH OUT TO US AT
INFO@CAPACAPA.ORG

VISIT OUR WEBSITE AT
WWW.CAPACAPA.ORG

PRESENTED BY
CAPA CAPA &
KWACHA CREATIVE STUDIO

GRASSROOTS TO GREATNESS

THE GAME OF GIRLS,
GOALS
AND POLITICS

