The KESH dossier

KESH makes unseen talent visible. One shared passport. We start with sport.

The project in five lines

01. KESH makes talent and skills visible through what people actually accomplish.
02. The KESH ID passport connects their identity and journeys across the platform's different verticals.
03. KeshSport opens first: one native app, four worlds — Match, Footing, Gym and Play.
04. KeshBusiness, KeshKulture, KeshDar, KeshAuto and KeshBeauty will extend this shared home.
05. KESH is AI-native: agents help build it; in-product assistance is being developed around verifiable facts.

A project under construction

The teaser presents the vision. The KeshSport private beta is coming soon, by invitation. Official launch is planned for **10 January 2027**. Registration remains closed.

The **2,000 founder spots** describe planned access capacity, never a registration count. This document presents no commercial results or traction figures.

Why this dossier

Give startup programmes and technical partners a complete view of the product, its status and its needs: cloud and AI credits, technical expertise, product mentoring and preparation for market entry.

02 · Problem and solution
03 · KESH ID
04 · The six verticals
05 · KeshSport
06 · AI-native
07 · Technology
08 · Market and economics
09 · Market entry
10 · Team and request

Talent exists. Its evidence is scattered.

Connect an activity, its evidence and an identity people can return to.

The problem KESH chooses to address

A match with friends, a run, a street workout session or a tournament produces effort and results. Without a shared history, that journey is hard to read. A post shows a moment; it does not necessarily show progress.

The same challenge appears in work and creative activity: skills emerge through actions, but their presentation often depends on self-reporting. KESH starts from a product hypothesis: an identity connected to achievements can make a journey easier to understand and encourage people to continue.

The solution: one home, several uses

The KESH ID passport is the shared foundation. Each vertical has a specific purpose, a card and a way to show activity. The ambition is to retain the same identity as new worlds open, while keeping evidence distinct: a sporting achievement is not a professional qualification.

Take part

A real activity gives people a reason to open the product.

Earn recognition

Results follow the rules of their world, instead of being entered as a personal rating.

Return

The card and history make progress visible and give people another objective.

Why start with KeshSport

Sport offers recurring, understandable actions: playing, running, setting a record, entering a tournament. It lets KESH develop the loop between activity and recognition before opening further verticals. The six verticals share a vision; their availability will be gradual.

> **What the beta needs to establish**
>
> The value of the passport, whether progression rules are understood and whether people want to return after an initial activity. These questions need testing; no market validation is claimed here.

KESH ID, the shared passport

One account for everything KESH opens.

An identity that follows the journey

KESH ID is the entry point to the platform. It provides continuity across the KeshSport worlds and, eventually, other verticals. The passport gives this idea a recognisable form: a shared identity, with pages and cards specific to each use.

It is not an official document or a government-issued identity. The word “passport” describes the KESH experience and membership of its worlds.

The card makes progress immediately readable

In KeshSport, the card displays indicators specific to each activity. Match begins with a rating of 65; this starting point is a product rule, not an observed performance. The other worlds have their own measures: kilometres, validated records or titles.

Missing data must not become a fictional result. The initial card and the card enriched by activity describe different moments. The shared rule remains: **stats are earned**.

Founder status

The project plans an initial capacity of 2,000 numbered spots, associated with the passport and priority beta access. This status expresses a place in the launch; it proves neither past activity nor sporting ability.

What must remain specific to each vertical

Identity can be shared without making every recognition rule identical. A Gym record, a KeshBusiness skill and a KeshDar booking do not mean the same thing. Extending KESH ID will need to respect these differences and visibility choices appropriate to each use.

The intended value

Give members a lasting point of return and future products a consistent foundation. The value of continuity across verticals will need testing as they open; it is not presented as an established network effect.

One home. Six verticals.

KeshSport first. The same ID, other stages next.

First vertical · under construction

KeshSport

Sport and competitive gaming in one native app. Match, Footing, Gym and Play each give activity, results and progress a visible form.

Coming later · one app, three worlds

KeshBusiness

Career: find work; the profile replaces the CV, with help to fill it in, and job offers follow what the person can do. **Academy**: learn whatever you want, in short lessons; passing the test adds a certificate to the profile. **Solutions**: turnkey software on a subscription (SaaS) or custom-built solutions for companies. Its rule: “You learn, it gets certified, it shows on your profile.”

Coming later · one app, four worlds

KeshKulture

Music: post tracks; an organiser can get in touch for a show. **Art**: show and sell creations, art and crafts. **Events**: concerts, shows and exhibitions nearby; get a ticket or create your own event. **Clip**: short videos edited with AI, subtitled and put into vertical format. Its rule: “You create, you share, your audience finds you.”

Coming later

KeshDar

Short-term rental: finding a place to stay for a few nights online. Stays and hosts become another use within the KESH home.

Coming later

KeshAuto

Car rental with a partner rental company: choose online, then hit the road. The announced service is rental, without promising an owned fleet.

Coming later

KeshBeauty

Beauty for women: hair, skincare, makeup and nails. Appointments and favourite beauty professionals in one place.

A gradual opening

These names and scopes match the website. Only “KeshSport first” is announced. The other five verticals have no public schedule or claimed availability in this dossier.

The shared passport is the intended continuity; each vertical will need to demonstrate the value of its own service before promising platform-wide adoption.

KeshSport: stats are earned

Every sport. One card. One native app.

Match

Football: create or join a match, check attendance, complete the match sheet and vote for the player of the match. The rating starts at 65; only attended matches count.

Footing

Running: start a GPS run, review kilometres and history, prepare the next run. Voice guidance is part of the announced journey; measurements come from the recorded route.

Gym

Street workout, strength training and boxing: post a record, receive two validations. One dispute invalidates it; no self-validation. Judging takes place without the author's identity.

Play

Esports and physical competition: join a 4, 8 or 16-place tournament, confirm attendance and receive the result entered by the organiser. Forfeits remain visible alongside titles.

These mechanisms describe the journey announced on the website; availability depends on the app's gradual opening.

The gameplay loop

1. **Enter:** return to the passport and choose a world.
2. **Take part:** play, run, complete a session or enter a tournament.
3. **Earn recognition:** bring in results through the rules and evidence appropriate to the activity.
4. **See progress:** read the card and history, then return for another objective.

Progress, without invented ratings

“Stats are earned” is a design rule: activity and its validation must precede the display of performance. Detailed rules depend on the world; a running measurement is different from a match result or a tournament win.

> **From prototype to beta**
>
> The monorepo documents native code, user journeys and local checks, particularly around Footing. This does not mean all four worlds are publicly available. Phone testing, result consistency and reliable journeys remain criteria for moving towards beta.

The first product challenge: members should understand what they have earned, why their card changes and what they can do next.

AI-native, in the product and the workshop

A small team. A hive of AI agents. Human decisions.

In the product: assistance grounded in facts

The ambition is to help people prepare, understand an activity and choose what comes next. The Footing coach already documents three phases: prepare the session, accompany the run, then analyse the available running data.

Its documented behaviour currently relies on local rules and structured sessions. Connecting a generative model remains a decision and evaluation task. KESH therefore does not present a generative conversational assistant as already available to the public.

> **An explicit boundary**
>
> An explanation must connect to available measurements. The coach must not invent heart rate, calories or fatigue. Slow or unavailable assistance must not block run tracking.

In production: agents help build the product

AI agents contribute to research, coding, testing, review and visual production. The teaser's films and faces are AI-generated. Automated checks assess deliverables; product decisions and final validation remain human responsibilities.

This organisation is a production choice. It is neither a productivity measurement nor a guarantee of error-free work. Changes must remain reviewable, verifiable and correctable.

What an AI programme could enable

- Evaluate a model on bounded tasks: explain an activity from verified data without inventing results.
- Compare quality, latency and cost before integrating generative capabilities into the product.
- Strengthen evaluations, fallback rules and review of outputs from development agents.
- Work on confidentiality and selecting the data actually needed for each call.

AI credits enable experiments and validation of usefulness; they are not evidence that an integration has already shipped.

A technical foundation, evidence at each step

The documented stack, kept distinct from public availability.

Native application	React Native and Expo for KeshSport. The monorepo documents migration to Expo SDK 57 and React Native 0.86, along with local Android and iOS exports. These are build results, not evidence of app store distribution.
Web and server foundation	Next.js and React for the existing web application and server routes; TypeScript for shared code. Moving to native does not mean rewriting every business rule.
Data and identity	Supabase, PostgreSQL, authentication and row-level access policies. Shared identity and histories must remain consistent with each member's permissions.
Code organisation	A monorepo, Node.js, pnpm and strict TypeScript. Shared modules hold product rules and engines; their existence does not certify that every feature is available.
Verification	Vitest, Playwright, Biome and GitHub Actions are documented in the tooling. Automated checks complement phone testing and human review.
Presentation website	The teaser is static: local HTML, CSS and JavaScript, with fonts and media hosted alongside the site. No trackers, resource CDNs or dependencies fetched at runtime.

Technical choices serve the experience

Native development addresses run tracking and phone usage. Shared rules reduce divergence between a card, a history and their underlying result. Verification must cover the complete journey, beyond a successful build.

> **What still needs testing**
>
> Behaviour on target phones, tracking in real conditions, recovery after interruption, data quality, environment separation and operating costs. This dossier claims no certification, external audit or measured load capacity.

Algeria: the starting market

The product is built for the world; Algeria is where it starts.
Measurable public context. A business model to refine.

47.4 M

Total population in 2025, UNFPA estimate.
Public source · UNFPA, Algeria, 2025

61.71 M

Internet subscriptions at the end of June 2026, including 54.74 M mobile subscriptions. Rounded values from the ARPCE Q2 2026 report.
Public source · ARPCE, Q2 2026, p. 1

The ARPCE report counts exactly 61,714,396 internet subscriptions, including 54,744,829 mobile subscriptions. It measures subscriptions, **not unique people**. One person can hold several lines; these figures are neither KESH customer counts nor revenue estimates.

What this context supports

Algeria is the project's first market. The role of mobile internet supports building an experience suited to phones. The addressable market still needs defining by activity, territory and the ability to serve initial groups properly.

The beta should inform recurring usage, access barriers, service costs and willingness to pay. No commercial market size calculated from the national population is asserted.

Business model: decided and under study

Decided direction: sell software tools to professionals without selling the audience of KESH apps. Project documents describe a reusable business foundation: scheduling, booking, pricing, statistics and payment management, adapted to each trade. This direction does not mean these offers are on sale.

Decided initial scope: no Gym monetisation in v1; free Play entry, without integrated payments or cash prizes. **Under study:** future offers, pricing, potential commissions and monetisation timing after this phase. No revenue, contract or funding is announced here.

> **A priority before sponsorship**
>
> Sponsorship outreach is deferred until KESH can demonstrate its own usage and audience. The next economic task is to connect a useful service, its real cost and willingness to pay.

Public sources accessed on 30 October 2026. Figures describe their reference periods; they do not measure KESH traction.

Open in waves, learn through usage

The 2,000 founders as the initial access capacity.

Market entry

The teaser explains the promise and the four worlds. Launching in waves gives priority to numbered founder spots before broader access. The 2,000 spots define the planned initial entry format; they are not a claim of completed recruitment.

The first wave needs a working end-to-end journey: enter, understand the card, take part, find an accurate result and return. Feedback from initial groups should help resolve friction before widening access.

Today · preparation

Teaser available, native product under construction and local checks. Registration closed. Prepare journeys, phone testing and opening conditions.

Coming soon · private beta

KeshSport by invitation, with founder priority. No beta date is announced. Waves must fit the team's capacity to monitor usage and fix problems.

10 January 2027 · planned official launch

This public milestone matches the website. Preparation needs to establish the reliability of available features and the capacity to support their use.

After KeshSport · expansion

KeshBusiness, KeshKulture, KeshDar, KeshAuto and KeshBeauty. Their schedules, detailed order and launch scopes remain to be defined.

What needs measuring

Understanding of the initial journey, completed activity, return after that activity, result errors and service cost. These dimensions describe intended learning work; this dossier reports no observed values.

Conditions for moving forward

Opening requires legal and data protection prerequisites, validated journeys and appropriate support capacity. This document does not reopen registration or announce availability.

The team and what KESH is asking for

Advance verifiable development with the right support.

An organisation described by roles

Founding leadership: vision, priorities, product decisions and final validation. **Product and technical contributors:** task preparation, development, peer review and phone testing. **AI agents:** support for execution, testing and content production under human oversight.

These roles describe the documented working method. They are not an employee chart, certified headcount or statement of qualifications. AI agents are not counted as human team members.

The request to a startup programme

- **Cloud credits:** support development and test environments, hosting, storage and technical observation of user journeys.
- **AI credits:** evaluate models for specific use cases, build evaluations and control assisted development costs.
- **Technical mentoring:** mobile and server architecture, reliability, security, data and preparation for higher load.
- **Product and business mentoring:** design access waves, measure usage, conduct user interviews, choose offers and test their usefulness.

A concrete use of mentoring

Define a priority use case, establish a comparison baseline, measure quality and cost, then document the decision to ship or continue testing. The support requested should produce evidence that helps reach the next milestone.

The investor conversation

KESH also seeks conversations with investors and partners able to support this initial phase. Detailed financial needs, terms and the timing of potential funding belong in a dedicated discussion. No fundraising amount or valuation is announced.

Start the conversation

contact@keshentreprise.com
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Read the investor summary

Presentation document as of 30 October 2026. No programme partnership is claimed. Legal information and confidential application details will be supplied by founding leadership in the appropriate setting.