

Proposal

Lilongwe Golf Club Therapy & Wellness Center



Benjamin Gross & Phelire Chisi

Lilongwe, May 2026

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i Founding Proposal

Founding: Therapy Center at Lilongwe Golfclub (LGC), Malawi

Founders: Benjamin Gross & Phelire Chisi
New Area 43
Lilongwe

To: The General Manager Lilongwe Golf Club Area 3 Lilongwe

Dear Mr. Harvey Chingondo,

REQUEST FOR OFFICE SPACE AT LILONGWE GOLF CLUB TO ESTABLISH A THERAPY CENTER

We are writing to request the allocation of suitable office space at Lilongwe Golf Club (LGC) to establish a small multidisciplinary Therapy Center serving club members and the surrounding community. The Therapy Center will provide physiotherapy and social counselling services, offer individual and group treatments, and run short training workshops and community outreach programs.

Founders:

- Benjamin Gross — Physiotherapist; B.Sc. Health Economics; M.Sc. Data Science for Health
- Phelire Chisi — Social Worker, B.Sc., Counsellor

Requested space and facilities:

- One back-office / administration room for bookings and records
- One staff quarters (room) to enable overnight availability for late consultations and hotel guest needs
- One private counselling rooms for social and family counselling
- Two training/treatment rooms for physiotherapy, occupational therapy and small group classes
- Storage space for equipment and supplies
- Access to utilities (electricity, water) and restrooms access
- Reception access and basic signage for client-facing services

Proposed start date: End of 2026 (flexible). We are open to discuss lease terms, rental rates, and any compliance requirements. We believe a Therapy Center at LGC will enhance member well-being and strengthen community ties.

Please contact us to arrange a personal meeting: ben@seriousbenentertainment.org or +265 99 904 7968.

Thank you for considering our request.

Sincerely,

Benjamin Gross & Phelire Chisi

Short description of the Business

A therapy center with Physiotherapy, Occupational Therapy and Psychosocial Consultant services for physical and mental training and rehabilitation should be established in offices of the Lilongwe Golf Club (LGC), which provides a unique setting for health and wellness services. The center will offer a range of services including individual and group therapy sessions, Yoga, QiGong and meditation classes, as well as evidence-based wellness programs. The goal is to provide high-quality, accessible healthcare services to the local (golfing) community.

Idea of the Business

Therapy Center is a multidisciplinary outpatient practice planned for offices at Lilongwe Golf Club (LGC) in Lilongwe, Malawi. The center is founded by Benjamin Gross (Physiotherapist; B.Sc. Health Economics; M.Sc. Data Science) and Phelire Chisi (Social Worker, B.Sc.). Our mission is to provide accessible, evidence-based rehabilitation and social support services to club members and the wider community.

Core services:

- Physiotherapy: individual assessment and treatment, musculoskeletal rehabilitation, manual therapy and exercise prescription (Gross, 2026c).
- Psychosocial counselling & family support: individual and family counselling, social case work and linkage to community resources (Chisi, 2026).
- Group programs: small-group exercise classes, prevention and wellness workshops (e.g., back health, stress management) (Gross, 2026c).

Signature services (see below) combine clinical expertise with low-cost digital assessment tools to improve diagnostic accuracy and track progress objectively.

Business model and operations:

- MASM and CHAM, as well as a Fee-for-service model (private pay), supplemented by contracts with local employers (like LGC), NGOs (like GIZ), and other partner organizations (like BMIS).
- Small core team: founders as primary clinicians, supported by part-time administrative staff.
- On-site delivery in rented rooms at LGC (back-office, counselling rooms, treatment/training rooms); flexible hours including early mornings and evenings to match member needs.
- Digital support: simple website for information and booking, digital client records and measurement tools to support clinical care.

The approach balances clinical quality with low operating overhead and local partnerships to ensure sustainability while meeting community needs.

! Signature Services

The Therapy Center will offer two signature services that combine clinical practice with targeted digital support:

- **Creative psychosocial healing Program (Phelire Chisi):** Offers a distinct approach that moves beyond traditional talk based counselling by integrating structured creative expression into the healing process. Through guided methods such as therapeutic photography and craft based activities, the service supports deeper emotional processing where words alone may be limited. This approach addresses aspects that are often overlooked in everyday life but are essential to meaningful and lasting healing. (Chisi, 2023).
- **AI-extended video movement analysis (Benjamin Gross):** A clinician-operated service that uses video recordings and an AI-assisted analysis pipeline to support objective assessment of movement, posture and functional performance. The tool is designed as a clinical decision support aid to complement hands-on assessment, enabling objective baseline measures, progress tracking, and tailored exercise prescriptions. Patient privacy and data security are integral: video analysis is performed with consent and data storage follows local and international best-practice guidelines (Gross, 2026a).

These services will be delivered alongside standard physiotherapy, occupational therapy and group programs and form the core clinical identity of the Therapy Center.

Target groups and positioning

The Therapy Center's primary target groups are:

- Private individuals seeking physiotherapy, occupational therapy or social counselling
- Members of Lilongwe Golf Club (primary local audience)
- Local employers and businesses interested in occupational rehabilitation and workplace wellness
- NGOs, community organizations and clinics seeking referral partnerships or joint programs
- Health professionals needing reliable rehabilitation and social-support referral options

Positioning: The Therapy Center will position itself as a leading provider of evidence-based rehabilitation and wellness services in Malawi, combining internationally informed clinical expertise with advanced digital health technologies. Its signature services — including AI-supported movement analysis and integrated family counselling — will differentiate the center through measurable outcomes, multidisciplinary care, and strong professional referral networks.

Operational focus: start with on-site clinical services at LGC, build referral networks and offer small-group workshops and employer-focused programs to expand reach.

Clinical and professional foundations

Our combined clinical, social and technical training provides a robust foundation for delivering evidence-based therapy services at the Therapy Center. Key strengths include:

- **Physiotherapy and clinical training:** deep knowledge of movement, posture and therapeutic exercise (Benjamin: state-qualified physiotherapist).
- **Golf-specific physiotherapy:** experience and certification in golf physiotherapy and sport-specific conditioning supported with video analysis.
- **Social work and family counselling:** social case management, family systems work and linkage to community resources (Phelire: B.Sc. Social Work).
- **Data science and digital assessment tools:** M.Sc. Data Science training and practical experience with computer vision and AI-supported movement analysis to support objective assessment and progress tracking.

Together these competencies allow the Therapy Center to combine hands-on clinical care with practical digital measurement tools to improve diagnosis, monitor outcomes, and deliver targeted rehabilitation programs, while also collecting valuable data to strengthen Malawi's health research, evidence base, and future digital healthcare development.

Personal and professional qualifications

Education and professional training

Selected qualifications (founders):

- **Benjamin Gross**
 - M.Sc. Data Science (2023–2026, University of Edinburgh, Scotland) — thesis on computer vision for movement analysis
 - B.Sc. Health economics (2017–2019, University of Applied Sciences Cologne, Germany) - thesis on iPad serious game for movement assessment
 - Physiotherapist (2004–2007)
 - Golf Physio Trainer (2014–2015, Golfphysio Germany)
 - Alexander Technique teacher training (2010-2013)
 - Brügger therapy diploma
 - PhysioCORE® Personal Trainer
 - Certified relaxation and back-school instructor
(Gross, 2026b, 2026c)
- **Phelire Chisi**
 - B.Sc. Social Work
 - Professional training in family counselling and social case management
 - Practical experience coordinating community resources and client support
(Chisi, 2026)

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