

JUMPSTART CHALLENGE

2021 REVERSE PITCH



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To encourage a variety of intuitive thinking, the University of Nebraska Athletic Department has opened the challenge to two prompts, giving contestants the freedom to pitch solutions to one, both or a combination of the challenges presented.

(1) "Once in a "NIL"lion Opportunity"

an industry-wide challenge on the developing landscape of NIL

(2) "Get in the Game"

an industry-wide challenge surrounding fan attendance, engagement and experience at live sporting events

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Prompt #1: Once in a “NIL”lion Opportunity

July 1, 2021, was a monumental day for the industry, marking the first time in history that collegiate student-athletes could be compensated for the commercial use of their name, image and likeness, NIL, for short.

*A lot of student-athletes have small operations, such as t-shirt companies and personal camps, but what can be created to help the masses of these small operations go to the next level? **500,000 collegiate student-athletes nationwide are in need of a tool to manage the end-to-end process for revenue related NIL activities to tackle the assets not already available to them through existing companies.***

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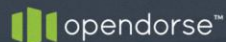
NIL INDUSTRY INSIGHTS

Compensation and activity trends from two months of name, image and likeness monetization in college sports.

SINCE JULY 1, 2021...

Thousands of collegiate athletes have used Opendorse to facilitate NIL deals and disclose activities. Any eligible athlete can use Opendorse to field and report NIL opportunities to the institutions of their choosing.

The datasets below come directly from these deals and disclosures – resulting in unrivaled insight into the billion-dollar industry of name, image and likeness monetization in college athletics.

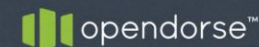


NIL COMPENSATION BY DIVISION: MEN'S VS. WOMEN'S SPORTS

TOTAL COMPENSATION - MEN'S VS WOMEN'S SPORTS
THROUGH AUGUST 31, 2021

DIVISION	MEN'S SPORTS	WOMEN'S SPORTS
NCAA - DIVISION 1	80.3%	19.7%
NCAA - DIVISION 2	33.1%	66.9%
NCAA - DIVISION 3	84.3%	15.7%
TOTAL	79.8%	20.2%

The total NIL compensation for student-athletes affiliated with these collegiate divisions and participating in men's versus women's sports, according to anonymized transactions facilitated by Opendorse Deals, the industry-leading NIL marketplace solution, and disclosures submitted via Opendorse Monitor, the industry-leading NIL compliance solution.



COMPENSATION PER ATHLETE BY DIVISION

THROUGH AUGUST 31, 2021

DIVISION	AVERAGE COMP
NCAA - DIVISION 1	\$497.81
NCAA - DIVISION 2	\$108.70
NCAA - DIVISION 3	\$49.87
TOTAL	\$458.74

The average NIL compensation for student-athletes affiliated with these divisions, according to anonymized transactions facilitated by Opendorse Deals, the industry-leading NIL marketplace solution, and disclosures submitted via Opendorse Monitor, the industry-leading NIL compliance solution.

How is average compensation calculated?

Total NIL compensation for all student-athletes divided by total student-athletes with at least one facilitated deal or disclosed activity since July 1, 2021 according to anonymized transactions facilitated by Opendorse Deals, and disclosures submitted via Opendorse Monitor.

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BCS business college sports

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Tracker: NIL Marketplaces for Student Athletes

In an attempt to keep up with the marketplaces out there for student athletes monetizing their name, image and likeness, I've started a tracker below. If I've missed one, please shoot me the details via [the contact form](#).

We're continuing to add marketplaces and details as we have them, so bookmark this page and check back!

Keep in mind, this doesn't take into account the *many* platforms that already existed for content creators, such as Find Your Influence and IZEA. We're focusing only on platforms that were either created specifically for student athletes or where we've seen student athletes start to flock.

Darren Heitner @DarrenHeitner

Cavinder Twins in NY to announce their monumental Boost Mobile #NIL partnership 🚀




Haley Cavinder and Hanna Cavinder

5:04 AM · Jul 1, 2021 · Twitter for iPhone

29 Retweets 11 Quote Tweets 19 Likes

Bryce Young Signs With CAA For NIL Representation

By Samantha Greenberg July 7, 2021




Front Office Sports @FOS

Joining the NIL wave: @SarahFuller_27

Now a North Texas Soccer transfer, Fuller becomes the first NIL signee for Wasserman Agency 🙌

The former Vanderbilt kicker has also dropped her first official merch.



Wasserman Soccer

Twitter Web App

131 Likes

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Potential Pitfalls:

- + There are a variety of marketplace solutions that already exist
- + The top-tier student-athletes do have access to professional services needed
- + The solution must be efficient; student-athletes have particularly intense schedules
- + The solution must be simple; student-athletes are not the experts on this
- + States, Conferences and Schools have various NIL regulations
- + In most all cases, schools cannot play a role in securing an NIL deal

Additional Resources:

- + [NCAA Interim NIL Policy](#)
- + [Nebraska's NIL Policy](#)
- + [Opendorse's NIL Industry Insights](#)

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Prompt #2: Get in the Game

There is something nostalgic about returning to a college campus for gameday, especially at Nebraska. The support for one's team and the fandom for the next star players leads many fans to go to great lengths to see their alma mater compete. However, over the past decade, the sports industry as a whole has been in combat with streaming services and gameday alternatives which have led to an overall decline in in-person attendance at sporting events.

*The circumstances are clear – most college stadiums are not as full as they once were. **Athletic departments at all levels are in need of a solution to increase fan engagement and experience to boost attendance at sporting events to preserve their current economic structure and adapt technologically with the changing times.***



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Potential Pitfalls:

- + The quick answer is to win more games or build a better stadium; think bigger than this
- + The solution must be cost-efficient and exhibit a promising ROI for athletic departments who are already suffering financial losses
- + The solution should address more than typical stadium in-conveniences such as parking or concession lines

Additional Resources:

- + [Forbes – The Five Largest Business Operations Issues Facing College Sports](#)
- + [Sports Illustrated - Unexcused Absence: Why Is College Football Attendance Tanking?](#)
- + [USA Today – NCAA Finances](#)

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Questions?

On **Wednesday, Sept. 29 from 5-6pm**, Klassy and Keller will host an open Q&A via Zoom for any contestants seeking additional information.

Zoom Meeting

<https://us02web.zoom.us/j/81165415386?pwd=K29xdkZCTC9nTUhvUXcxelZMVUtNQTO9>

For any immediate questions or follow-up, please contact Braly Keller (bkeller10@huskers.unl.edu) and expect a response within 48 hours.

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