



NIL Brand Building Strategy Strategic Summary

Overview



The NIL Brand-Building Strategy is an AI-ready strategy and solution for crafting name, image, likeness (NIL) deals and projects between student athletes, other endorsers, brands, and third-party financial stakeholders. The STARS program application will be platform-neutral and technology-agnostic for seamless integration or interoperability with existing apps, programs, portals, or other digital services to facilitate 100% compliant deals for all involved or associated parties.

The primary objective is to passively and actively enhance the individual brands of the parties for the propositions regardless of who or what instigated the deal. The secondary objective is to **generate high-margin/high-volume revenue streams** using **aggregated or group deals** with involuntary stakeholders such as local governments, educational institutes, and local constituents.

In addition to student athletes and their families, the following stakeholders need access to systems and services to ensure they stay current on regulatory requirements and mandates:

❖ Sports Marketers	❖ Athletic directors
❖ Brands and companies	❖ School officials
❖ Corporate sponsors	❖ Alumni
❖ Coaches	❖ Boosters
❖ Recruiters	❖ NIL collectives

Application

This strategy will provide unrelated business income through an Automated/AI platform for sustainable revenue generation and income streams for subsidizing a locally-defined project portfolio with a hyperlocal focus on rural and remote development, redevelopment, and infrastructure. It will be a component project/strategy for all STARS Programs and Services Delivery Platforms.

The initial scope and scale will be considered during the project selection process in STARS Step Zero: Project definition and Business Case Development. The strategy does not have geographic area or market boundaries so the potential is unlimited.



Recruitment and Engagement



Engagements may be proactive, reactive, or incidental. Any NIL platform members, users, and patrons including student athletes or their agents may register on the platform and to receive and make offers and proposal to other stakeholders accessing the platform or portals. There will be links and landing pages for encouraging student athletes and others with a brand to participate on the platform. The key value proposition is the enhanced brand valuation. Some of the factors impacting brand valuation include highlighting and/or raising awareness of their:

- Athletic Performance and Position
- Social Media Following
- Media Perception
- University Ranking
- Family Legacy
- Notable Achievements
- NIL Opportunities

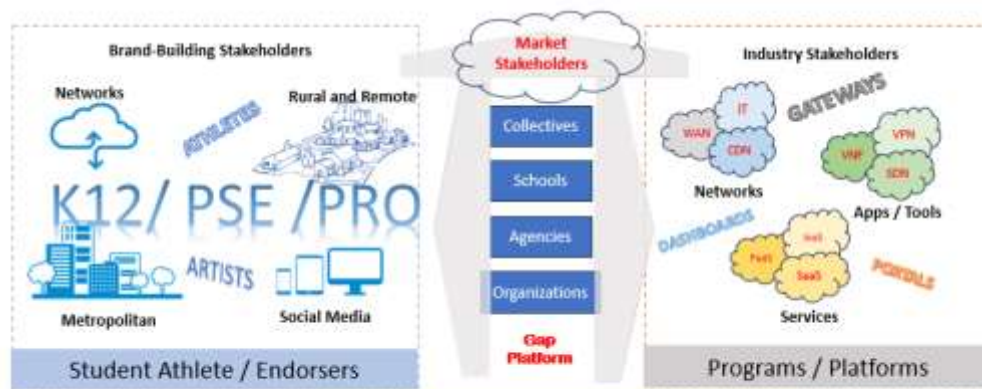
Attainability, Development, Sustainability

Passive attainment of contracts and compensation for the rights of publicity (NIL) for the student athlete in the forms of monetary, goods, or services for in-person or virtual appearances, endorsements, or other NIL activities as shown in the chart below. Providing development and protection of the brands for all stakeholders. Sustainable contracts, payments, and management are also provided.

Automation and AI Components

The platform will automatically provide full scope or supplementary functions from pitch-to-payment for collectives, agents, advisers, and other stakeholders without direct student athlete or intermediary involvement. The system will:

- Collect money from boosters and donors to pay student-athletes
- Facilitate various NIL endorsement opportunities
- Empower athletes to make informed NIL contract decisions
- Help athletes monetize their personal brands
- Advise athletes on their off-field ventures



Automated and AI Driven Engagements

Prospects, Opportunities, and Feeder Systems

Cultivating and leveraging relationships with schools, churches, organizations, friends and family and special interest groups to effectively create hyperlocal NIL feeder systems of companies, activists, and advocates for socio-economic concerns and issues.

The NIL student athlete may become a “Hometown Hero” or “Champion” for a variety of causes and concerns that appeal to their personal interests or motivations.

Activities and Endorsements

STARS will work with the partnering or interfacing technical teams for seamless integration and business process automation (BPA) that provides and promotes streamlined access to all related systems on the various exchanges serving the entire NIL community. The table below shows examples of NIL Brand Building activities.

Alumni "After-Image"	"American Idle" Personal Training	"NoPro" Career Transition Plans
Athlete Meet & Greets	Hometown Heroes	Community College Plan
Off-Peak Dining	Conservation Champion	D2/D3 "Daily Bread"
Off-Peak Golf	Collectives with a Cause	NAIA Level-up
Off-Season Internships	MyTown Marketplaces	Brand2Brand Matching
Rural Transit Ride-Along	Essential Services Champion	"A League Up" Plan
"Team" Building Housing	"Jocks for Justice" NIL	"Vital Stats" Player Platform
Player Play Dates	"Most-Valuable-Patrons" (MVP)	"First and Gold" Year One NIL
* Examples Only, Not Exhaustive	** Compliant Activities Only	*** Athlete Transition Tools

Value Propositions



There are many unique value propositions beyond the benefits shown above. The student athlete, the endorsers, and intimate stakeholders will have affordable and sustainable ways to build brands (also referred to as packages) for athletes and artists of all ages at all stages of their “career”.

Family will pay the program/platform to track the athlete or artist from any grade level and create an online digital presence for sharing and increasing NIL valuation when the time comes to make deals. For less than the price of a meal, friends and family can support the athlete or artist in many ways besides monetary contributions. (See the chart above.)

Key Considerations:

- Stakeholders make most deals directly. Only 20% of deals came from marketplaces in 2022.
- Brands connect in incidental and indirect ways. Only 15% of deals are proactive engagement.
- NIL deals are economic lifelines for D2/D3 student-athletes with no scholarship.
- Most sub-D1 deals are less than four-figures making them affordable for small brands.
- Some deals are quid-pro-quo for essentials needs and services.
- Optional Income Distribution Direction and Allocations such as: Budget (XX%), Allotments (\$\$ for X), Savings (X%), Investments (XX%) is available for wealth management.
- NIL Athletes are not assured of post-collegiate careers or recurring income streams.
- **Regional revenues could easily exceed seven figures.**

NIL for Everyone, Everywhere