



BRAND 4U

Autumn Owen



NIL (Name, Image, Likeness)



COMPENSATION
FOR ATHLETES



BRANDING THEIR
PERSONAL IMAGE



MARKETING
PROMOTIONS

PROBLEM



MY STORY

A stack of several books is shown on a light-colored wooden surface. The books are slightly out of focus, with the top book having a white cover and the others having darker covers. The text 'MY STORY' is overlaid in a bold, white, sans-serif font on the left side of the image.

Key Partners



University



Connect Carolina app

Resources



University pays for the services

Customer Segments/Relationships



Incoming
College
Freshman



Student-
Athletes



Marketing for
Business



Continue to use
app throughout
career

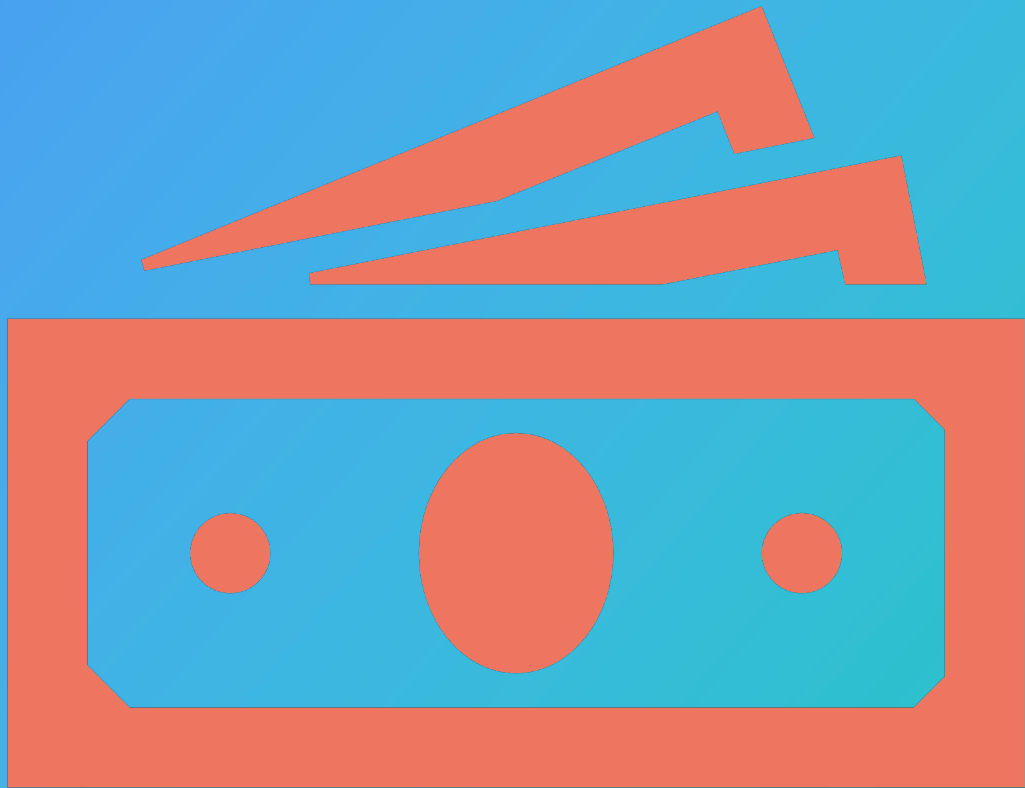
Key Activities



TRAINING ON
BUILDING A BRAND



USE OF SOCIAL MEDIA



Value Propositions

- University name looks good
- Athletes can maximize NIL opportunities
- Compensation for playing

Channels

Cost
Structure

Value driven

Coaching Staffs are
most expensive

Training through the
app is most expensive



REVENUE

- Local Businesses
- Corporate Companies
- Family and Friends



QUESTIONS

