



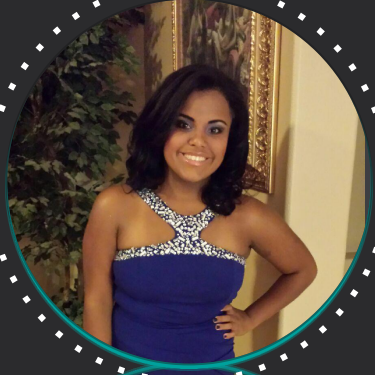
NFL Football Operations

Prairie View A&M University
HBCU Battle of the Brains 2019



Our awesome team

Prairie View A&M University



Amber Diehl



Dannick Boyogueno



Oluseun John



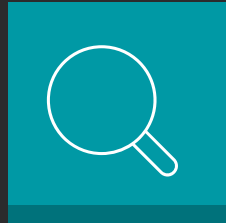
Seif Hediya



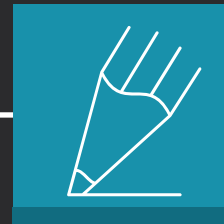
Uchechukwu Uboh

Agenda

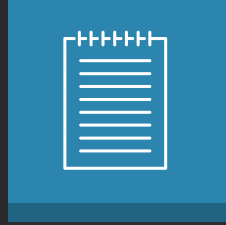
NFL Background



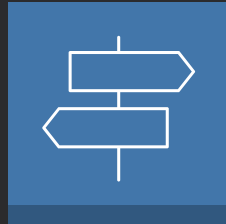
Problem Statement



SWOT
Analysis



Recap



Solution

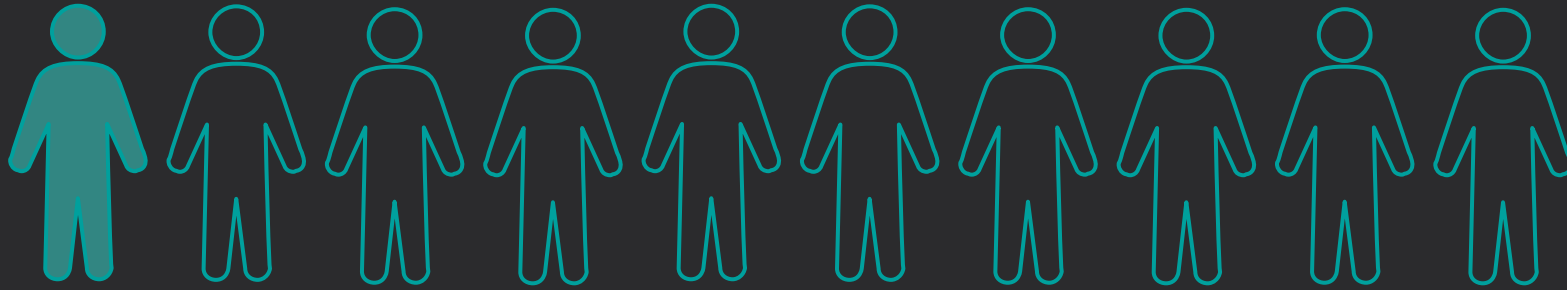


Background



Problem Statement

A Minority Crisis!



3 of 32
are minorities head
coaches in the NFL



0 of 32
are females head
coaches in the NFL

SWOT Analysis

- About 80-90% of minority population already follow the NFL
- 70% of people who follow the NFL are avid fans of the league

Strengths

Weaknesses

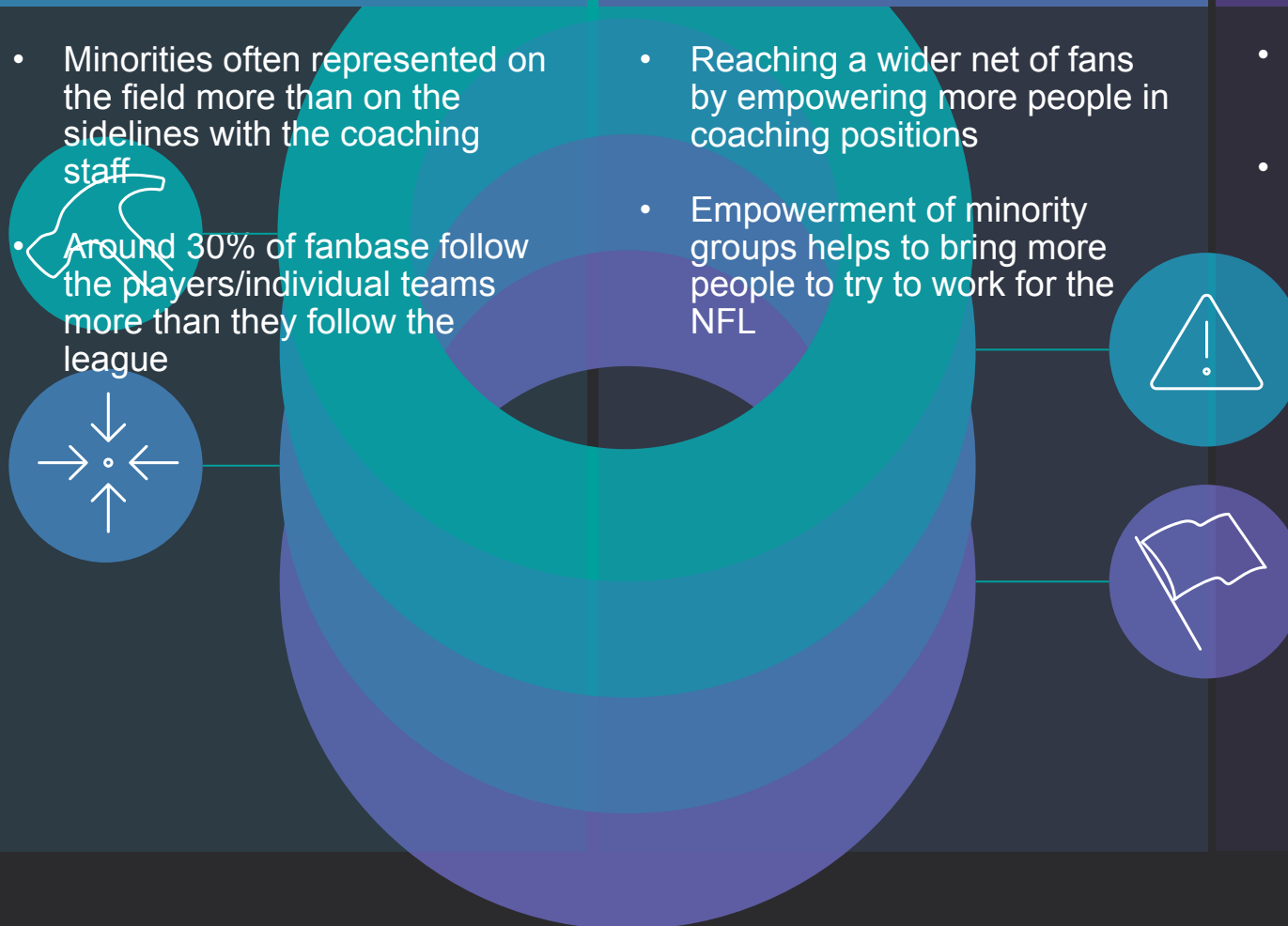
- Minorities often represented on the field more than on the sidelines with the coaching staff
- Around 30% of fanbase follow the players/individual teams more than they follow the league

- Reaching a wider net of fans by empowering more people in coaching positions
- Empowerment of minority groups helps to bring more people to try to work for the NFL

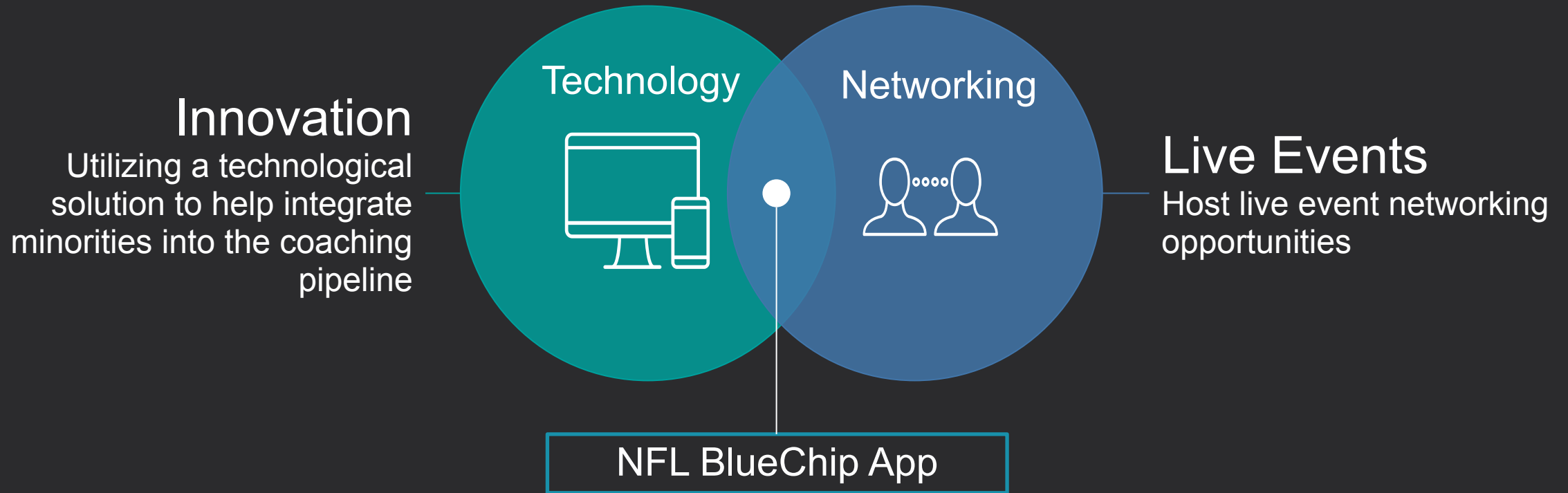
- Potential of losing fans due to lack of diversity
- Minorities are less inclined to seek working for the NFL because they feel that they won't get the opportunity

Threats

Opportunities



Solution Process



Features overview

We've got fresh-baked features right here!

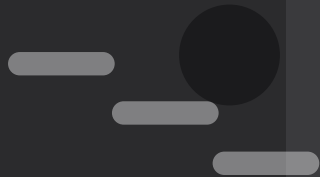
Data-driven

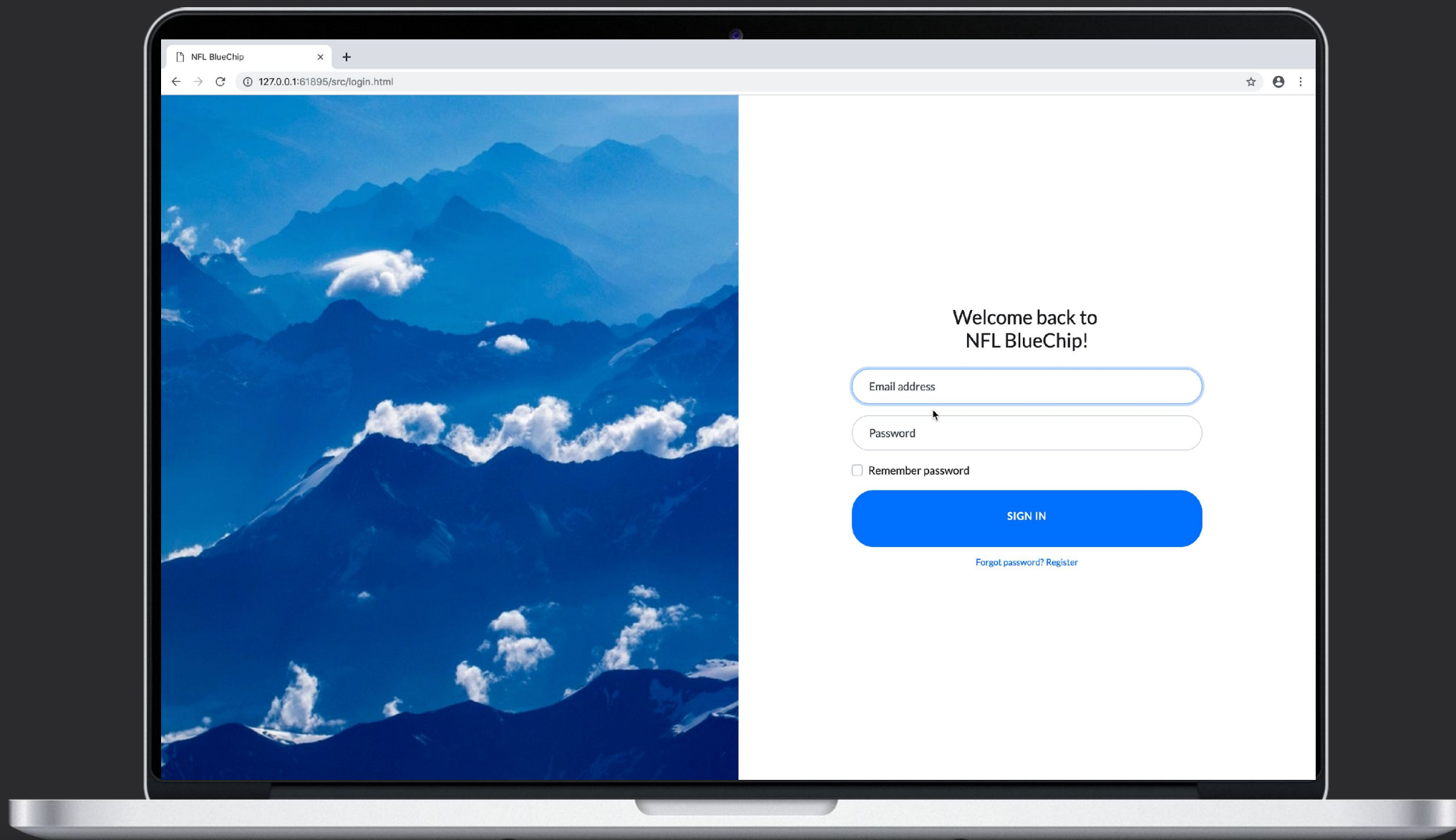


User Anonymity



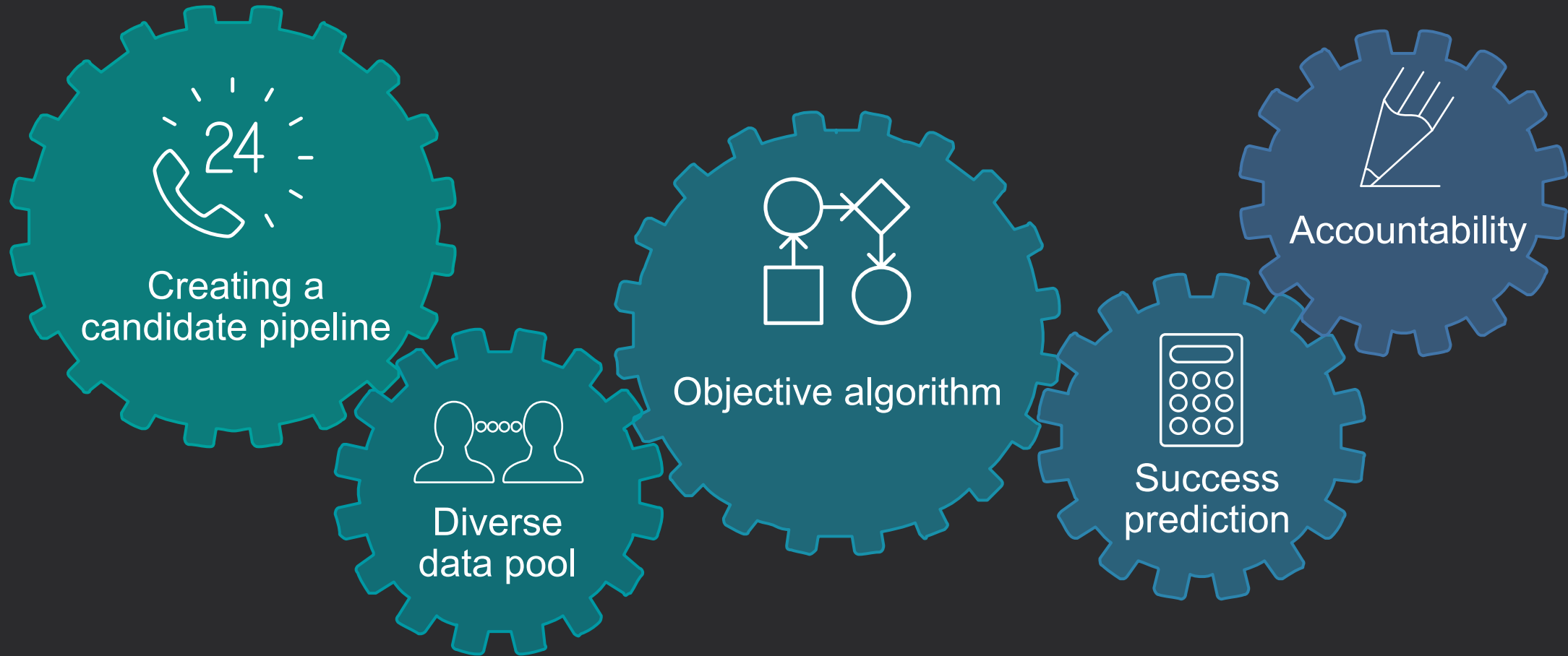
Mobile-first Solution





Data Utilization

How does NFL BlueChip provide results?



Recap

Problem
Lack of the diversity within
the NFL coaching positions

01



Solution
Constructing an app that
connects hiring personnel
with potential candidates and
providing live network events
for coaches

03



02



Opportunity
Expose the aspiring
minorities to the available
coaching positions in the
NFL



Thank you!

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Questions?