I've always envisioned myself working in the Front Office of major sports team with the goal of helping the organization win its next (or first) Championship ring. But how I arrived at this conclusion is a longer story. To start, one must go back to the beginning. As a kid, I loved sports and I became enthralled in the strategy behind running a sports team. While being an athlete interested me, I was absolutely fascinated with figuring out who should play, how much they should get paid, and what a winning team looks like. This interest started around age 10 when I began penning my local baseball team, the San Francisco Giants, about free agent signings. Written letters turned to Microsoft Word documents and my analysis only grew. While I likely got dismissed as a 40-year fan hoping to bring back Barry Bonds, I loved this offseason task.

(Who wouldn't listen to this kid when he writes in to sign Cliff Floyd)

Once I got to High school, I focused on being an athlete. To my demise, I was pretty average. In this process, I learned so much about my sports—Football and Baseball—and even more about myself. It was during these years I realized my limitations, like my ability to hit for power, but also were my strengths lay. During football, I loved watching film and analyzing the game by looking at the underlying trends of the game.

Carson Badger's Baseball Stats

Career Stats   Career - Var 11-12 - Var 10-11

Carson has played on 2 baseball teams covered by MaxPreps. The accumulated **varsity** totals are in the last row of each table.

Games Played	Batting Average	On Base Percentage	Hits	RBIs	Runs
50	.270	.376	24	17	14

Batting

Year	Grade	Team	GP	Avg	PA	AB	R	H	RBI	2B	3B	HR	GS
11-12	Senior	Varsity	30	.261	82	69	10	18	12	2	0	0	
10-11	Junior	Varsity	20	.300	28	20	4	6	5	0	0	0	
Varsity Totals			50	.270	110	89	14	24	17	2	0	0	

Year	Grade	Team	GP	SF	SH/B	BB	K	HBP	ROE	FC	LOB	OBP	SLG	OPS
11-12	Senior	Varsity	30	3	0	8	11	2				.341	.289	
10-11	Junior	Varsity	20	0	1	7	7	0				.481	.300	
Varsity Totals			50	3	1	15	18	2				.376	.292	

(No college coach was calling with that Slugging Percentage, but look at my on-base % my Junior Year!)

Moreover, the Sports industry was changing. Moneyball came out, Theo Epstein took leadership of the Boston Red Sox, and I began to envision my future as a Sports leader outside of tackling a running back or hitting a baseball. It was here I realized that my passion for the game could transition to something more. If I could help an organization successfully identify undervalued players or prospects, then I would find ways to train myself
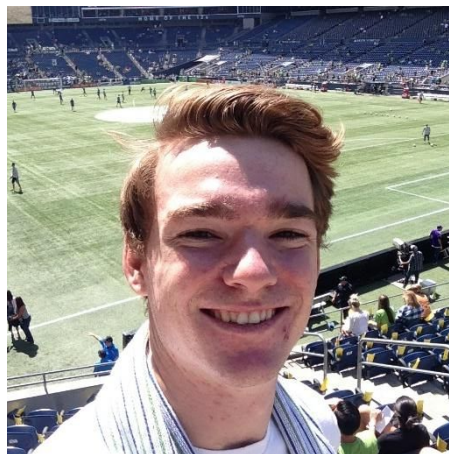
accordingly. I would never by the guy to carry the ball across the end zone or throw strike three in a Game 7 as I dreamed of but I could still contribute.

(A young Carson Badger loved that a person could attend Law school, never practice law, and get a Ring)

This helped carve my path and heed my parent's advice: follow my passions, study subjects I am interested in, and complete a lifelong journey of attending Law School. So, I went up north to the University of Washington where I watched football, wrote about the Vietnam War while reading about History, Philosophy & International Relations, and began my career in Sports. I worked my first season in Sports with the Seattle Sounders, fell in love with the Pacific Northwest, and continued to grow.

(Working one of my first games with the Seattle Sounders)

At UW, one of the initial things I realized was that my lack of collegiate sports experience would always be a knock. So, I started small to come up with a counter-argument: I can show you data to guide your strategy. The issue? I had to get the data. This was my first problem and so I created the "ASP Notebook," which stood for "All Star Programming"—a deceptive name given the task I actually did. The goal was to connect my childhood ability to follow athletes and have the data accessible at the time. So, with no programming or excel skills in hand, I started plugging away one cell at a time.

ASP-Football Class 2015 v. 1.xlsx
File Edit View Insert Format Data Tools Add-ons Help   Last edit was on April 20, 2018

Name	Position	Position Rank	State Position Rank	Factored Rank	HS	State	Ht	Lb	Freshmen Yr. Stats
Jonathan Giles	WR	66	12	33.6	Ft. Bend Elkins HS	TX	6'0	168	
Christian Kirk	WR	3	1	1.8	Saguaro HS	AZ	5'10	191	
Keke Coutee	WR	124	22	62.8	Lufkin HS	TX	5'10	170	
Steven Sims	WR	200	20	92	Travis HS	TX	5'10	165	
Jalen Mccleskey	WR	178	11	77.8	The Saint Pauls School Sr Boys	LA	5'10	159	
Andy Isabella	WR	200	20	92	Mayfield HS	OH	5'10	174	
Calvin Ridley	WR	4	1	2.2	Monarch HS	FL	6'0	169	
TJ Rahming	WR	56	5	25.4	McEachern HS	GA	5'9	148	
Antonio Callaway	WR	68	14	35.6	Booker T. Washington HS	FL	5'10	180	
Tim White	WR	300	4	122.4	College of the Canyons	CA	5'11	180	
Donald Gray	WR	15	1	6.6	Copiah-Lincoln	MS	5'11	175	
James Proche II	WR	80	14	40.4	Central Senior HS	TX	6'3	180	
DJ Moore	WR	50	1	20.6	Imhotep Institute Charter HS	PA	6'0	200	
Deontay Burnett	WR	82	14	41.2	Junipero Serra HS	CA	5'11	170	
Olamide Zaccheaus	WR	97	5	41.8	St. Joseph's Prep School	PA	5'8	195	
Chico McClatcher	WR	45	1	18.6	Federal Way HS	WA	5'9	185	
Anthony Jones	WR	200	20	92	Lake Nona HS	FL	6'0	175	
Thaddeous Thompson	WR	200	15	89	Viera HS	FL	6'0	180	
Shun Brown	WR	111	4	46.8	Calvery Baptist Academy	LA	5'10	165	
Jawuan Harris	WR	200	20	92	St. Thomas Aquinas HS	FL	5'10	185	Redshirt
Ray Ray McCloud	WR	15	4	8.4	Sickles HS	FL	5'9	174	

TE | Slot WR | X WR | NT | DT | SS DE | WSDE | WSOLB | MLB | SS OLB

(A snapshot of my first attempt to take control over my future. It's fun to see some names in the NFL.)

In hindsight, I was mostly executing data entry tasks. In fact, I went back to count it all up and plugged in roughly 500,000 cells of data. I took this notebook to local teams and UW Athletics team as a way to demonstrate my value but the problem was I did not know what to do with the data. This was my next realization which took me back home to the Bay Area to attend Santa Clara University. Even better, I even got an internship with my hometown 49ers creating hope I could continue to develop skills while in the building. However, I ran into a problem.
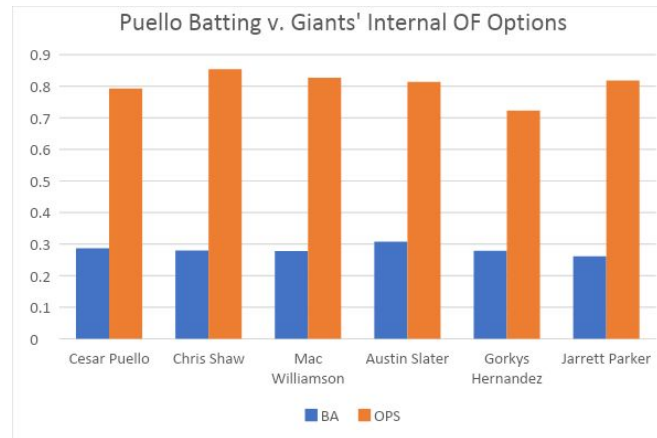
As a kid, I always imagined simply being a Law student would impress people. I'll be the first to say this logic did not pan out. After my first year at Santa Clara Law School, I wrote to every NFL team touting my projects and grades near the top of my class. I got 27 no responses, five rejections, and only one personalized Letter—a big shout out to the Minnesota Vikings. In fact, I didn't even hear from my employer. The team just came off starting Blaine Gabbert as their Quarterback but the Marketing Intern at SCU Law was not ready. And every team was 100% in the right to not take me.

(If seeing this guy play for your hometown team isn't enough motivation to get a MBA, what is?)

One of the big reasons why I applied for the JD/MBA program was to fix that knowledge gap I faced with my "ASP Notebook"—I needed to learn how to analyze the information at hand. Before my first quarter was over, a team finally gave me a thumbs up for a second round interview: the San Francisco Giants. My childhood letters finally got answered! In this interview, I got asked exciting questions like how to handle Madison

Bumgarner's contract, how to evaluate Brandon Crawford's value, who would you sign in the offseason, and what players would you want to start a franchise with. Genuinely cool stuff. But I was not even one quarter complete with learning how to analyze the information so I gave it my best shot and hoped for success. The result was terrible. Truly painful in hindsight so much so I honestly have a tough time looking at the analysis. But, similar to my rejections at UW Athletics, you take these as growth moments and in the words of my Law Professor "remove your ego from your work." It wasn't me that got rejected, it was my below average analysis.

(My recommendation to the Giants: sign a player who already exists on the roster for even cheaper!)

So, since that "no" from the Giants, it's been a lot of learning as much as I can. I've trained myself in negotiations and contract formation, learned how to code in Python, developed more projects, and taken every opportunity in school to improve my skill set. The "Project" section of the website highlights my favorite projects from the last two years and reflect what I believe is my current value add: the ability to analyze data and obtain favorable contracts to capitalize on this information. How I can continue to grow this skill set is a question I will tackle next. I fully recognize a Law Firm or Consulting organization is where most people will push me as an industry standard. But for now, I am simply proud that 15 years later those "Free Agent" recommendations are still being written.

(A proud moment because it represents the growth with how I think and assess issues)

When I am not analyzing numbers or studying contracts, I am trying to get outdoors as much as possible and raise money for Bay Area Youth through the 49ers Foundation. Here are some shots to reflect my normalcy:

(My father leading me to the Fish)

(My team with the 49ers Foundation)

(Hiking in Central America where they also filmed the Yavin 4 scenes from Star Wars)

(Me trying to learn to Surf while in Grad School)