

Athlete's Vault

Josh Vogh, Nikhil Chhatraband, & Manasseh Small

INTRO VIDEO



78% OF ATHLETES GO BROKE AFTER RETIREMENT

WHY? THEY DON'T LEARN THE
RULES TO THE **MONEY** GAME!

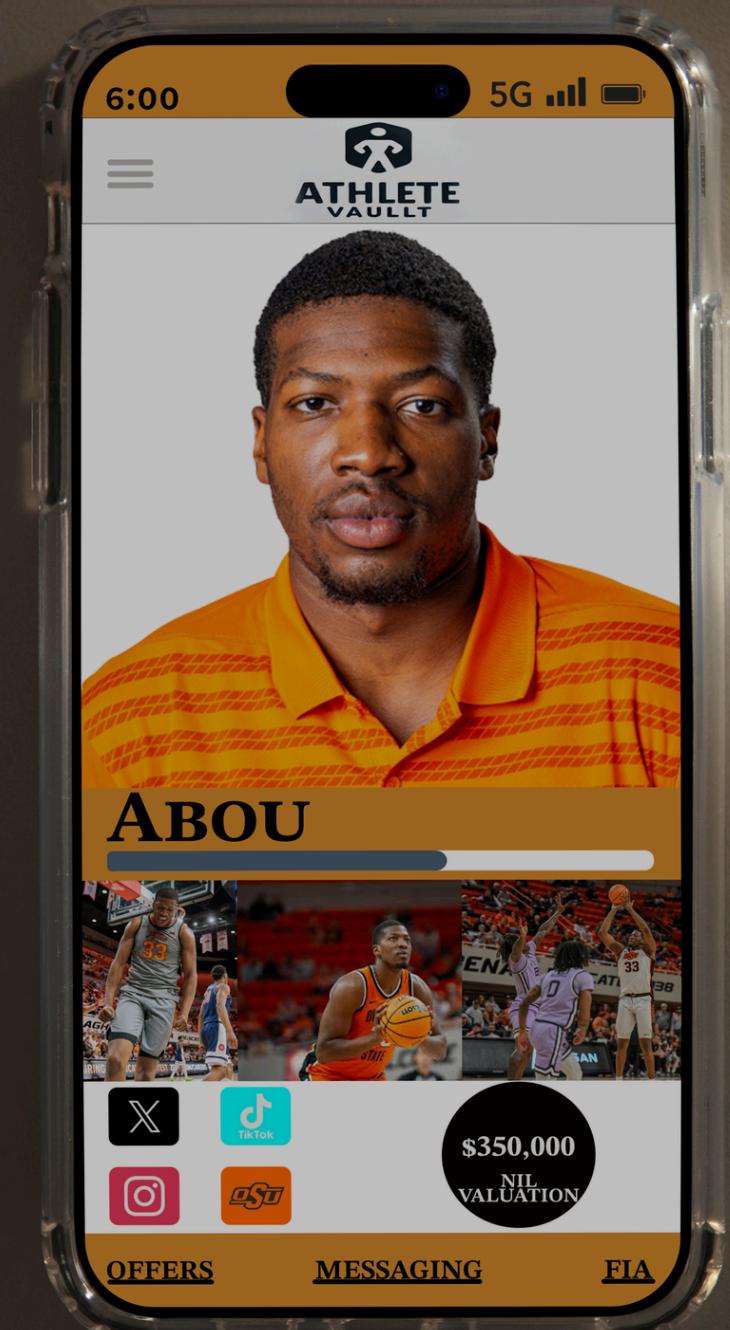


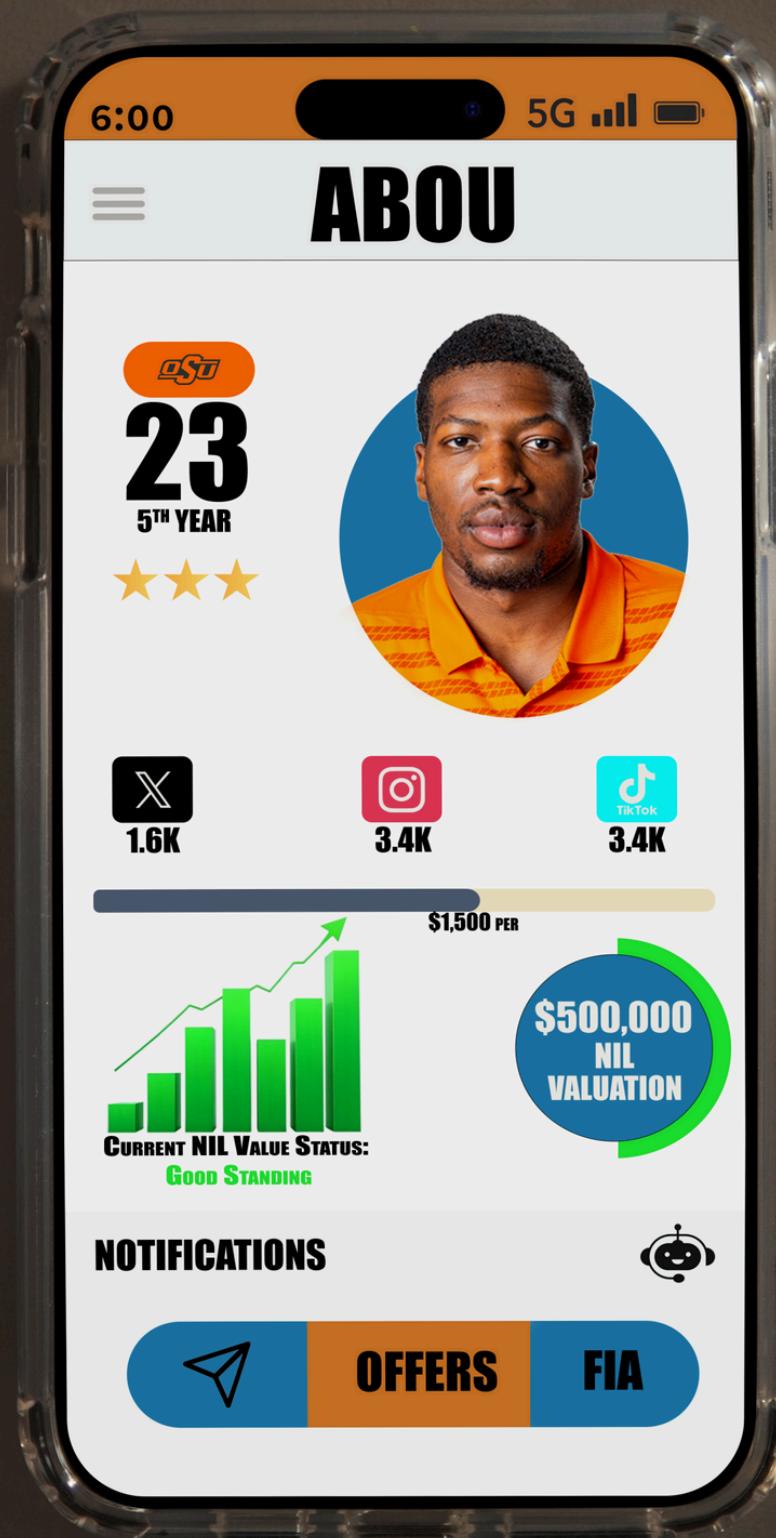
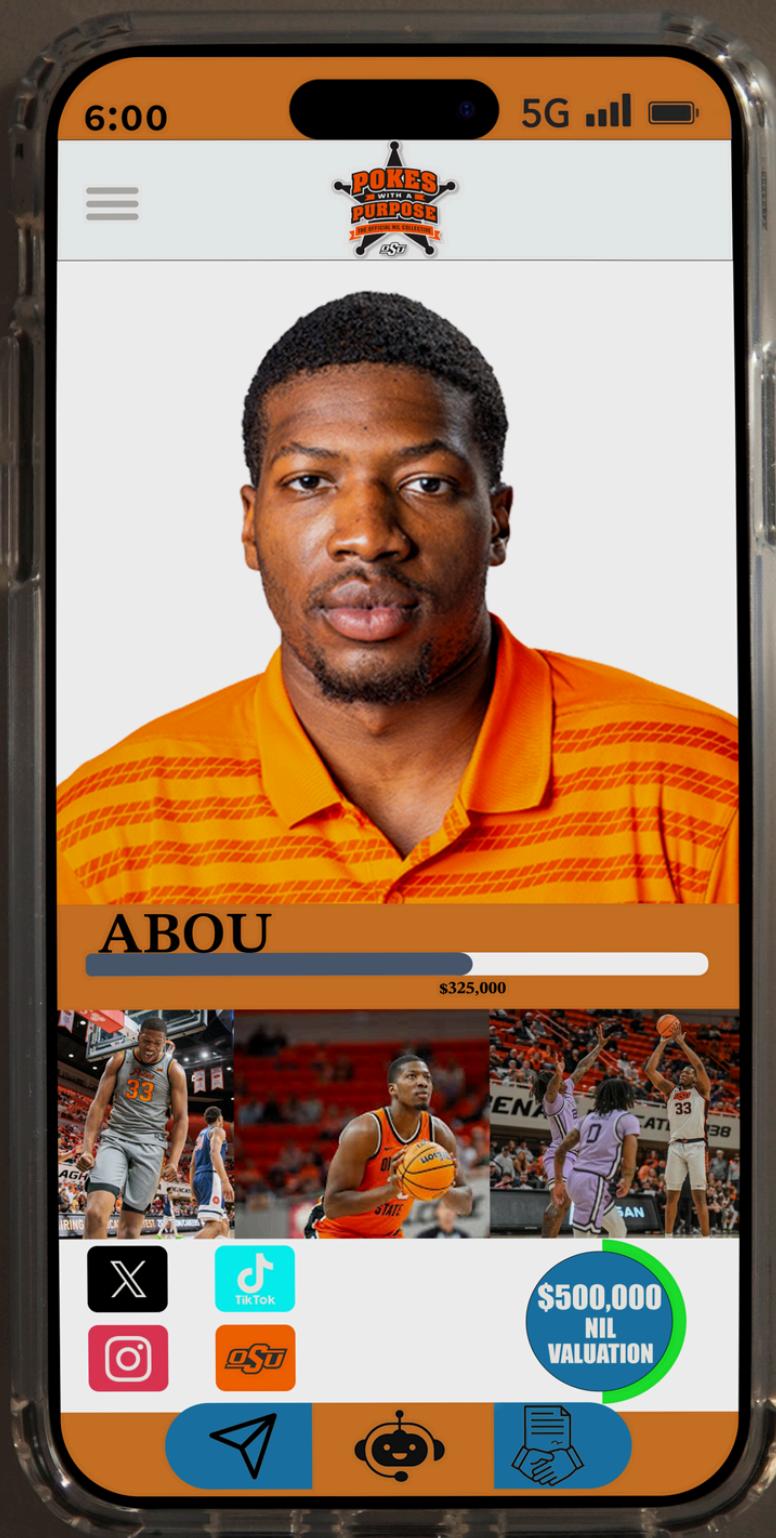
THE PROBLEM

While NIL has opened doors for athletes to earn money from their name, image, and likeness, it's also created significant complications in terms of broken promises, contracts, and legal headaches.

IDEA

Athlete's Vault puts athletes in charge of their own NIL deals, ensuring they get paid on time and in full with secure hassle-free transactions. The app also helps them build wealth through smart savings and investments, giving them a tool for financial success.







AN OFFICIAL PARTNER OF
MICHIGAN ATHLETICS

NIL COLLECTIVE

Independent organizations that
work closely with the schools and
align with compliance rules and
benefit specific athletic programs.

CHAMPIONS CIRCLE® is the
NIL collective empowering
University of Michigan
student-athletes to be the
leaders and best through
name, image, and likeness.



NIL OPPORTUNITIES



Athletes can earn money through:

- Endorsement Deals
- Merchandise Sales
- Social Media Content



VISION

Empowering student athletes to secure their financial futures, while fostering a culture of innovation, integrity, and support, ensuring they achieve success in every aspect of their lives.

MISSION

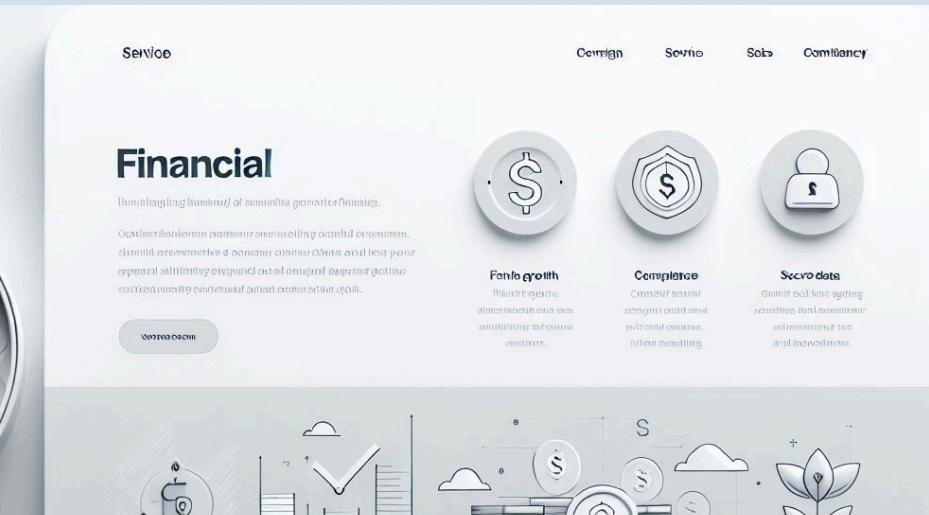
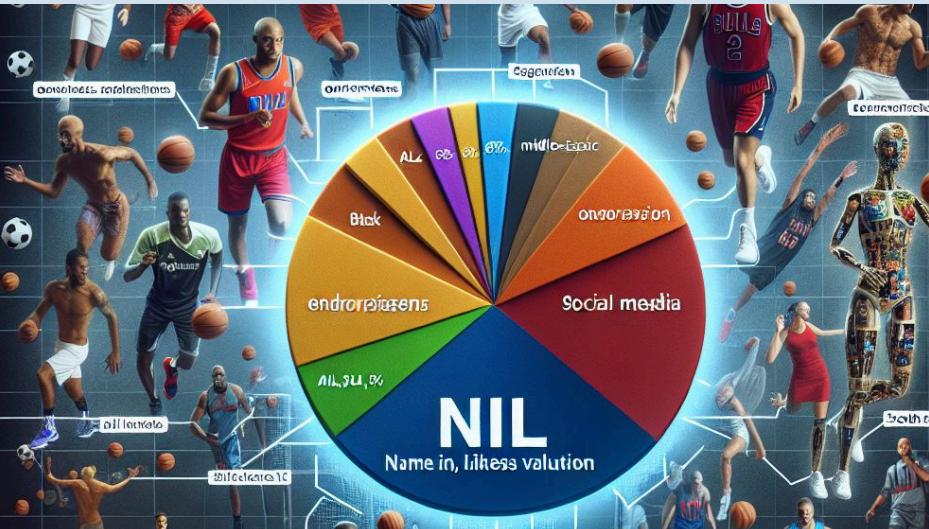
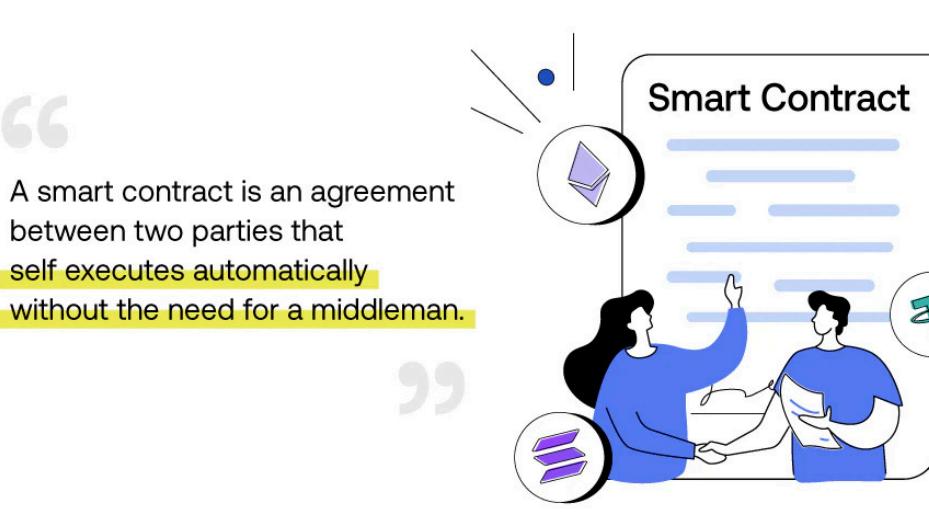
Encouraging athletes to take control of their own destiny - one deal, one financial decision, and one step towards shaping their future at a time.

OBJECTIVE

To revolutionize financial management for young professional athletes, leveraging cutting edge technology and comprehensive resources to empower athletes in maximizing their earnings and securing their financial futures.



OUR SERVICES



Blockchain Smart Contracts

This allows athletes to work directly with brands, cutting out agents. More control and better transparency.

Automated Savings & Investments

We provide tools to help athletes save and invest for the future. Our Fixed Index Annuity feature ensures they build a strong financial foundation post-career.

AI-Powered NIL Valuation

Our AI technology gives our clients real time insight into their market value, helping them make smarter decisions and grow their brand.

Financial Education & Compliance

Our Financial Strategist helps our athletes discover essential strategies for building generational wealth.

AUTOMATED SAVINGS & INVESTMENTS

How does indexing work?

Athlete's Vault

NIL Athlete 22 y/o

Initial contribution ?

\$ 325000

Tax type

Non-Qualified

State

Florida (FL)

Gender

Male

Next Step →

Contract Year	Age	Premium	Beginning Contract Value	Annual Withdrawals	Credited Interest Rate	Ending Contract Value	Guaranteed Minimum Value	Cash Surrender Value	Death Benefit
30	51-52	\$0	\$4,700,300	\$0	21.00%	\$5,700,300	\$5,700,300	\$5,700,300	\$5,700,300
31	52-53	\$0	\$5,700,307	\$0	0%	\$5,671,851	\$639,763	\$5,671,851	\$5,671,851
32	53-54	\$0	\$5,671,851	\$0	9.81%	\$6,085,963	\$656,717	\$6,085,963	\$6,085,963
33	54-55	\$0	\$6,085,963	\$0	10.67%	\$6,704,861	\$674,119	\$6,704,861	\$6,704,861
34	55-56	\$0	\$6,704,861	\$335,243	24.9%	\$7,794,032	\$347,857	\$7,794,032	\$7,794,032
35	56-57	\$0	\$7,794,032	\$389,702	7.95%	\$7,956,320	\$0	\$7,956,320	\$7,956,320
36	57-58	\$0	\$7,956,320	\$397,816	37.16%	\$10,171,644	\$0	\$10,171,644	\$10,171,644
37	58-59	\$0	\$10,171,644	\$508,582	5.48%	\$10,146,816	\$0	\$10,146,816	\$10,146,816
38	59-60	\$0	\$10,146,816	\$507,341	3.09%	\$9,683,524	\$0	\$9,683,524	\$9,683,524
39	60-61	\$0	\$9,683,524	\$484,176	3.47%	\$9,471,068	\$0	\$9,471,068	\$9,471,068
40	61-62	\$0	\$9,471,068	\$473,553	18.74%	\$10,449,136	\$0	\$10,449,136	\$10,449,136
41	62-63	\$0	\$10,449,136	\$522,457	0%	\$9,875,164	\$0	\$9,875,164	\$9,875,164
42	63-64	\$0	\$9,875,164	\$493,758	9.67%	\$10,040,834	\$0	\$10,040,834	\$10,040,834
43	64-65	\$0	\$10,040,834	\$502,042	10.55%	\$10,495,469	\$0	\$10,495,469	\$10,495,469
44	65-66	\$0	\$10,495,469	\$524,773	25.2%	\$12,229,536	\$0	\$12,229,536	\$12,229,536
45	66-67	\$0	\$12,229,536	\$611,477	7.85%	\$12,472,993	\$0	\$12,472,993	\$12,472,993
46	67-68	\$0	\$12,472,993	\$623,650	37.55%	\$15,991,514	\$0	\$15,991,514	\$15,991,514

Hypothetical Values (Current Rates)

Here's how the annuity might look over a 30-year period. The values show what would happen if the allocations earned interest using current rates in all years. The indexed interest is based on actual index performance during the most recent 10-calendar year period for the first 10 years. We repeat the index performance from this 10-year period afterwards.

Contract Year	Age	Premium	Beginning Contract Value	Annual Withdrawals	Credited Interest Rate	Ending Contract Value	Guaranteed Minimum Value	Cash Surrender Value	Death Benefit
1	22-23	\$325,000	\$325,000	\$0	0%	\$323,391	\$291,911	\$293,639	\$323,391
2	23-24	\$0	\$323,391	\$0	10.27%	\$348,480	\$299,647	\$320,263	\$348,480
3	24-25	\$0	\$348,480	\$0	10.53%	\$383,469	\$307,587	\$355,859	\$383,469
4	25-26	\$0	\$383,469	\$0	24.66%	\$468,743	\$315,738	\$439,212	\$468,743
5	26-27	\$0	\$468,743	\$0	7.88%	\$503,464	\$324,105	\$476,277	\$503,464
6	27-28	\$0	\$503,464	\$0	36.52%	\$674,951	\$332,694	\$644,578	\$674,951
7	28-29	\$0	\$674,951	\$0	5.46%	\$708,760	\$341,511	\$683,244	\$708,760
8	29-30	\$0	\$708,760	\$0	3.58%	\$716,398	\$350,561	\$697,055	\$716,398
9	30-31	\$0	\$716,398	\$0	3.44%	\$737,554	\$359,850	\$724,278	\$737,554
10	31-32	\$0	\$737,554	\$0	16.06%	\$837,647	\$369,386	\$830,108	\$837,647
11	32-33	\$0	\$837,647	\$0	0%	\$833,455	\$379,175	\$833,455	\$833,455
12	33-34	\$0	\$833,455	\$0	10.11%	\$896,804	\$389,223	\$896,804	\$896,804
13	34-35	\$0	\$896,804	\$0	10.66%	\$987,969	\$399,538	\$987,969	\$987,969

MEET THE TEAM MEMBERS



MANASSEH SMALL

*Co-Founder
Chief Executive Officer*



JOSH VOGT

*Co-Founder
Chief Financial Officer*



NIKHIL CHHATRABRAND

Chief Technology Officer



DAVE MCDANIEL III

Financial Strategist



MILES JORDAN

*Head of Athlete Relations
& Legal Affairs and
Compliance*

TARGET MARKET

COLLEGE ATHLETES

Division 1: 181,512 (53% Male, 47% Female)

Division 2: 121,445 (58% Male, 42% Female)

Division 3: 192,035 (58% Male, 42% Female)

HIGH SCHOOL ATHLETES (Future NIL Earners)

495,000 students, or roughly 6%, will go on to compete at NCAA schools

BRANDS & SPONSORS

COLLEGES, ATHLETIC DEPARTMENTS & COLLECTIVES

According to SponsorUnited, their NIL marketing report analyzed over 2,000 deals in more than 1,000 brands.

Out of 1,100 NCAA schools, only 213 currently have NIL collectives

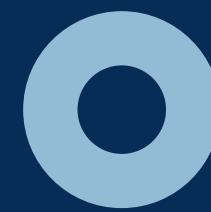


FOCUS GROUP

Is the players that are receiving NIL



KEY TAKEAWAYS



Challenges:

- Spending Issues
- Unclear Contracts
- NIL Agents

Athletes perceived benefits of Athlete's Vault:

- Blockchain Smart Contracts
- AI Features
- Long Term Financial Planning

Market Fit and Adoption:

- High Interest
- Practically

EXPERIENTIAL MARKETING PLAN

Key Components:

- **Financial Literacy Seminars:** Host interactive workshops at high schools and universities, led by CEO Manasseh Small and Head of Athlete Relations Miles Jordan. (**Travel Expense: \$1,000 per month**)
- **Beta Testing Events:** Conduct hands-on app testing sessions with selected athletes, offering incentives for participation. (**\$2,000 for event materials**)

Promotion:

- **Pre-Event:** Social media campaigns, email marketing, and partnerships with schools. **\$850 per month**
- **During Event:** Live streaming, interactive activities, and giveaways.
- **Post-Event:** Collect feedback, share highlights, and maintain communication.
- **Expected Outcomes:** Enhanced financial literacy, increased app adoption, valuable feedback, and stronger relationships with athletic organizations.



Miles Jordan
Head of Athlete Relations

PRICING PLANS FOR ATHLETES

Find the perfect plan for you.

Standard

\$19.99

per user/month billed yearly
\$19.99 billed monthly

- ✓ NIL Deal Management
- ✓ Automated Payments
- ✓ Financial Education
- ✓ Compliance Monitoring

Start with a one
month free trial



Premium

\$29.99

per user/month billed yearly
\$29.99 billed monthly

- ✓ Advanced NIL Deal Management
- ✓ Automated Savings and Investments (FIA setup)
- ✓ AI Powered NIL Valuation
- ✓ Tax Automation

Get Premium



Platinum

\$49.99

per user/month billed yearly
\$49.99 billed monthly

- ✓ Comprehensive Management
- ✓ Personal Finance Advising
- ✓ Real Time Market Fit
- ✓ Advanced Security

Get Platinum

#bestdeal



SUBSCRIPTION TIERS FOR BRANDS & COLLECTIVES

Standard

\$150

per user/month billed yearly
\$199 billed monthly

- ✓ Access to athletes profiles
- ✓ Basic analytics and reporting
- ✓ Limited to 10 deals per month
- ✓ Standard customer support

Start with a 7 week free trial



Premium

\$250

per user/month billed yearly
\$250 billed monthly

- ✓ Enhanced analytics and reporting
- ✓ Unlimited actives deals per month
- ✓ Priority customer support
- ✓ AI-powered NIL valuation and market trends

Get Premium



Platinum

\$450

per user/month billed yearly
\$450 billed monthly

- ✓ Dedicated account manager
- ✓ Early access to new features and updates
- ✓ Advanced compliance and legal support
- ✓ Advanced Security

Get Platinum

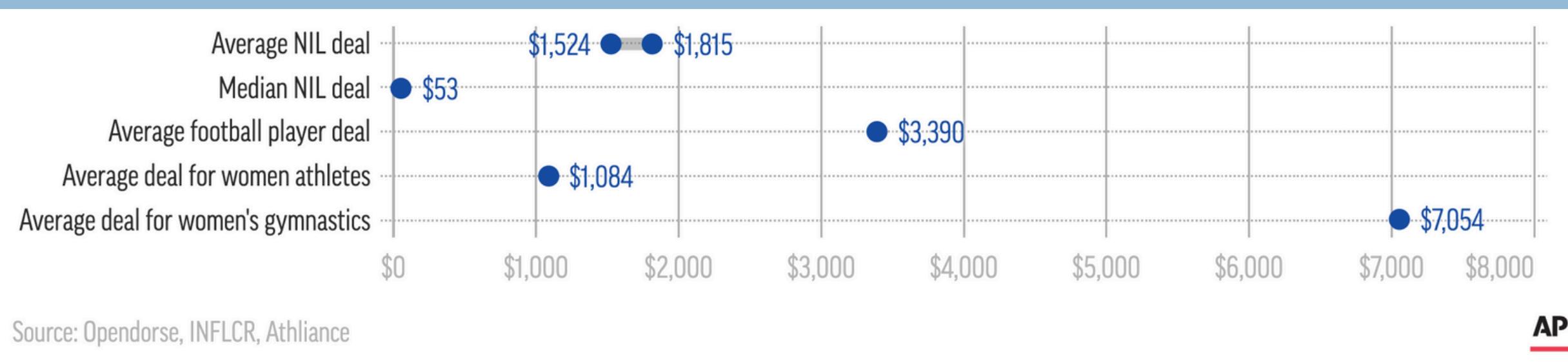


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FINANCIAL OUTLOOK

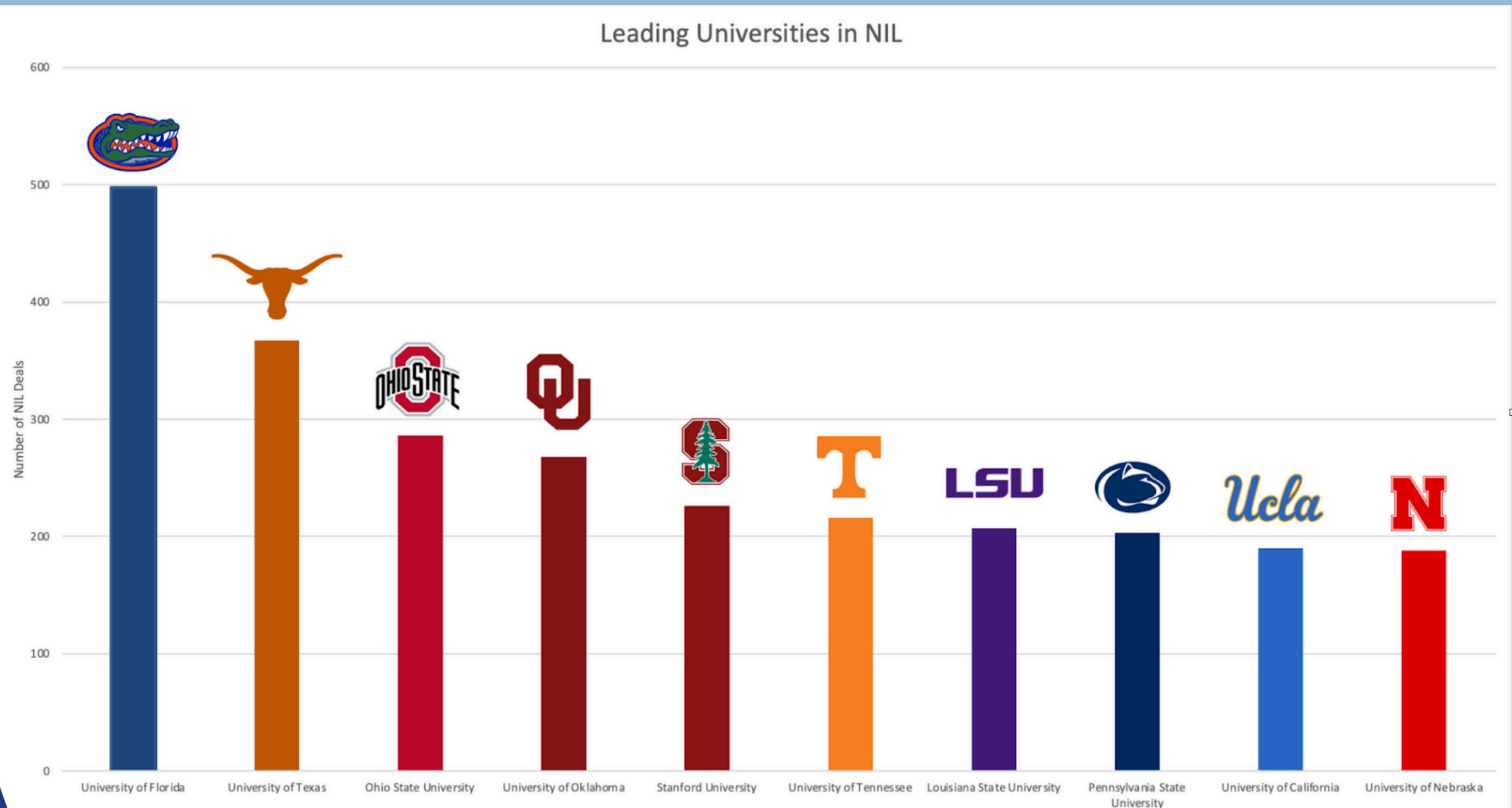
KEY CONSUMERS

Rank	Player	Rating	Status	Social	NIL Valuation / Roster Value
1	 Arch Manning JR/6-3.5/220 Isidore Newman (New Orleans, LA)	 99.53		 387K 9.4K 73K	\$6.5M  CLAIM PROFILE
2	 Cooper Flagg FR/6-8/195 Montverde Academy (Newport, ME)	 99.74		 924K 54K 24K	\$4.8M  CLAIM PROFILE
3	 Carson Beck RS-SR/6-4/230 Mandarin (Jacksonville, FL)	 91.28		 129K 27K 11K	\$4.3M  CLAIM PROFILE
4	 Livvy Dunne SR/5-6/ Pascack Valley (Westwood, NJ)			 5.4M 8M 167K	\$4.1M  CLAIM PROFILE
5	 Jeremiah Smith SO/6-3/215 Chaminade-Madonna Prep (Hollywood, FL)	 99.61		 453K 188K 80K	\$4M  CLAIM PROFILE

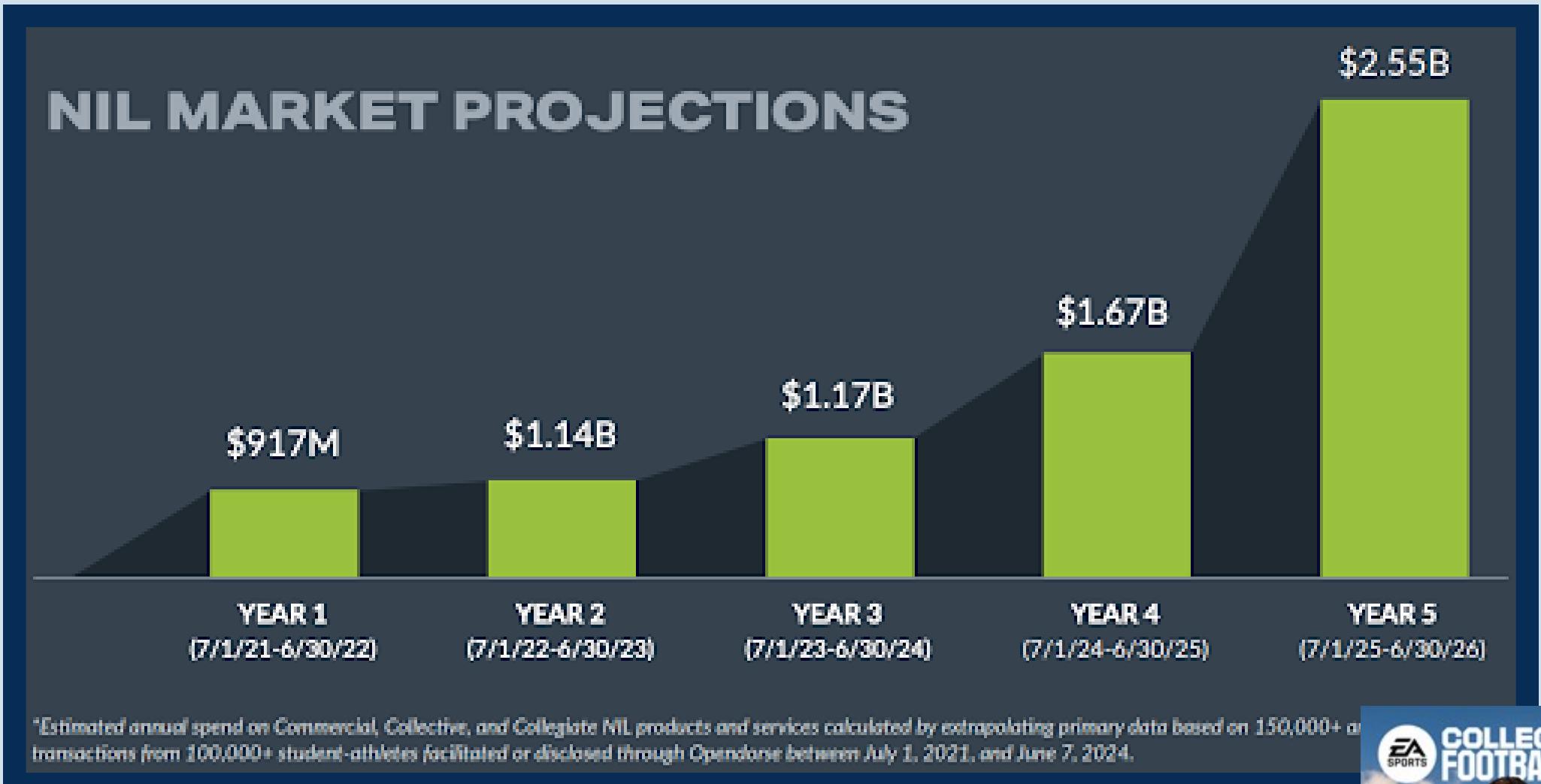


KEY CONSUMERS

Leading Universities in NIL



MARKET TRENDS



Top Brand Categories For Commercial NIL		Breaking down the most active types of brands activating NIL campaigns
BRAND CATEGORY	ACTIVITY %	EXAMPLES
1. Technology	16.9%	EA Sports, Ibotta
2. Apparel & Accessories	14.2%	Avon, Saucony
3. Non-Profits, Charities, Associations	9.9%	Movember, Bowl Season
4. Leisure & Recreation	8.3%	Baden Sports, Pop-A-Shot
5. Healthcare	7.2%	Stryker, CVS
6. Food Product	5.9%	Cheez-It, Snickers
7. Media	4.8%	Manna, The Entrepreneur's Studio
8. Financial	4.2%	Capital One, Invesco
9. Quick Serve Restaurants & Dining	3.8%	Dunkin', KFC
10. Retail	3.8%	Champs Sports, Play it Again Sports
11. Consumer Products	3.4%	Degree, Alba Botanica
12. Auto	2.7%	Toyota, Shell
13. Business Services	2.6%	CLC, Epsilon
14. Construction & Industrial	2.2%	Carolina Comfort Air, Classic Plumbing & Air
15. Telecommunications	2.1%	USCellular, Xfinity
16. Food & Beverage Distribution	2.1%	Hy-Vee, Casey's
17. Real Estate	1.9%	Keller Williams Real Estate, Vestible
18. Beverage - Non-Alcoholic	1.1%	Pepsi, F3 Energy
19. Consumer Services	0.8%	Gold's Gym, Planet Fitness
20. Beverage - Alcoholic	0.6%	Anheuser-Busch, Brickway Brewery & Distillery



All activity and compensation data is based on anonymized transactions from NCAA Division I student-athletes participating in all sports facilitated or disclosed through Opendone.

PARTNERSHIPS

SPORTS TECH VC



- COURTSIDE VENTURES
- SAPPHIRE SPORT
- KB PARTNERS

FINANCIAL SERVICE



- BLACKROCK
- FIDELITY INVESTMENTS
- VANGUARD

SPORTS & LIFESTYLE



- GATORADE
- NIKE
- LULULEMON

KEY PARTNERSHIPS

- College athletic departments
- Technology developers
- Legal advisors
- Financial Firms
- Sports agencies

KEY ACTIVITIES

- App development and maintenance
- Marketing to athletes and brands
- Security and smart contract management

KEY RESOURCES

- AI and smart contract technology
- Marketing and development teams
- Data analytics for matching

COST STRUCTURE

- Value-driven business
- App development team
- Marketing costs

- Costs incurred due to partnerships

VALUE PROPOSITION

- Secure, transparent, and easy-to-use NIL deal facilitation
- Simplified negotiation & deal execution with legal compliance
- Direct access to athletes with AI-driven market insights
- Fund management for athletes

CUSTOMER RELATIONSHIPS

- Direct support
- AI-powered assistance and recommendations

CHANNELS

- App stores
- Social Media
- Athletic departments
- Direct outreach to brands

REVENUE STREAMS

- Subscription models for brands/collectives
- Transaction fees on deals
- White-label NIL models for universities

CUSTOMER SEGMENTS

- College athletes
- Brands
- NIL collectives
- Universities
- Parents and Guardians
- High School athletes

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Strengths

- AI-driven market recommendations
- Smart contracts for security
- Long-term financial management solutions

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Weaknesses

- Limited initial resources
- New market entrant

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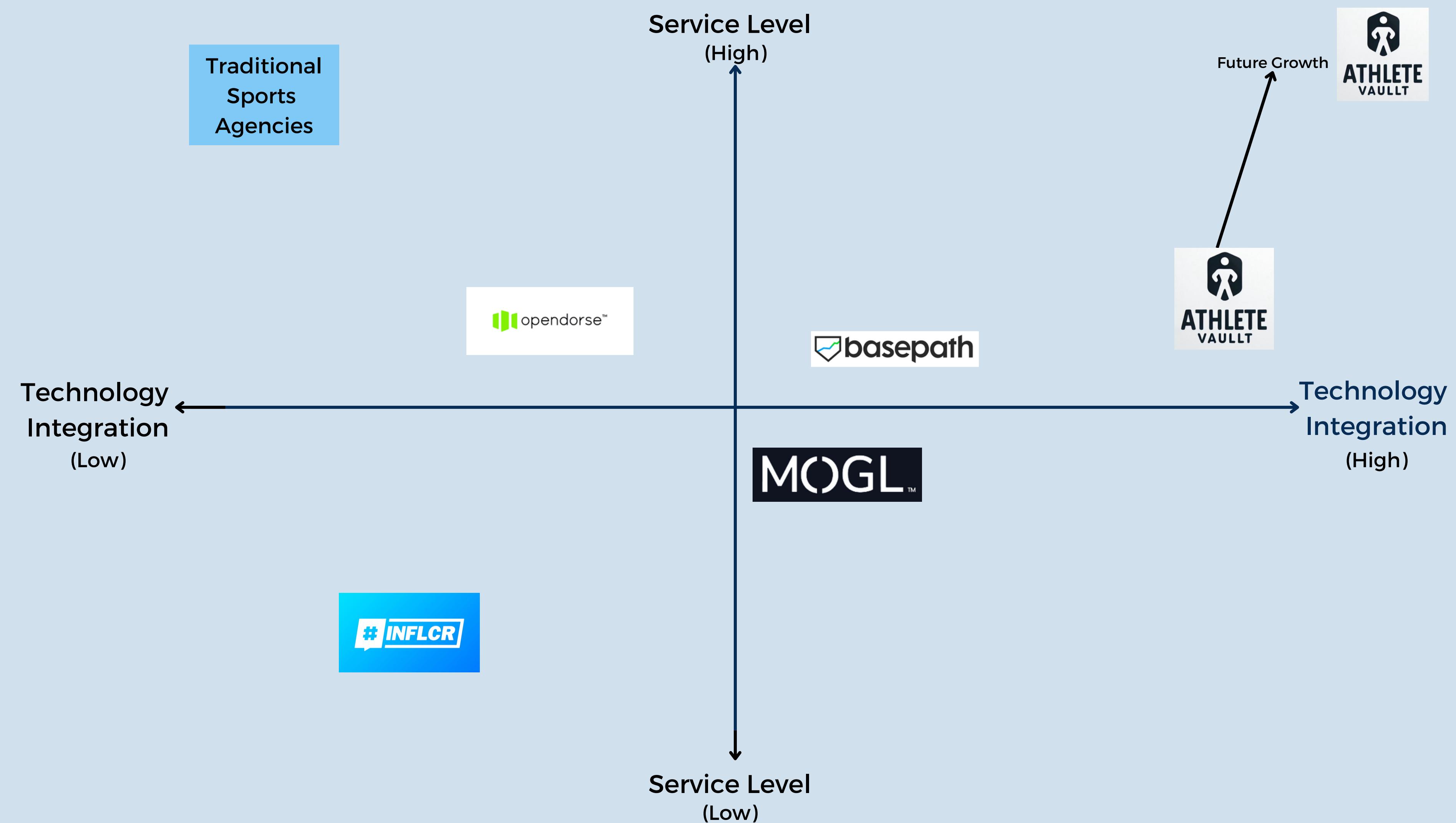
Opportunities

- Expanding NIL market
- Smaller sports are gaining popularity
- High demand for legal compliance and security

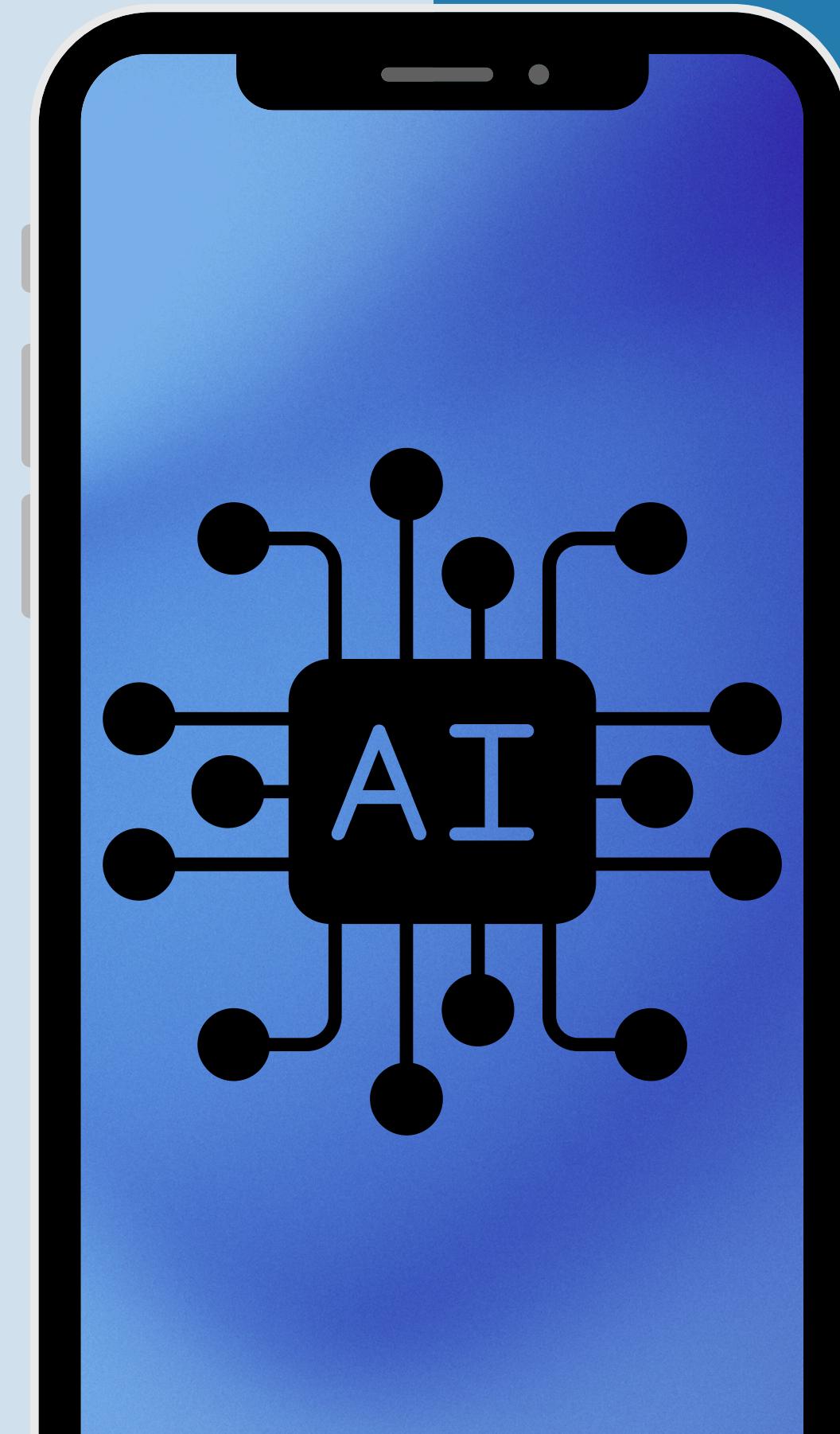
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Threats

- NIL regulation changes
- Competitor growth and market saturation
- Economic uncertainty



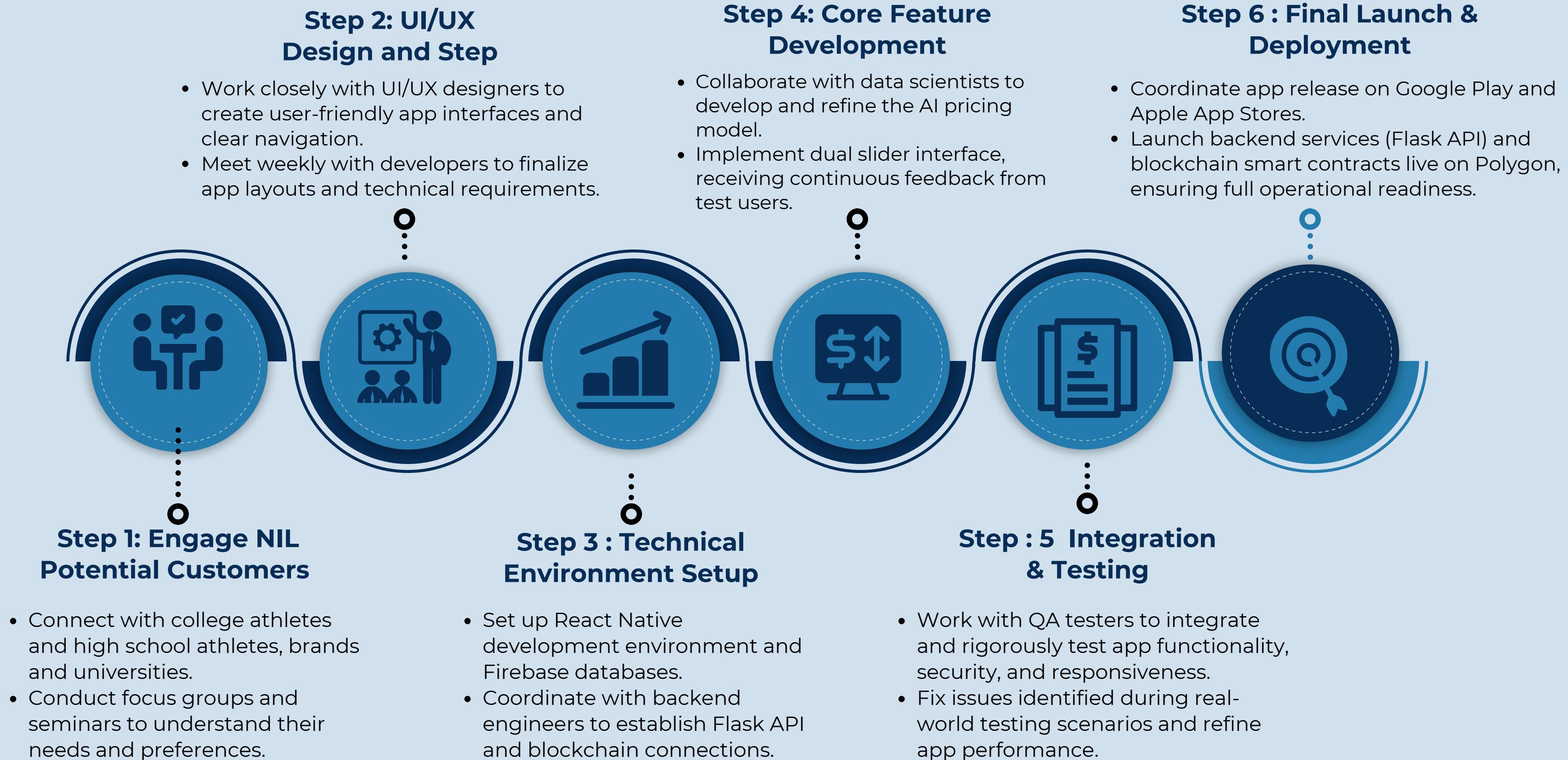
APP FEATURES OVERVIEW



Key Features:

- **AI-Driven Pricing:**
 - Real-time pricing optimization using AI & machine learning.
 - Considers demand, competition, and user behavior for optimal pricing
- **Blockchain Smart Contracts:**
 - Automated, secure digital agreements without intermediaries.
 - Real-time updates on deal fairness and market trends.
- **AI-Powered NIL Valuation:**
 - Predicts player market values.
 - Suggests appropriate sponsorships.
 - Identifies and flags fraudulent deals.

PRODUCT DEVELOPMENT MIND MAP



APP WORKFLOW & USER EXPERIENCE

01

Players: Set an ideal price for sponsorship values using the Dual Slider.

03

AI Predictions: Automatically suggest fair NIL prices using real-time data.

02

Sponsors: Propose deals based on AI-generated recommendations.

04

Blockchain: Securely executes deals using automated smart contracts.

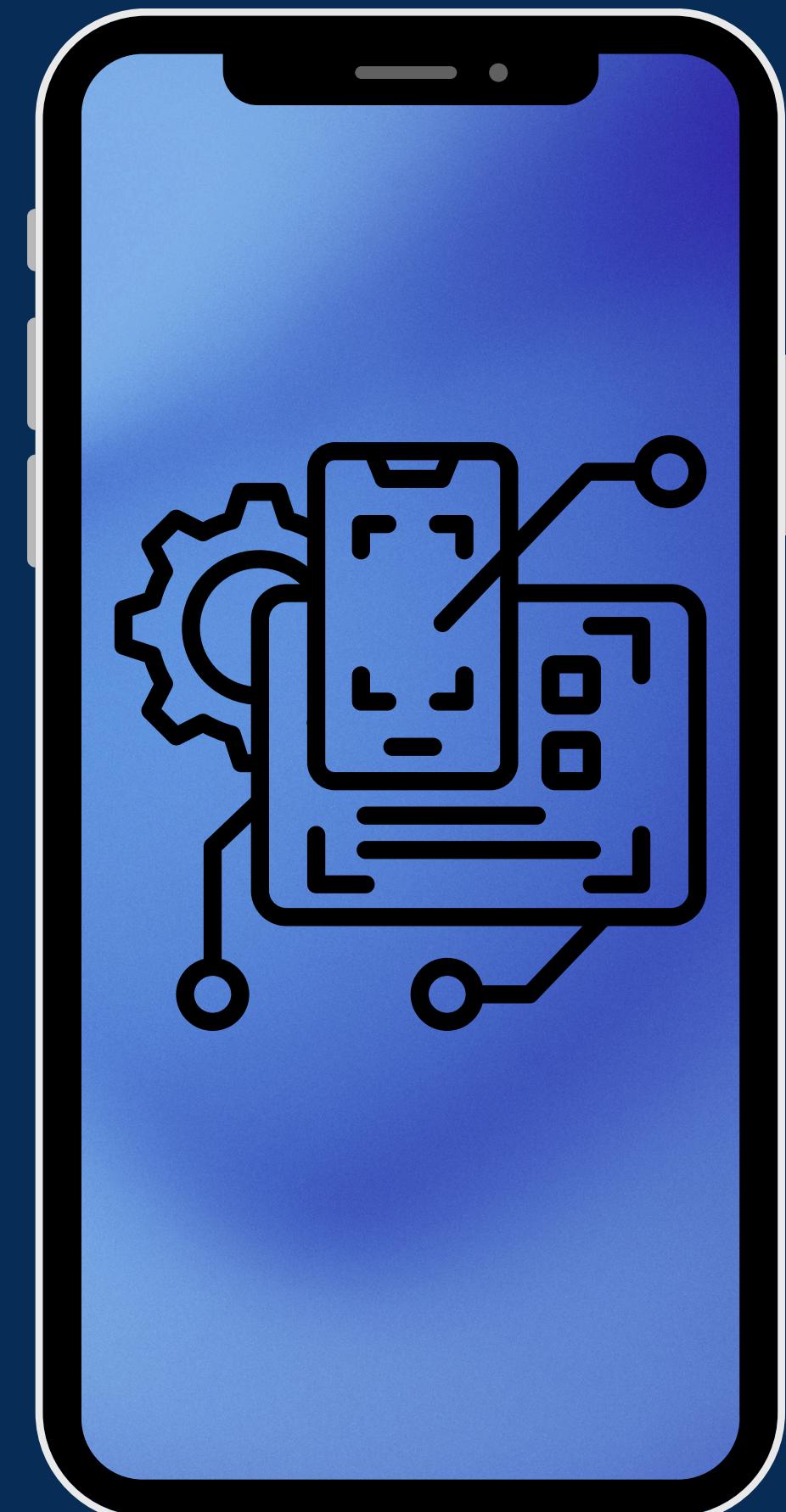
UI/UX

01

Intuitive, user-friendly design (Figma or Adobe XD).

02

Clear visibility for sliders, player profiles, and real-time deal updates.



TECHNICAL IMPLEMENTATION

Frontend & Backend:

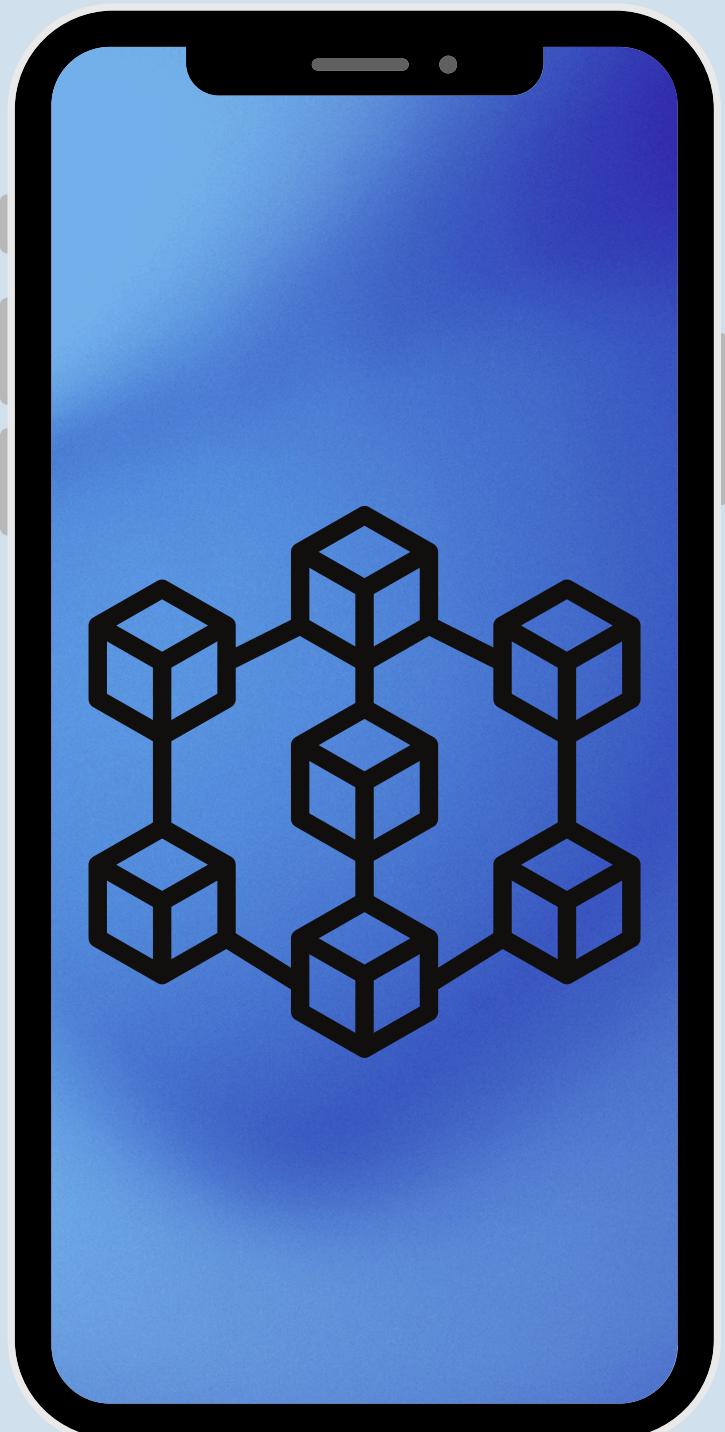
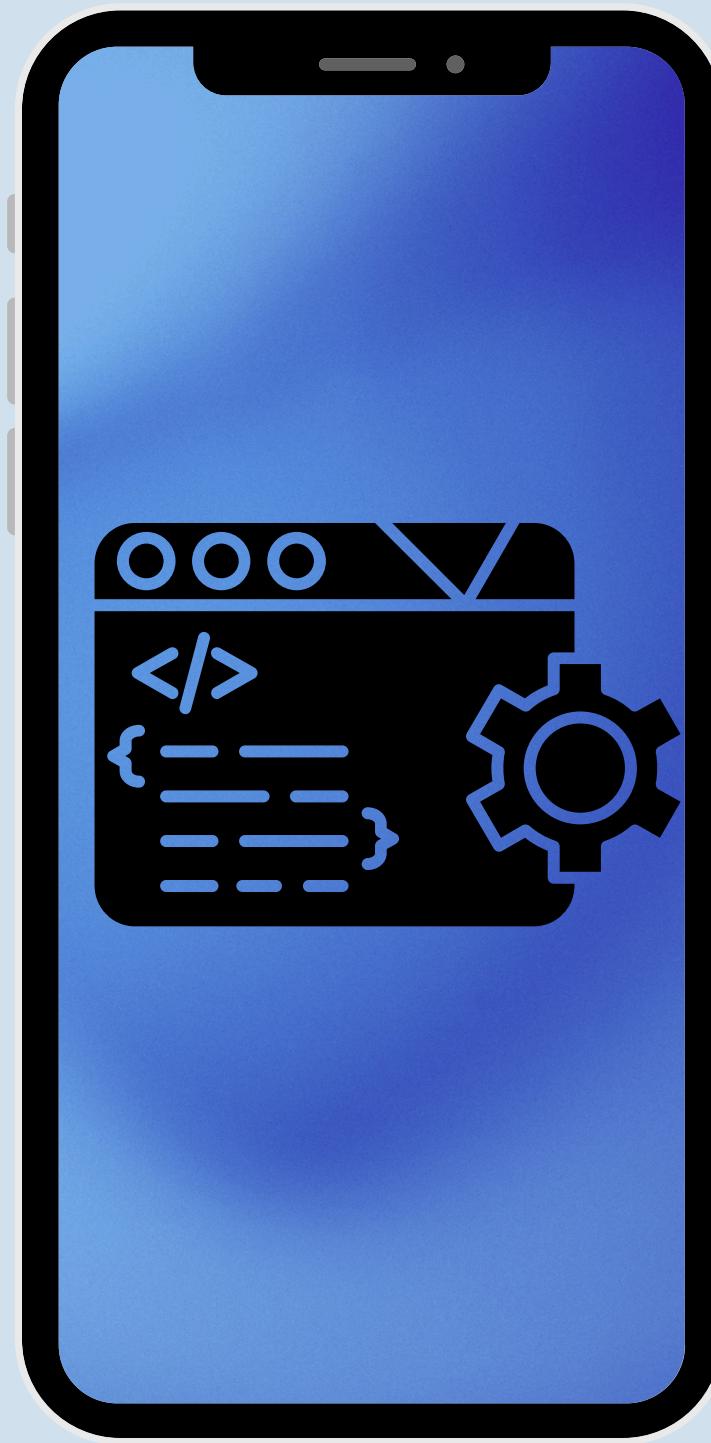
- Frontend: React Native integrated with Firebase for real-time data.
- Backend: Python Flask API providing:
 - AI prediction endpoints (Scikit-learn model).
 - Blockchain transaction management.

Blockchain Integration:

- Smart contracts deployed on Polygon blockchain using Solidity.
- Wallet management via MetaMask, connectivity via Alchemy/Infura.

Database:

- Firebase Collections: Users: Player data and profiles.
- Deals: History, active, and finalized contracts.
- Transactions: Records of secure blockchain transactions.



BLOCKCHAIN SMART CONTRACTS & AI ASSISTANT

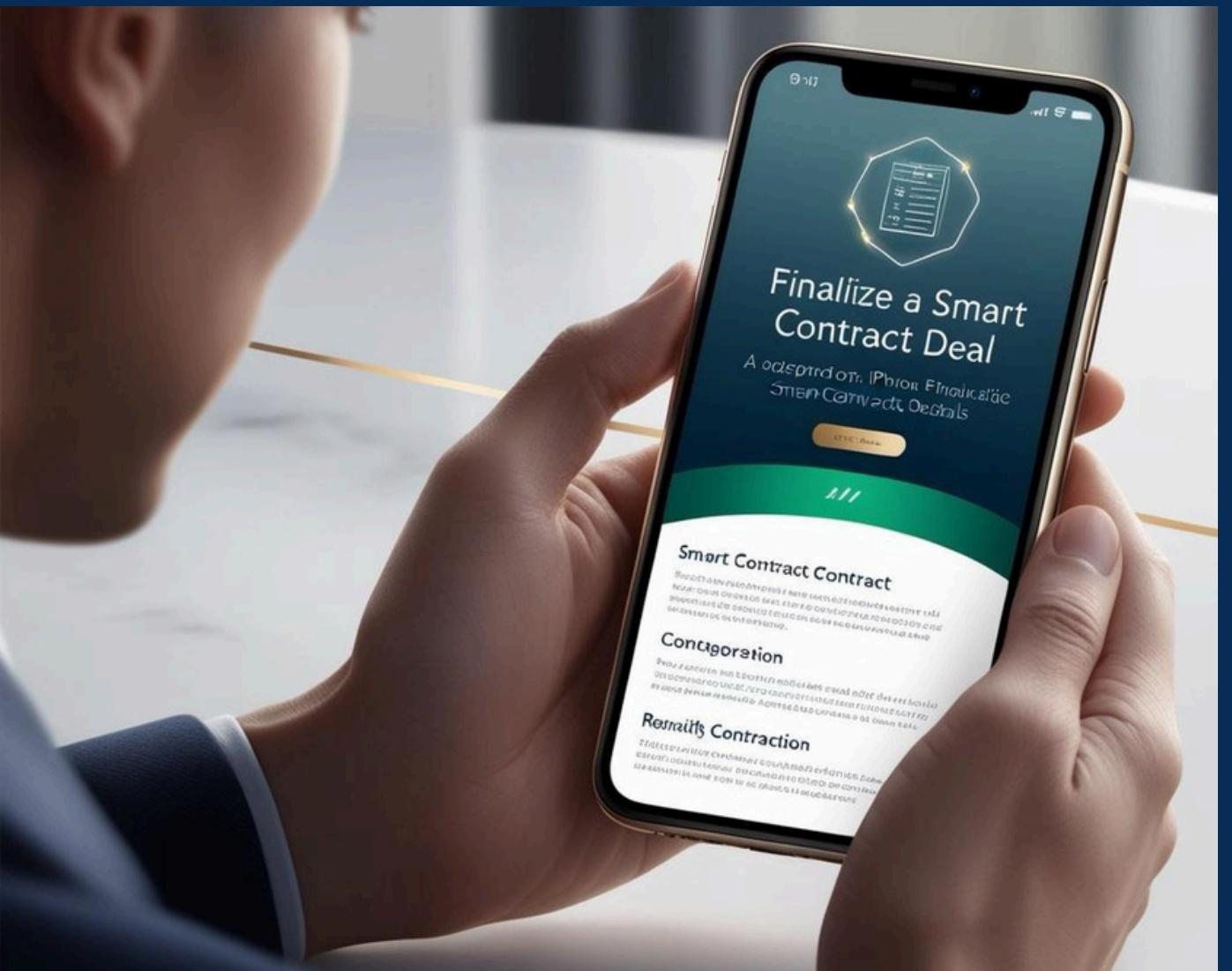


AI Chatbot Integration

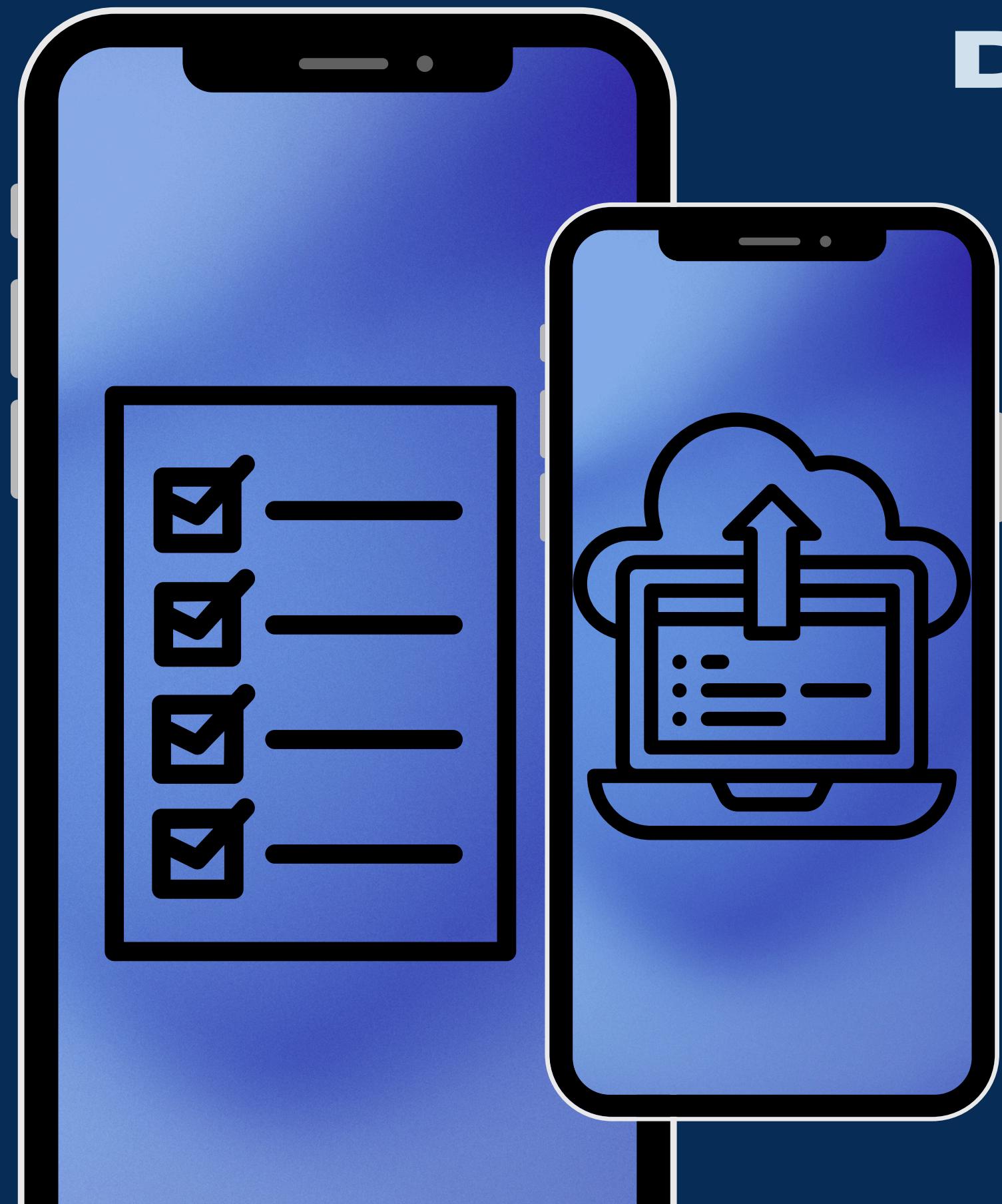
- Athletes can instantly ask questions about complex legal or financial terms in contracts.
- Simplifies contract language, ensuring clarity and confidence for athletes.
- Real-time explanations using natural, conversational language.

INSTANT NOTIFICATIONS & CONTRACT FINALIZATION

- Real-time push notifications when sponsorship deals are successfully finalized.
- Immediate updates sent directly to the athlete's mobile app.
- Transparent confirmation of contract activation and payment details.



TESTING & DEPLOYMENT PLAN



Testing Strategy:

- Unit Tests: Components like pricing slider, prediction APIs.
- End-to-End Tests: Real-world scenarios (player-sponsor interaction).
- Security Tests: Firebase data access controls, secure blockchain transactions via MetaMask.
- Stress Tests: Evaluate AI model scalability under multiple-user scenarios.

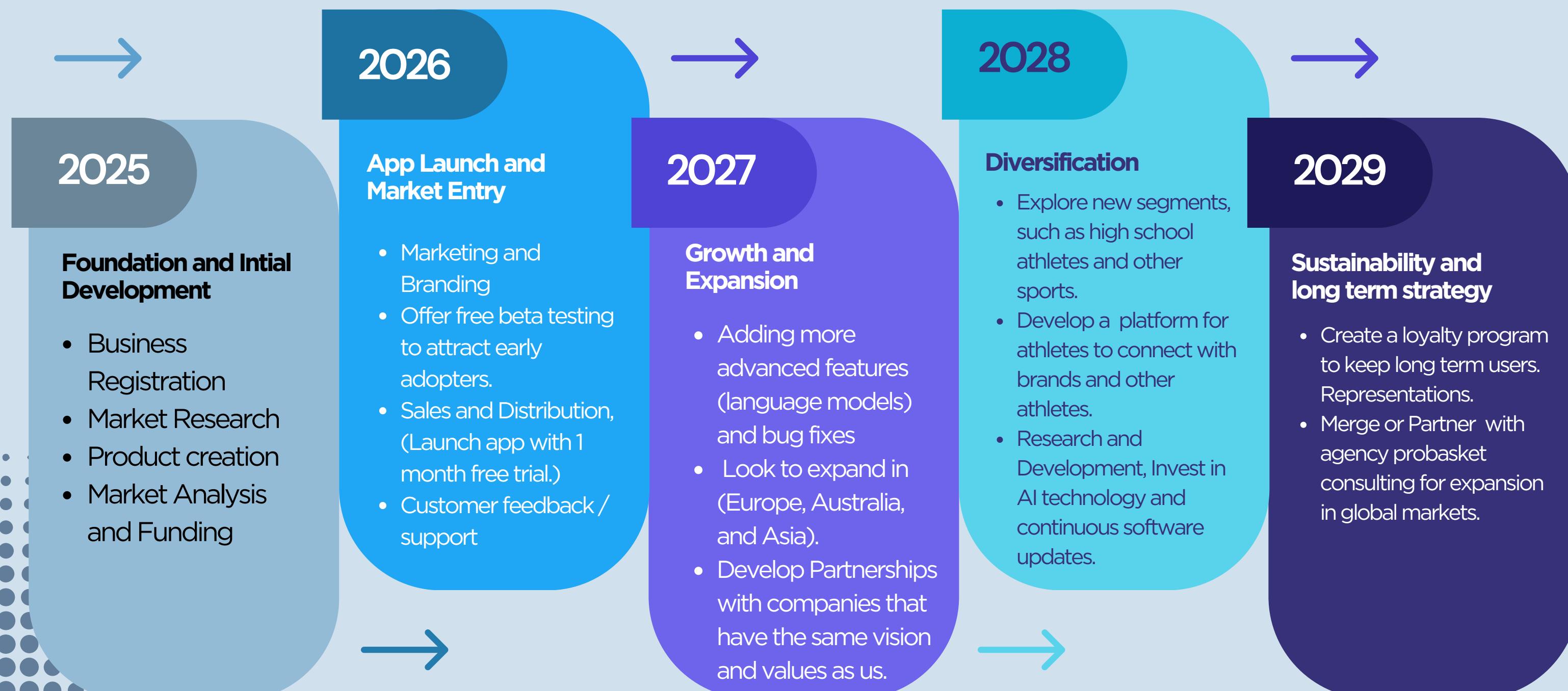
Deployment Plan

- App: React Native deployed via Expo/EAS on Android & iOS.
- Backend: Flask deployed on Heroku, AWS, or Google Cloud.
- Blockchain: Smart Contracts deployed on Polygon Mainnet after thorough testing on Mumbai Testnet.

COST OF DEVELOPING APPLICATION

CATEGORY	AVERAGE COST
DEVELOPMENT(OUTSOURCED)	\$125,000
CLOUD HOSTING (BACKEND + AI)	\$275/MONTH
DATABASE (FIREBASE / FIRESTORE)	\$50/MONTH
BLOCKCHAIN SMART CONTRACTS	\$255 (ONE-TIME)
THIRD-PARTY APIs & SERVICES	\$50/MONTH
APP STORE & PLAY STORE FEES	\$99/YEAR
MAINTENANCE & SCALING	\$1,250/MONTH

BUSINESS PLAN (5 YEARS)



GLOBAL EXPANSION

Pro Basket Consulting, led by CEO Jeff Allen, leverages former professional players' experiences and a vast network to position clients for long-term success. Their collaborating agents in Europe, Asia, South America, and Australia place players on professional club teams. By merging with PBC, Athlete's Vault will significantly boost its global expansion, ensuring professional representation for athletes. This partnership will provide local expertise and connections, helping athletes maximize their potential and achieve long-term success in international markets.



Why Athlete's Vault

- **Empowering Athletes:** We put financial control directly in the hands of athletes, ensuring they can focus on their game while we handle the rest.
- **Advanced Technology:** Our blockchain smart contracts and AI-driven NIL valuation provide secure, timely payments and accurate market insights.
- **Comprehensive Support:** From automated savings to financial literacy seminars, we offer tools and education to help athletes grow their wealth and secure their future.
- **Global Reach:** With international representation and localized expertise, we connect athletes with opportunities worldwide.
- **Personalized Service:** Our selective client base allows us to provide dedicated support, ensuring each athlete receives the attention they deserve.
- **Seamless Experience:** We work behind the scenes so athletes can focus on their performance, knowing their financial management is in good hands.