

National Junior Basketball Association

NJBA: A Player-Driven League
Abolishing The NCAA Cartel



Why & What?



Real World
Problem



NJBA Core
Competency



Entertainment,
Player Preparation,
& Revenue

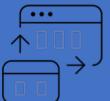
Image Source: pexels.com



Take Advantage of Social Platform Engagement



NCAA Cartel



Industry Disruption



Player-Driven League



A high school basketball player used social media to far surpass engagement expectations:



3X

More Followers Than
NBA All-Star Players

1X

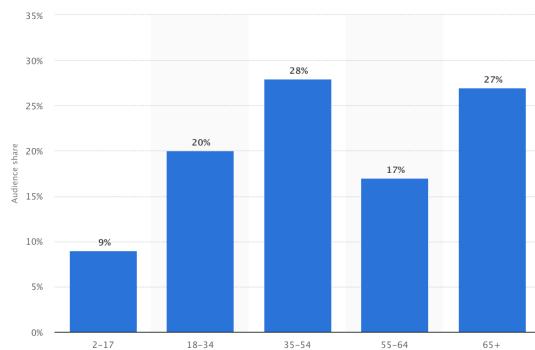
More Followers Than
NBA MVP Candidate

Reach Customers Across All Ages

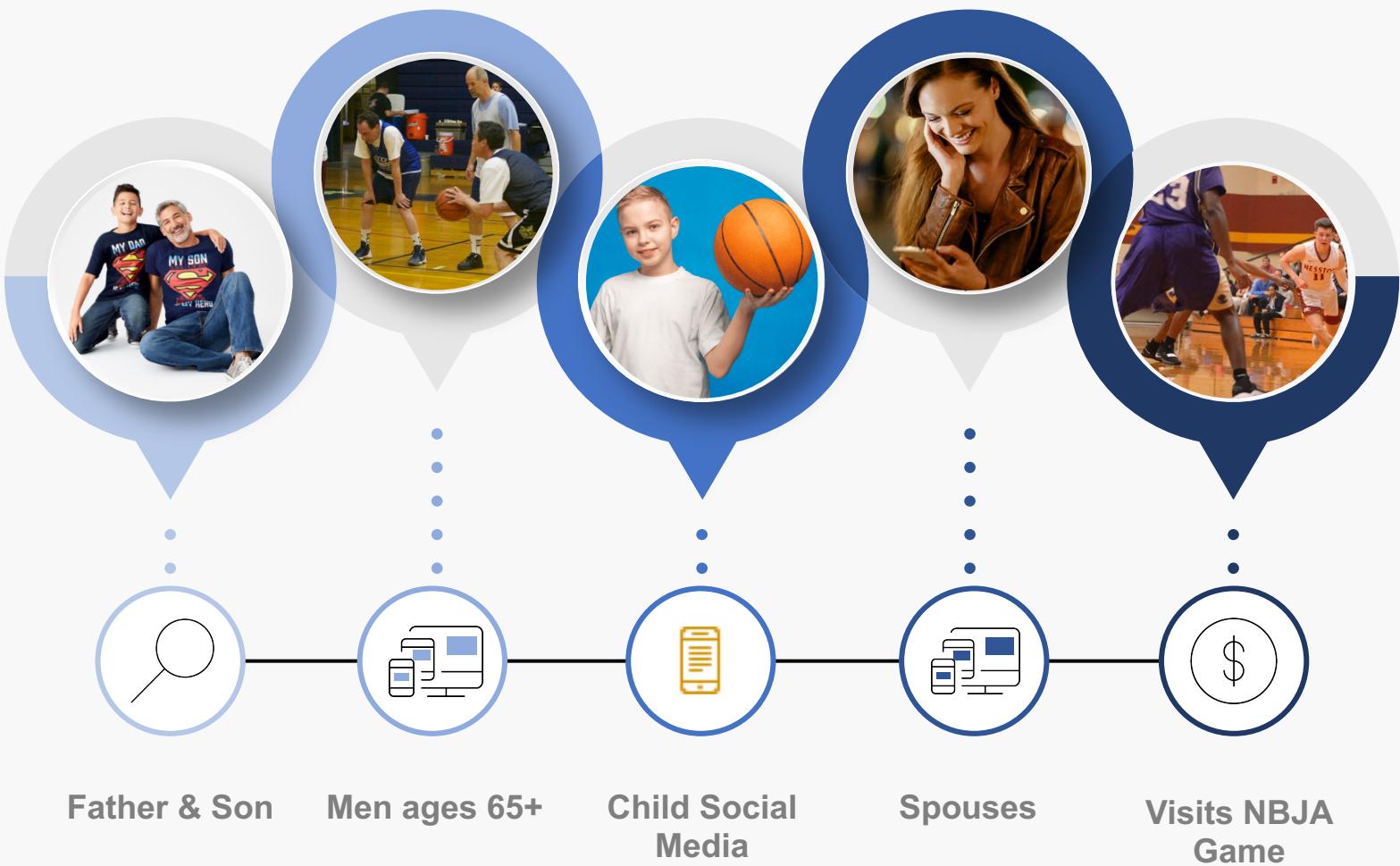
At the NJBA, we entertain thousands of customers at once leveraging our highly performant talent to attract national news coverage.

20,000+ 

Attendees Enjoy Our Live Game



Research shows that African American males (ages 35 – 54) with a Bachelor's degree are most likely to watch college basketball.



Your Brand Value Increases When You Are Compensated

CISC 637
Database Systems Matthew Frazier

More than *just* basketball:

Financial

- Average salary ranging from \$50,000-150,000 per season.
- Opportunity to sign individual endorsement agreements.
- Ability to monetize social media accounts while playing athletics.

Educational

- Participate in workshops/seminars on topics such as insurance policies and financial literacy.
- Receive a five-year scholarship - need-based, academic, and athletic-style scholarships will be available.

Professional

- The ability to sign with an agent without jeopardizing NBA eligibility.
- Visibility with professional scouts and fans through the NJBA broadcast agreement and the NJBA app.
- Cutting edge, high performance training and nutritional programming.

Image Source: pexels.com



THANK YOU
