



NEW PATTERNS, NEW PLAYBOOK

WHAT DOES THE **NCAA AND NIL** LANDSCAPE LOOK LIKE **TODAY?**





Name Image Likeness | NCAA



2021

NIL Ruling

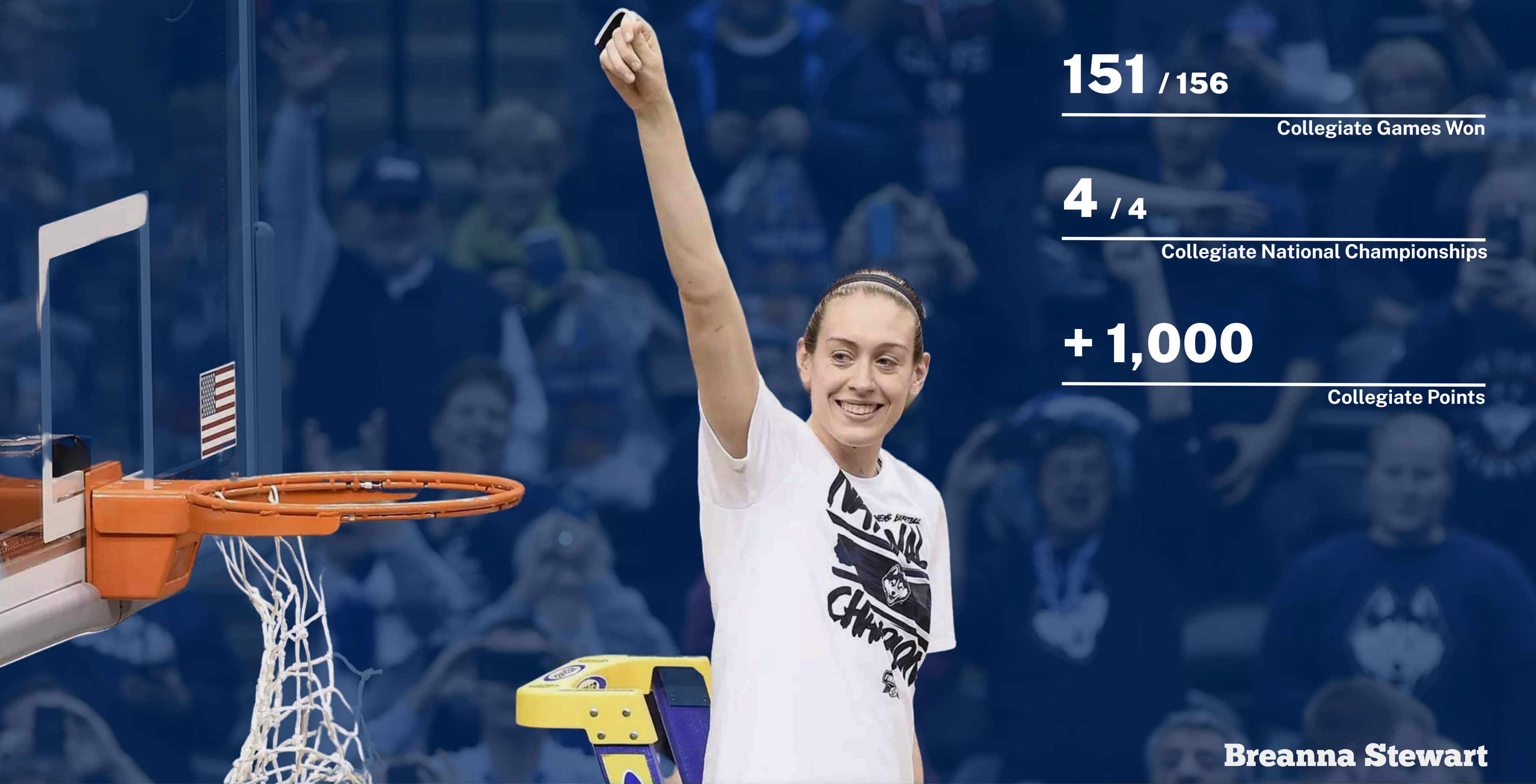
LAW

The Supreme Court Sides With NCAA Athletes In A Narrow Ruling

UPDATED JUNE 21, 2021 · 5:45 PM ET ⓘ

HEARD ON [MORNING EDITION](#)





151 / 156

Collegiate Games Won

4 / 4

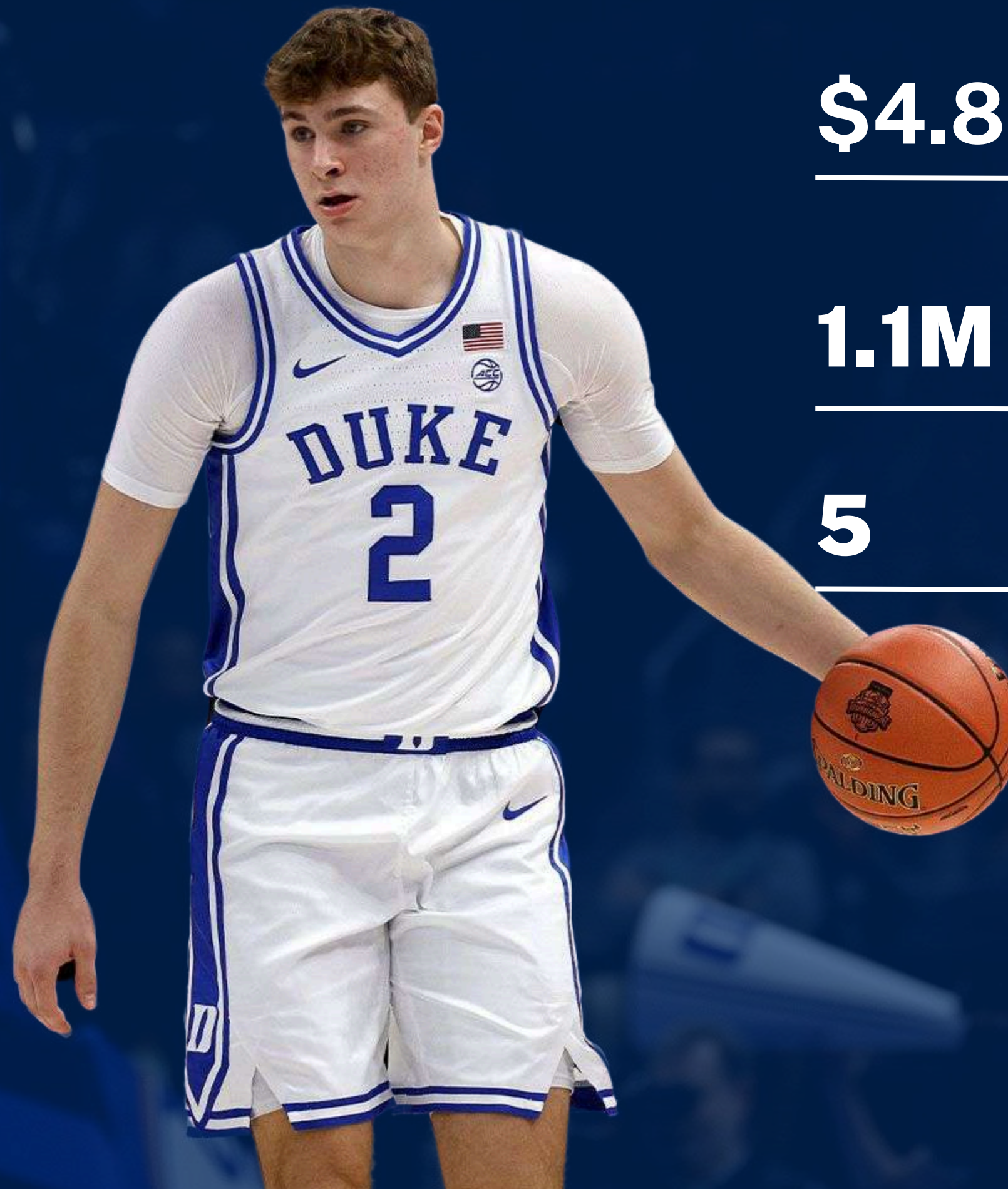
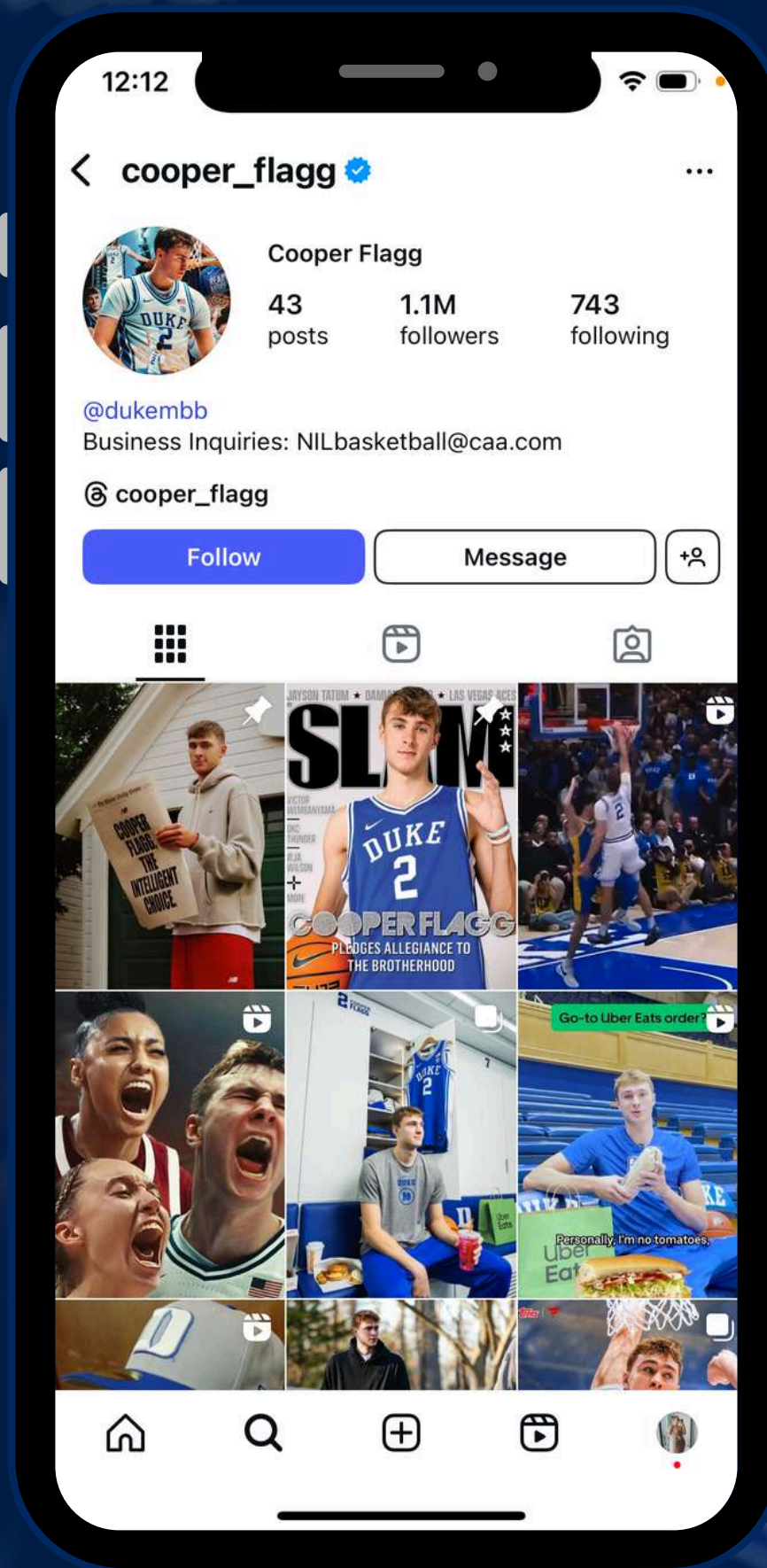
Collegiate National Championships

+ 1,000

Collegiate Points

Breanna Stewart





\$4.8M

Estimated net worth
(primarily from NIL)

1.1M

Social Media Followers

5

Major Brand Deals

Cooper Flagg





2025



Matured NIL Ecosystem

What's Happening Now?

2021



Early Success Stories

NIL Ruling

NIL Timeline

Today's NCAA & NIL Landscape

We set out to uncover patterns reshaping college athletics today.





What We Discovered About NIL

CONNECTIONS BETWEEN SUCCESS,
MARKETABILITY, AND OPPORTUNITY.





Our Question

Is NIL success correlated with team performance?





Our NIL Data

NCAA | D1 Data

NCAA

NIL Data

ON3

Beyond NIL's Launch

Real-Time, Current-Season Insights




2023 - 2025


NCAA D1 Performance & NIL Data



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 Brand sponsorship

 Licensing

 Player contract

 Social Media Followers

Industry Standard for Athlete NIL Valuation

 **NIL Score***





































**NIL Score is a measurement based on an athlete's market value in terms of licensing and sponsorship.*

This value is influenced by on-field performance, media exposure, and social media presence





1. Identify the Top 100 NCAA Athletes by NIL Score*































Rank	Player	Rating	Status	Social	NIL Valuation / Roster Value
1	<div><div>QB</div><div><div>Arch Manning JR/6-3.5/220 Isidore Newman (New Orleans, LA)</div></div></div>	<div><div>★★★★★</div><div>99.53</div></div>		<div></div> <div>387K 9.4K 73K</div>	<div>\$6.6M</div> <div></div>
2	<div><div>SF</div><div><div>Cooper Flagg FR/6-8/195 Montverde Academy (Newport, ME)</div></div></div>	<div><div>★★★★★</div><div>99.74</div></div>		<div></div> <div>924K 54K 24K</div>	<div>\$4.8M</div> <div></div>
3	<div><div>QB</div><div><div>Carson Beck RS-SR/6-4/230 Mandarin (Jacksonville, FL)</div></div></div>	<div><div>★★★★★</div><div>91.28</div></div>		<div></div> <div>129K 27K 11K</div>	<div>\$4.3M</div> <div></div>
4	<div><div>WR</div><div><div>Jeremiah Smith SO/6-3/215 Chaminade-Madonna Prep (Hollywood, FL)</div></div></div>	<div><div>★★★★★</div><div>99.61</div></div>		<div></div> <div>453K 188K 80K</div>	<div>\$4M</div> <div></div>
5	<div><div>SF</div><div><div>AJ Dybantsa H.S. 2025/6-9/200 Utah Prep (Brockton, MA)</div></div></div>	<div><div>★★★★★</div><div>99.73</div></div> <div><div>1 1 1</div><div>Natl. Pos. St.</div></div>		<div></div> <div>348K 191K 9.2K</div>	<div>\$3.8M</div> <div></div>
6	<div><div>QB</div><div><div>Garrett Nussmeier RS-SR/6-2/182 Marcus (Flower Mound, TX)</div></div></div>	<div><div>★★★★★</div><div>94.54</div></div>		<div></div> <div>70K 249K 16.8K</div>	<div>\$3.7M</div> <div></div>

*NIL Score is a measurement based on an athlete’s market value in terms of licensing and sponsorship. This value is influenced by on-field performance, media exposure, and social media presence





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4	 Jeremiah Smith SO/6-3/215 Chaminade-Madonna Prep (Hollywood, FL)	★★★★★ 99.61		   453K 188K 80K	\$4M
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2. Score Athletes by Ranking Tiers

Rank	School	Player	NIL Score
1	Michigan	Jack	10
...			10
10	Michigan	Adam	10
11	Michigan	Ben	9
...			9
20	St Johns	Zack	9
• • •			
91	Kentucky	Michael	1
...			1
100	Michigan	Steve	1



1. Identify the Top 100 NCAA Athletes by NIL Score*
2. Score Athletes by Ranking Tiers
3. Calculate the total score each school

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⋮			
91	Kentucky	Michael	1
...			1
100	Michigan	Steve	1

School	Total NIL Score
Michigan	30
Creighton	25
Louisville	25
Kentucky	22
St Johns	22



Gender Disconnect

NCAA | D1 Insights



For Women, Performance \neq NIL

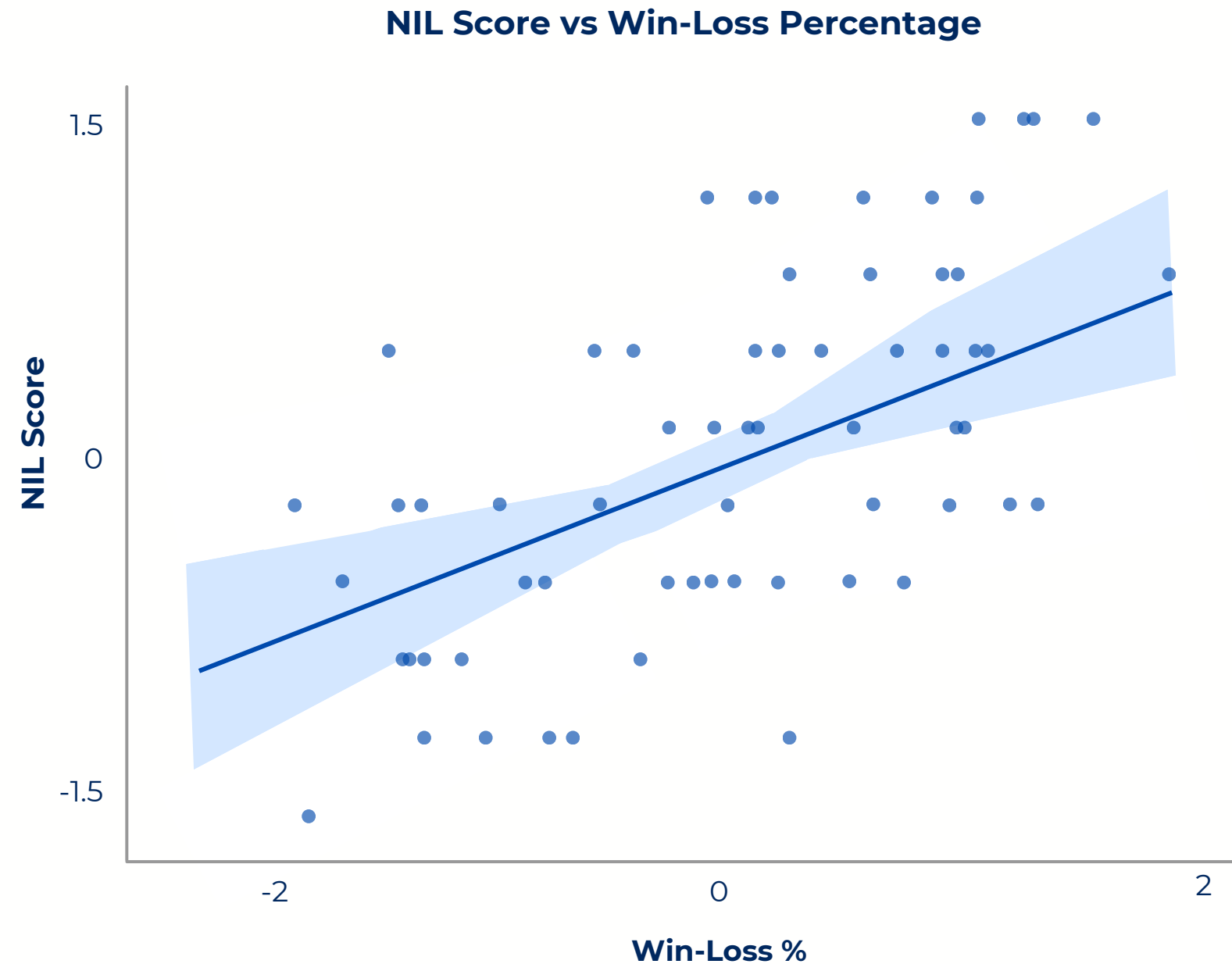
Performance metrics show limited correlation (<0.2) with NIL Score

NIL scores do not follow distinct patterns across performance based clusters

Performance metrics have low predictive power in identifying Top NIL female athletes



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Player Level 0.38, p-value 0.00013 | Team Level 0.3, p-value 0.00000

NCAA | D1

Men's NIL is Correlated with Higher Win Rates

Both **Player and Team level**, there are statistically **significant correlation** between **NIL Score and Performance**





Mens Data



FROM HERE ON:

MENS DATA ONLY



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UNIVERSITY OF MINNESOTA



Follow-Up Questions



Following Questions:

**How can schools enhance
their NIL strategies?**





Following Questions:

How can schools enhance their NIL strategies?

How can schools and collectives identify players with high NIL potential?





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**How can schools enhance
their NIL strategies?**

**How can schools and collectives
identify players with high NIL potential?**





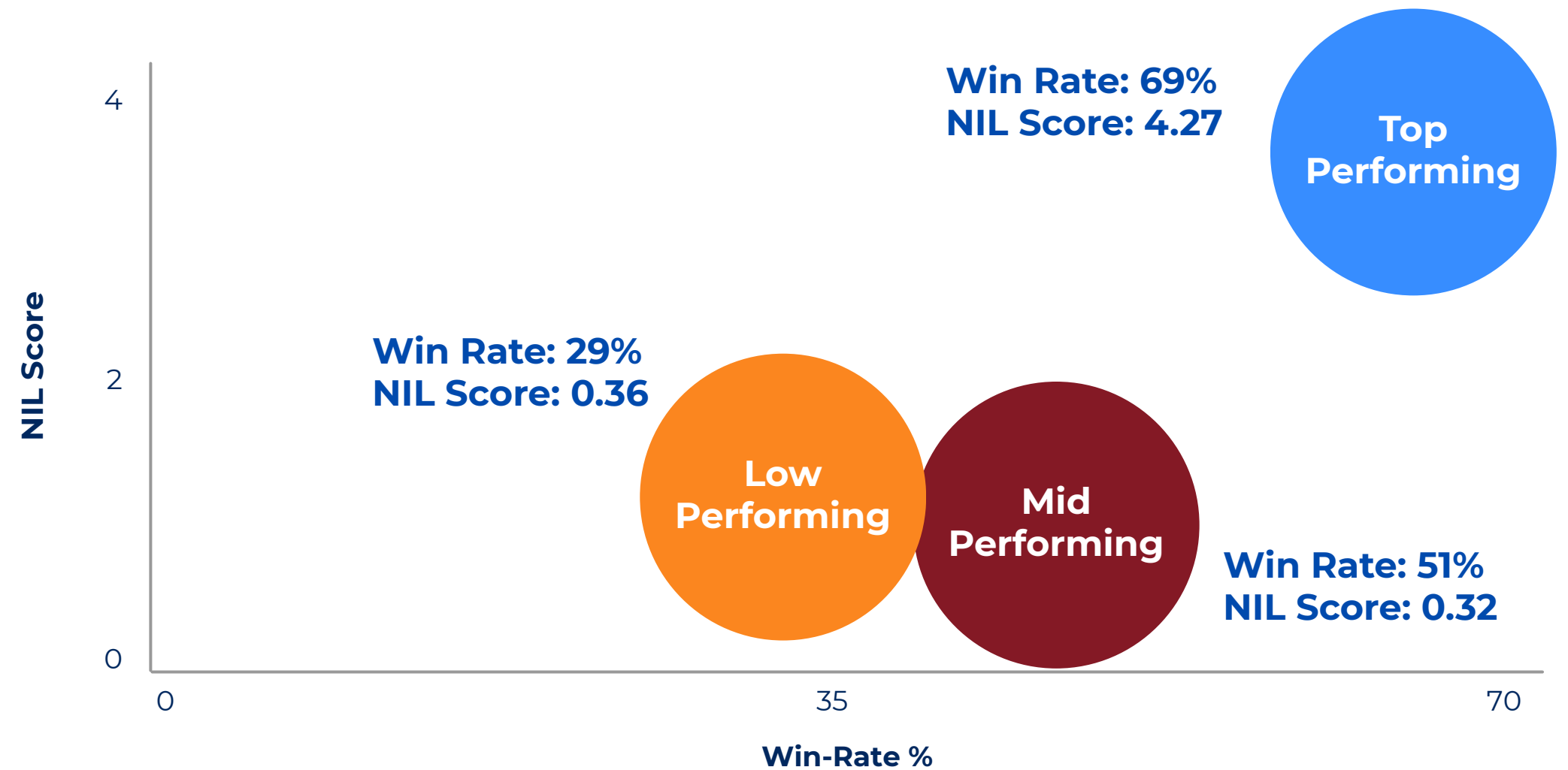
How can schools enhance their NIL strategies?

NCAA | D1 Insights



Clustering

Teams Fall into Three NIL-Performance Profiles



*We use performance metrics and NIL score as cluster feature





Clustering | Feature Importance

Top 3 Features for NIL Score in Different Cluster

- *XGBoost*





How can schools enhance their NIL strategies?

NCAA | D1 Insights



Low Performing

Clustering | Feature Importance

Top 3 Features for NIL Score in Different Cluster

- *XGBoost*

True Shooting % 23%

Effective Field Goal % 15%

Conf_Lose 12%





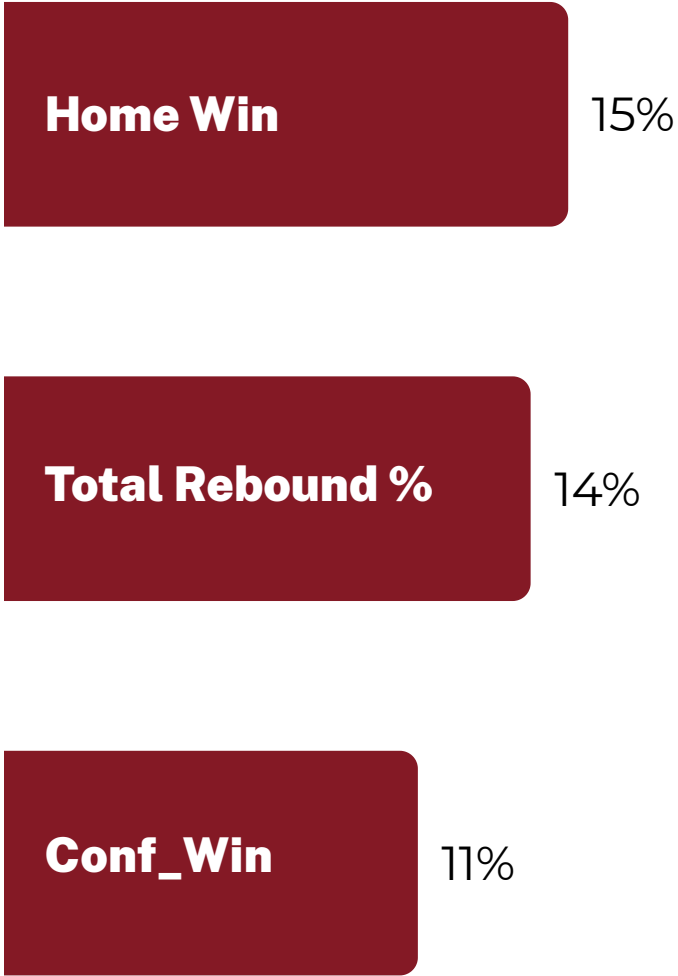
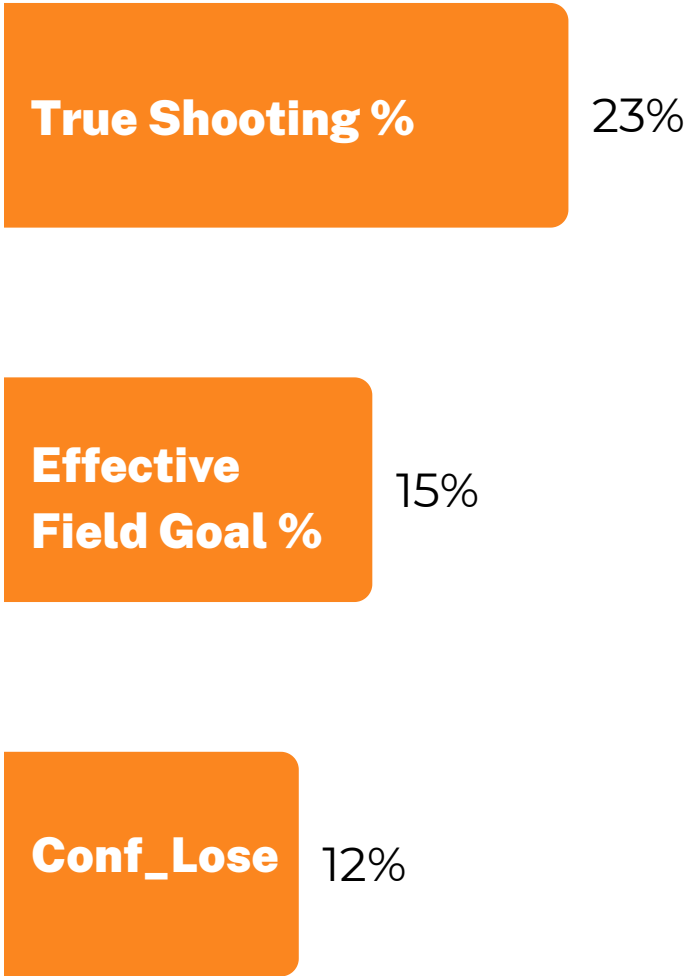
Low
Performing

Mid
Performing

Clustering | Feature Importance

Top 3 Features
for NIL Score in
Different Cluster

- XGBoost





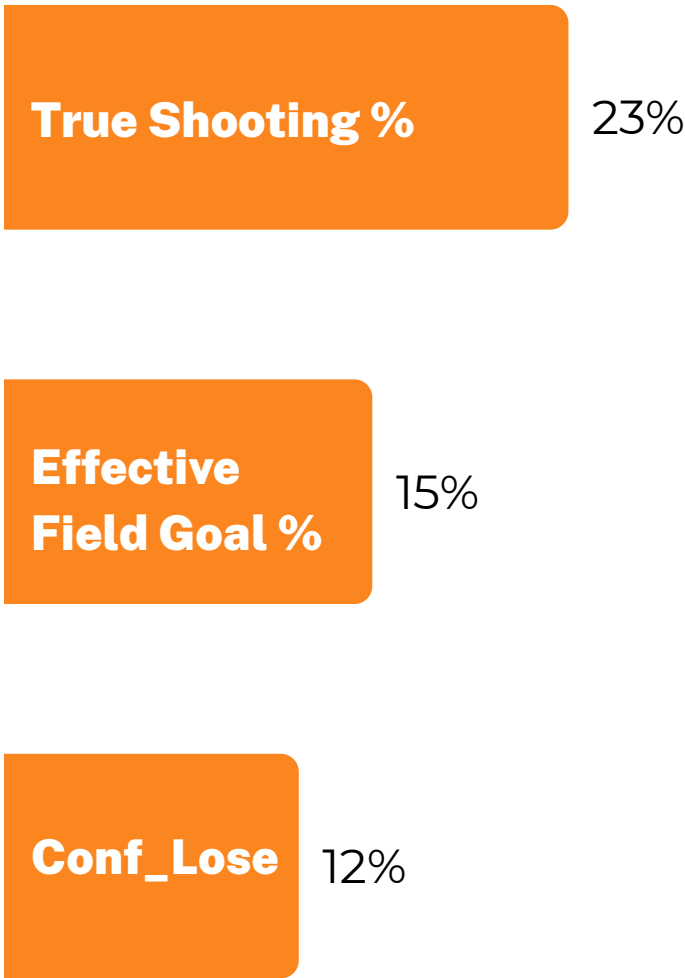
How can schools enhance their NIL strategies?

Clustering | Feature Importance

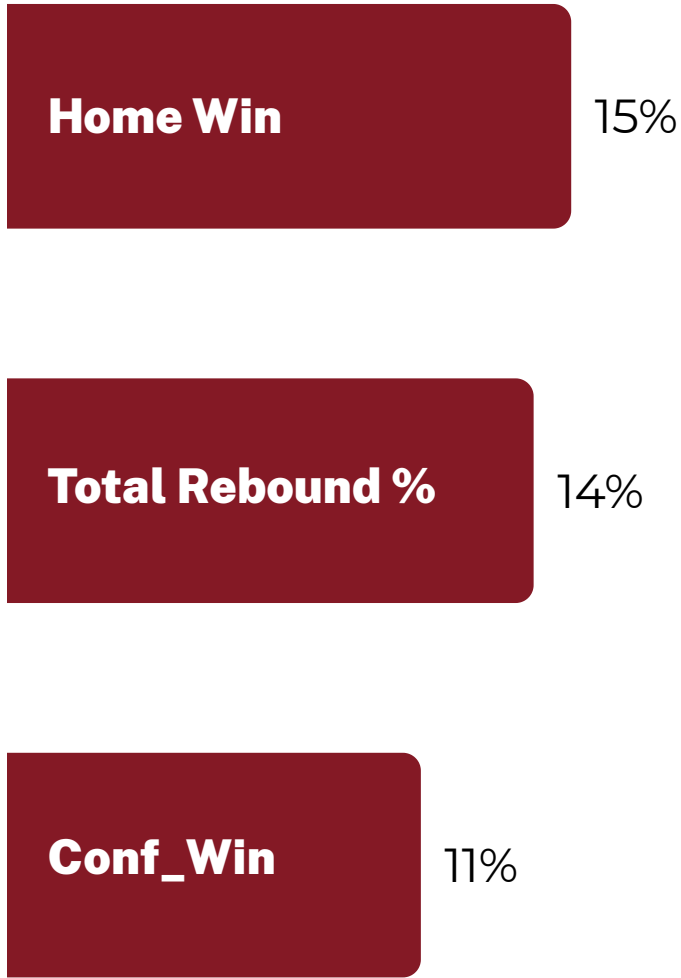
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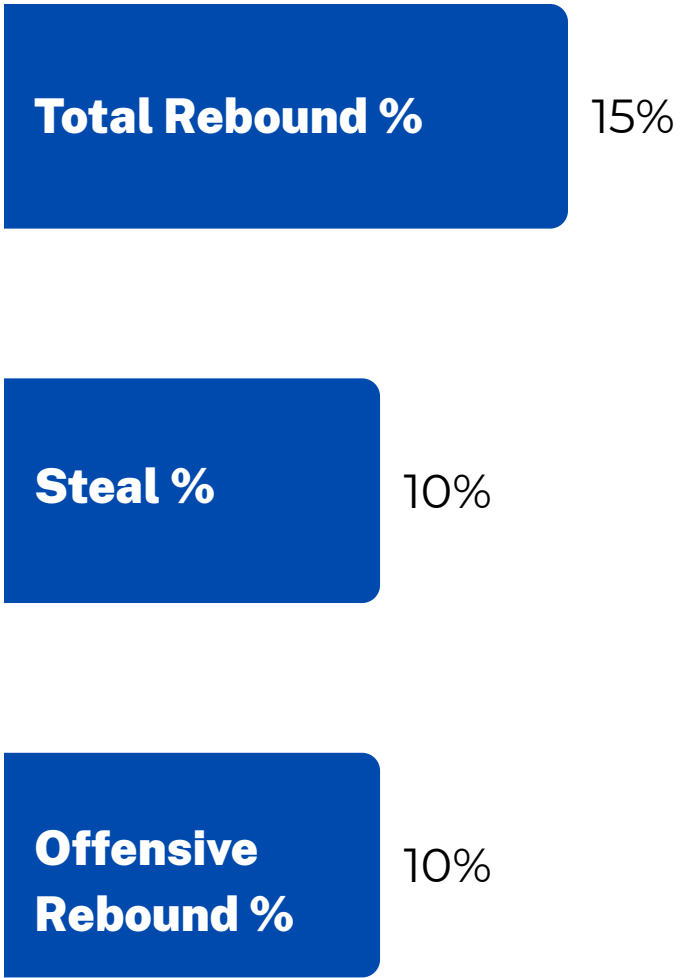
Low Performing



Mid Performing



Top Performing





Following Questions:

**How can schools enhance
their NIL strategies?**

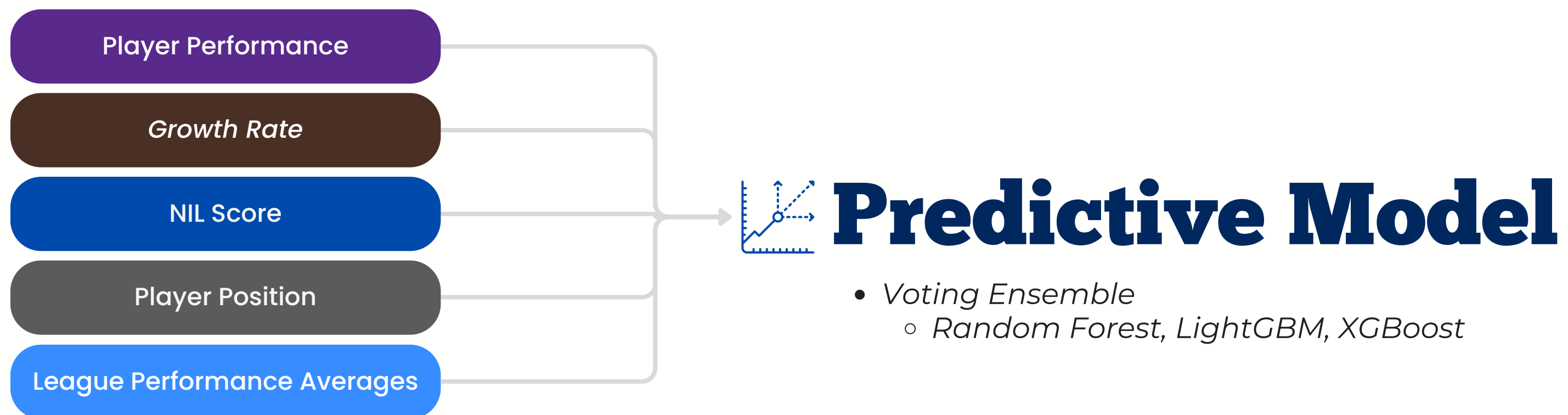
**How can schools and collectives
identify players with high NIL potential?**





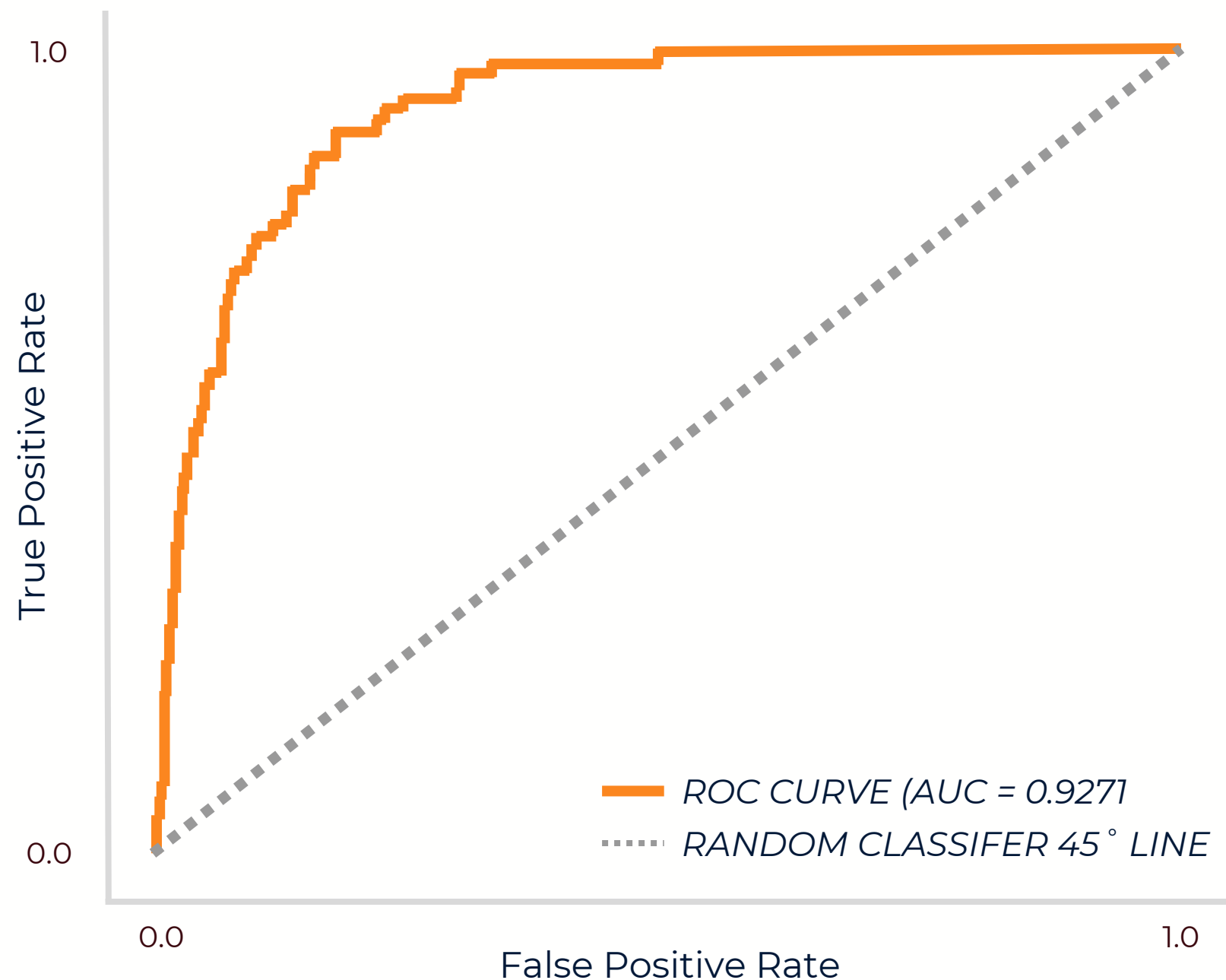
Going Forward,

How to better identify high-potential players?





ROC Curve (Cross-Validated)



ROC | AUC

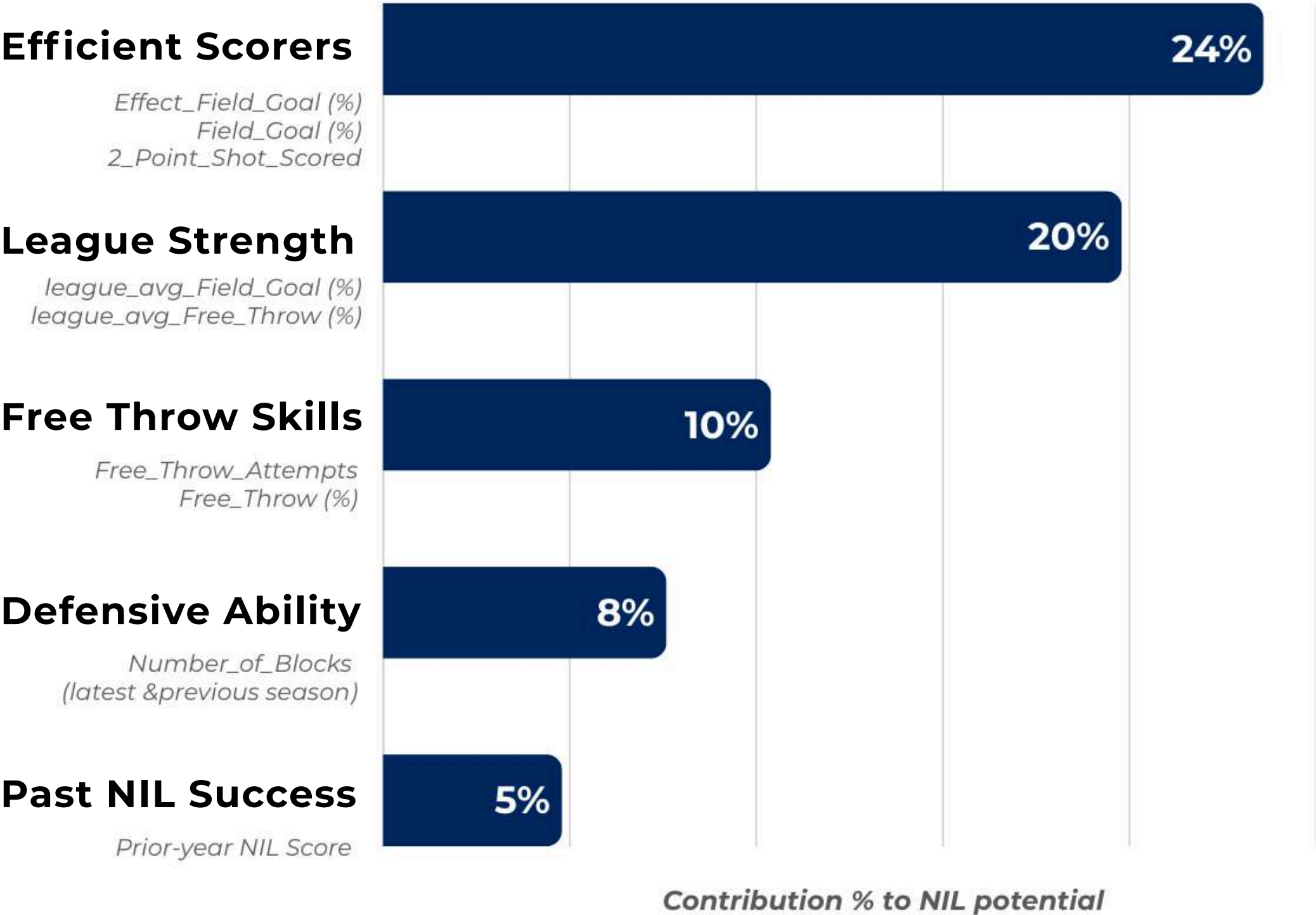
**Strong
Predictive Model
Performance**





Predictive Model | Feature Importance

The Top 5 Fields that contribute to NIL potential



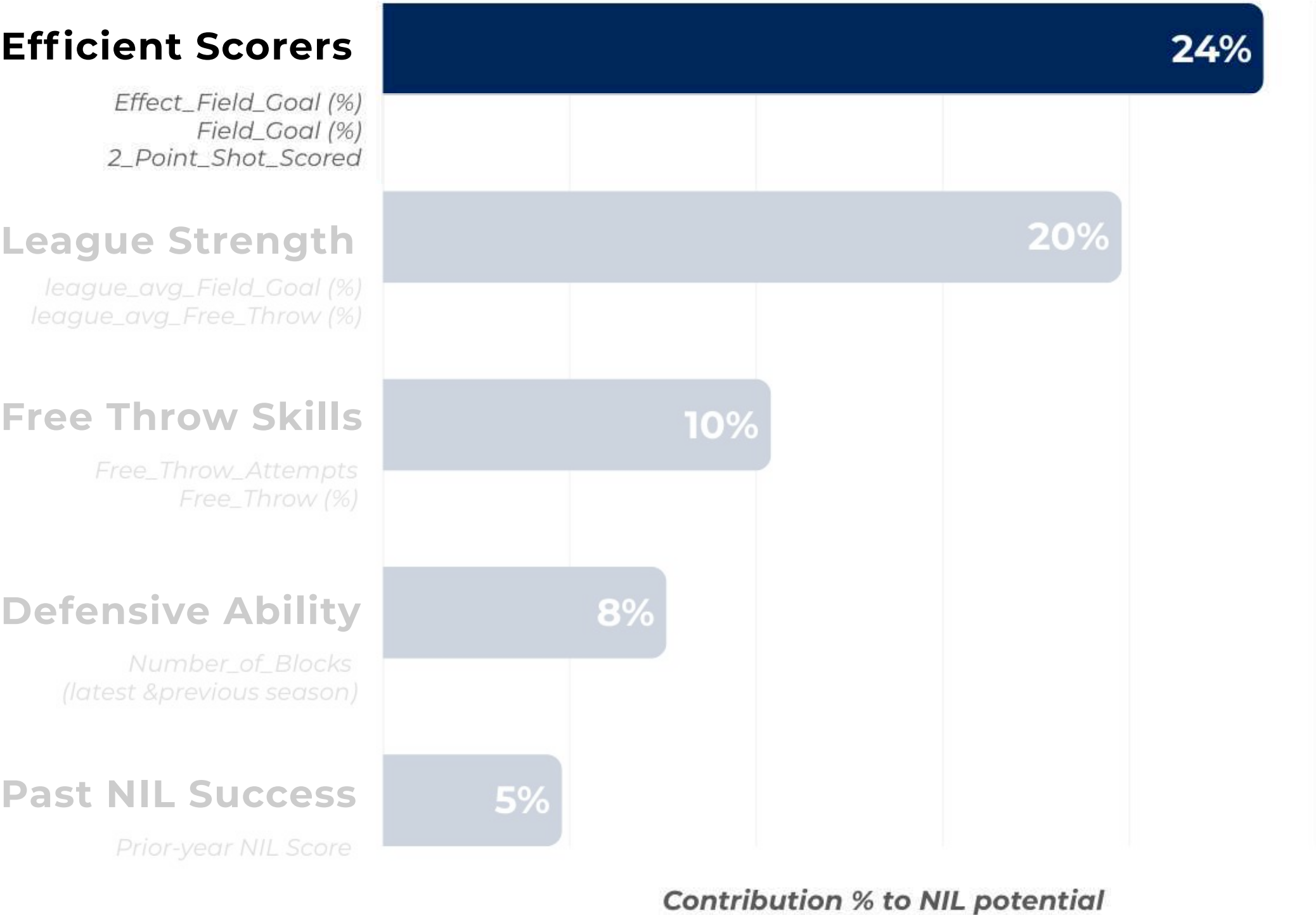
* Performance metrics shown in this page are the top 10 most important features derived from the predictive model
* Figures shown beside each categories are the "contribution percentage to feature importance"





Predictive Model | Feature Importance

The Top 5 Fields that contribute to NIL potential



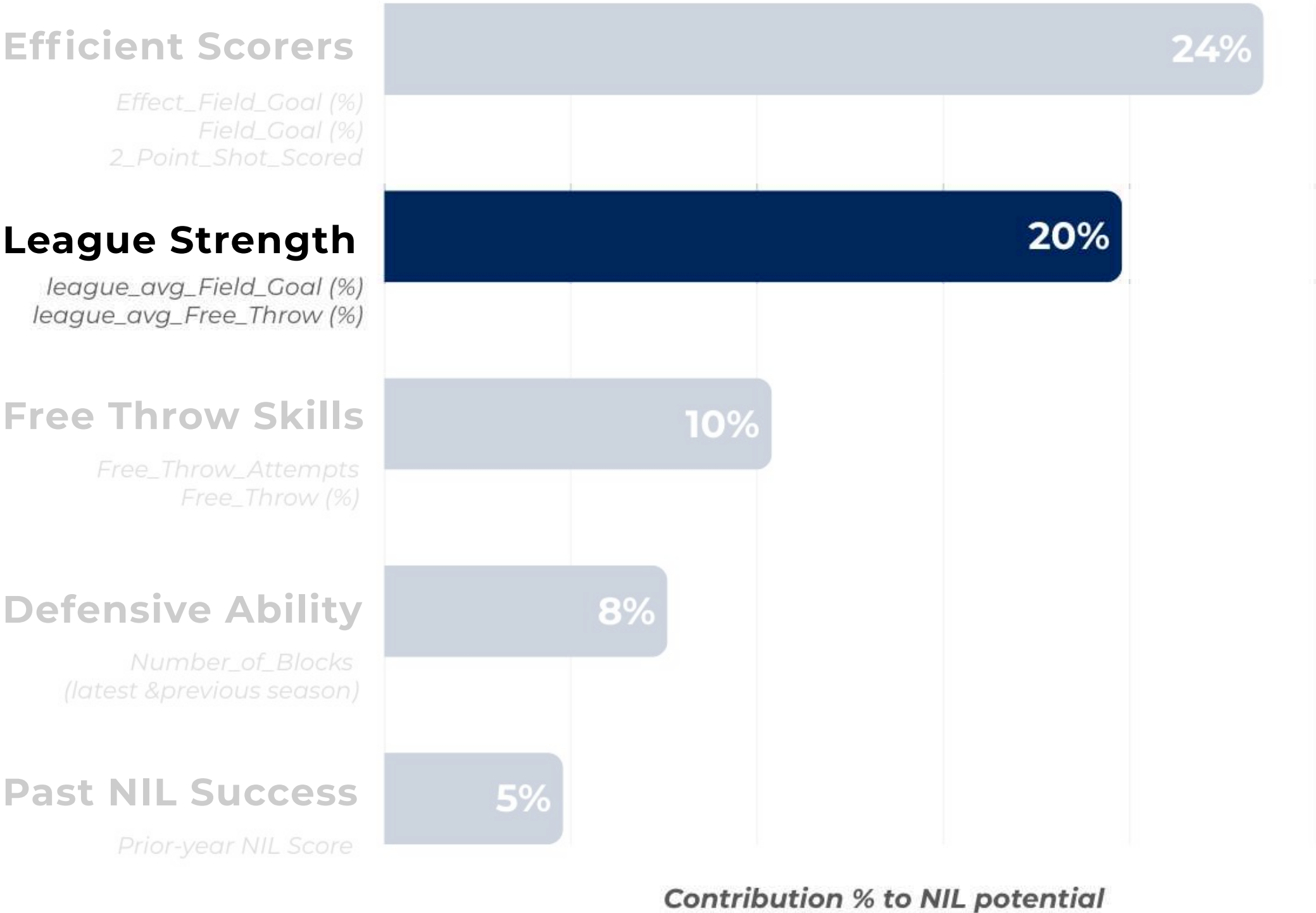
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Predictive Model | Feature Importance

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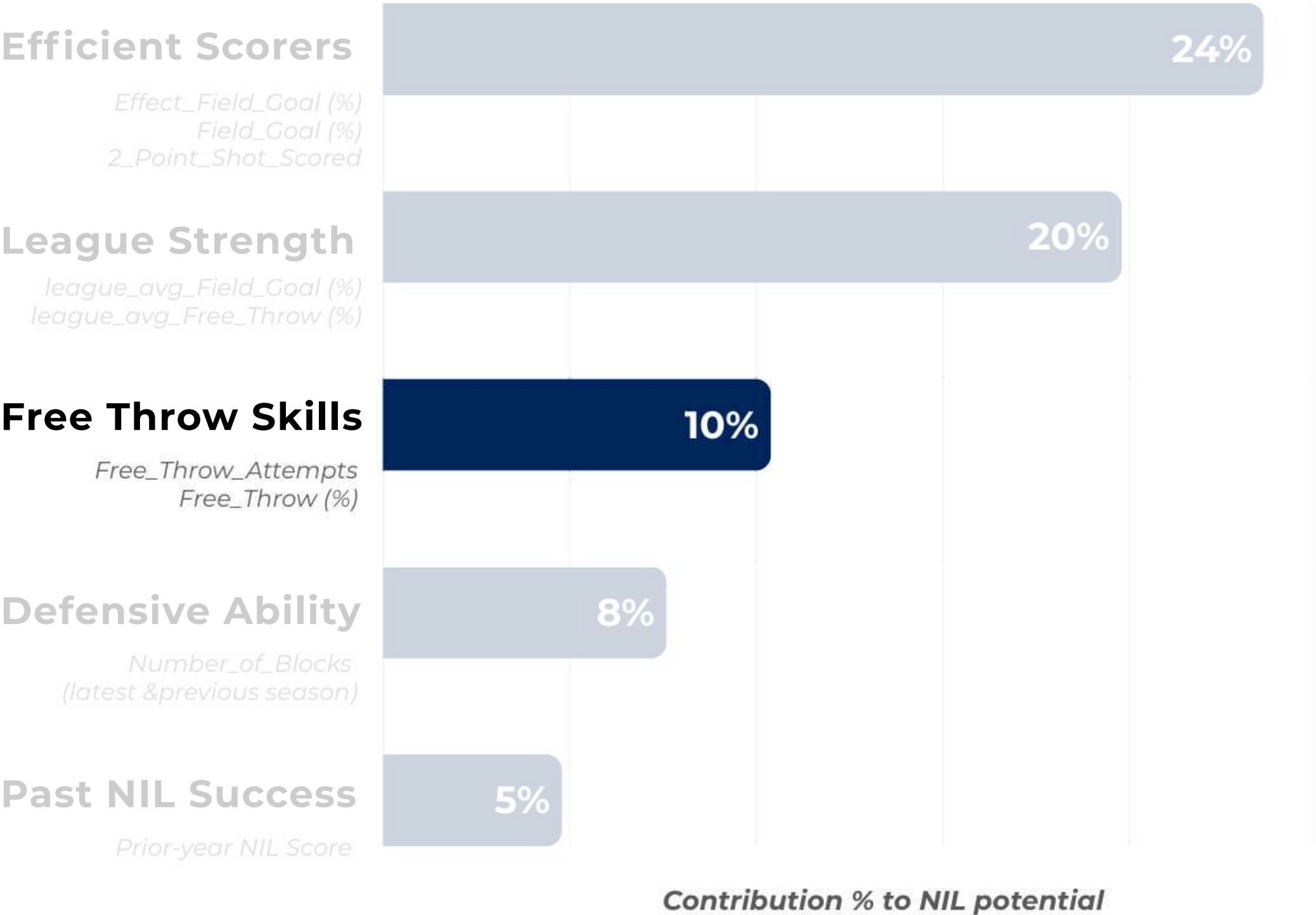
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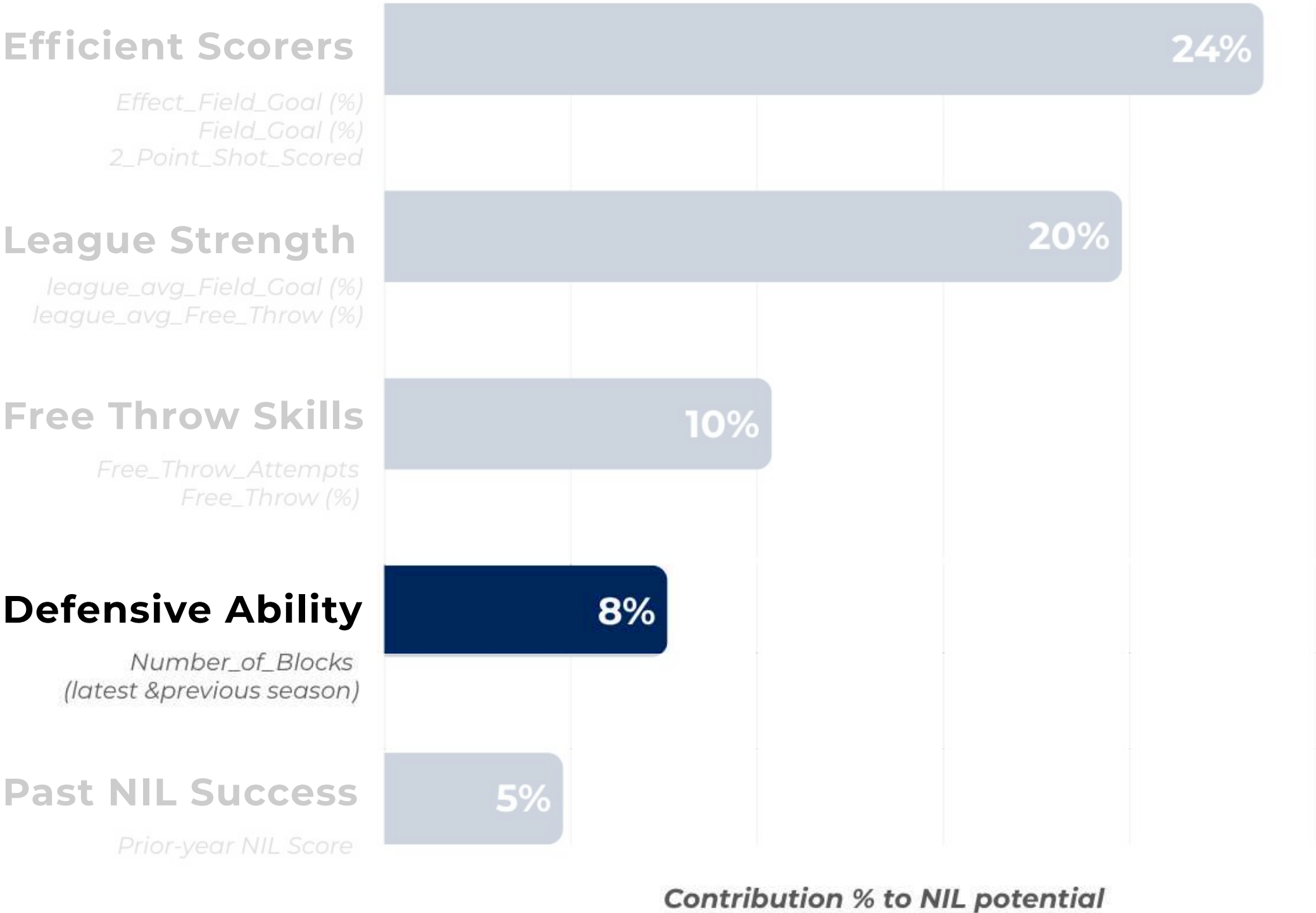
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Predictive Model | Feature Importance

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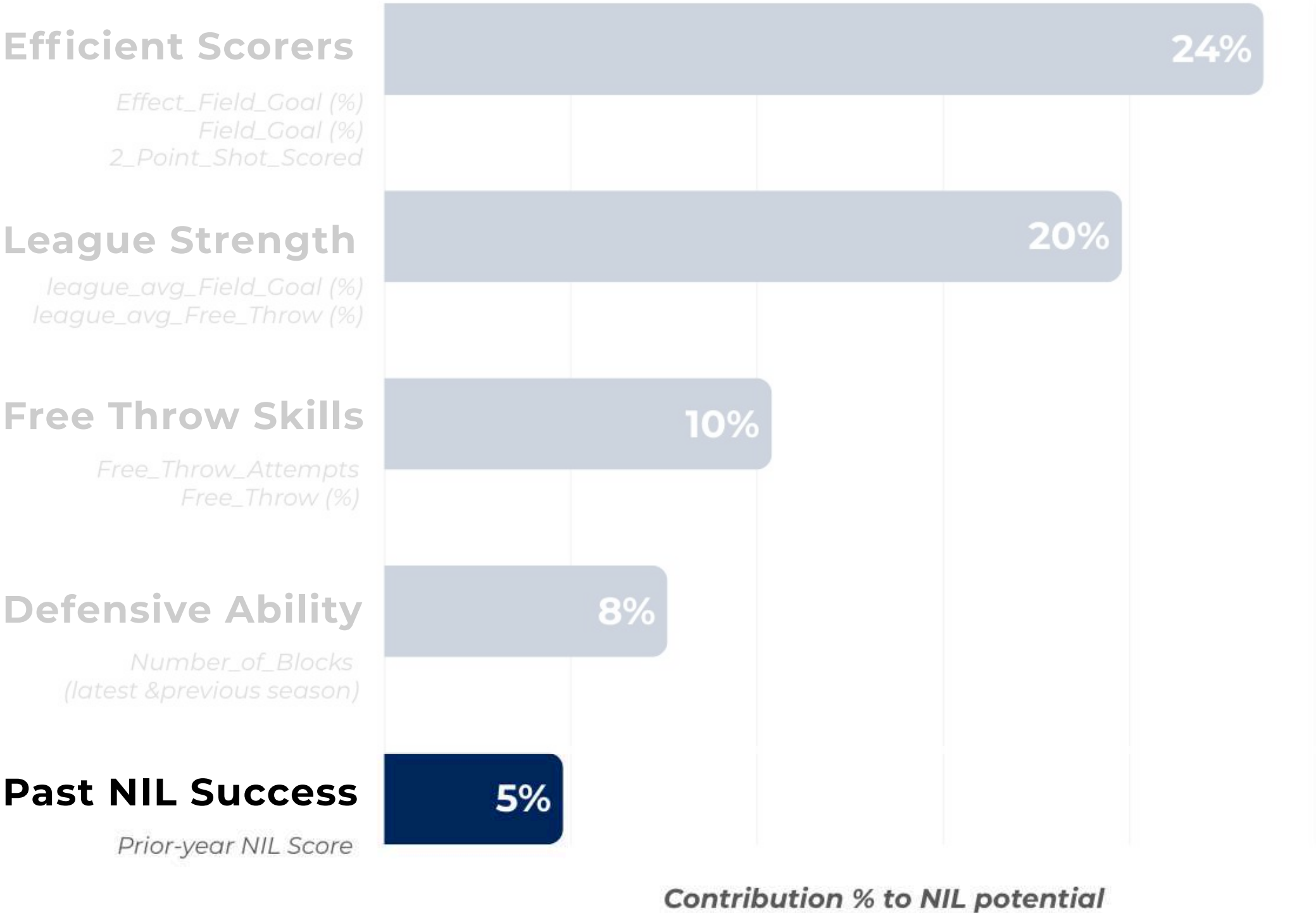


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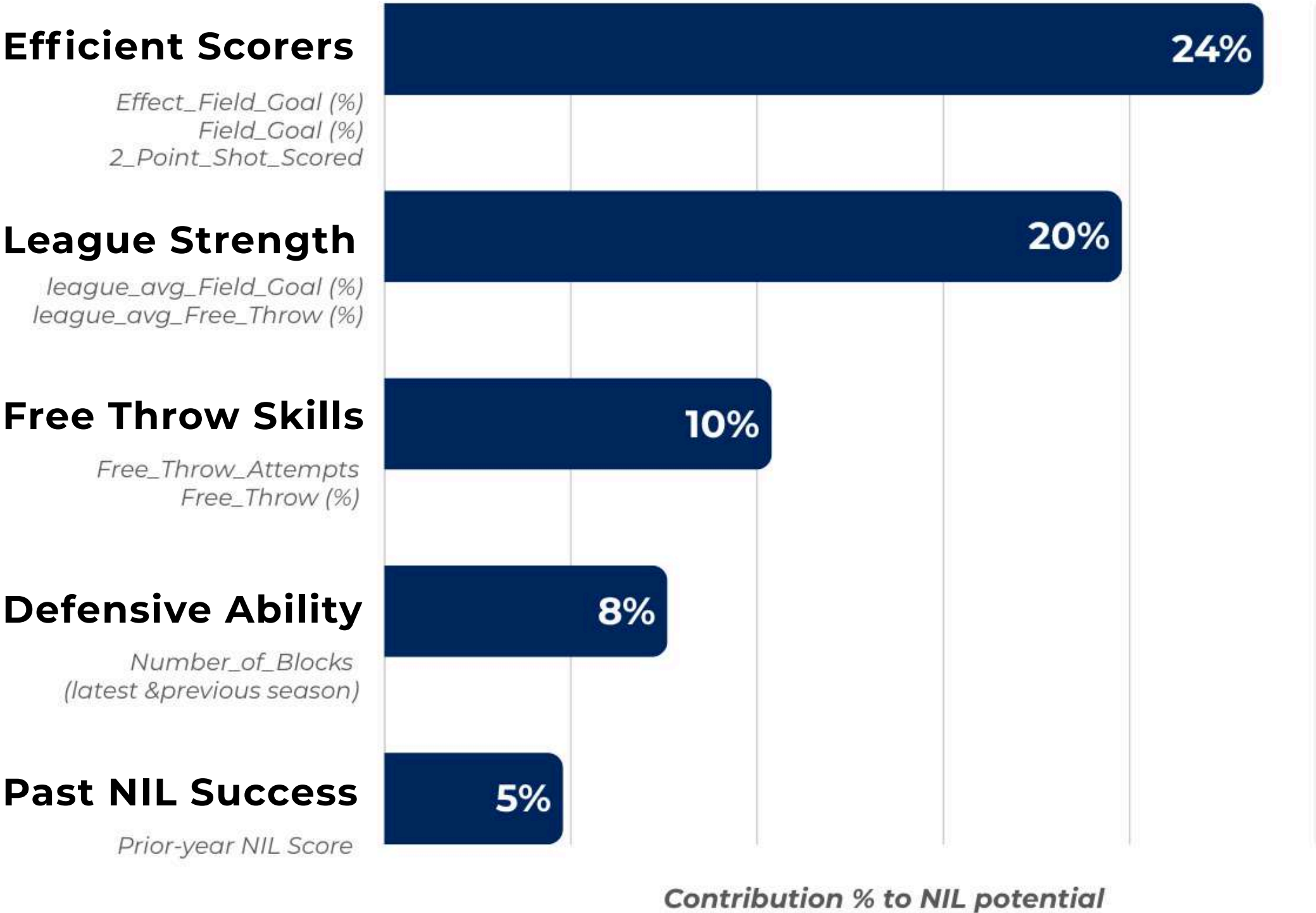


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The Top 5 Fields that contribute to NIL potential



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Recommendations

How can you enhance their NIL strategies?

Focus on the top features that Increase NIL Score

How can you identify players with high NIL potential?

Use the predictive model to estimate NIL potential

Develop targeted recruiting strategies and Prioritize NIL resources to players who align with proven NIL success drivers



Next Step

What's Next?



What's Next?

- **Expand the analytical scope beyond NIL Top 100 data** as more comprehensive data becomes accessible
- NIL prediction for **WOMEN athletes** using alternative features
Social media engagement | Brand partnerships | Public visibility proxies



QUESTIONS?

THANK YOU



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Appendix



The Gap is Shrinking

Performance Gap

Win Shares By Group

Players are grouped based on Pre-NIL Win Shares:

