

Does NIL Investment Correlate to College Football Success?

- Economic Question: Is there a measurable relationship between NIL spending and team success?
- Dataset: Synthetic approximation mirroring conference NIL pools and performance patterns over the last few years
- Method: Scatter visualization + regression

$$\text{Win Rate} = \beta_0 + \beta_1 \cdot \text{NIL Spend} + \epsilon$$

- Win Rate = success measure (win percentage, win total, ranking score, etc.)
- NIL Spend = NIL pool / estimated spending level for school ii
- β_1 = key parameter tells you whether NIL spending predicts success
- ϵ = random factors not captured by NIL (coaching, injuries, tradition, fan base size)
- If $\beta_1 > 0$, NIL spending is positively associated with wins

Conclusion: NIL markets and winning performance appear mutually reinforcing, the idea that investment both monetarily as well as coaching and recruiting matter. In simple terms the more NIL you spend typically the better your team will perform. But in a sport with many factors that lead to success this is just one.

