

MASS STRATEGIES AND RCJH FOUNDATION

IDENTITY

Provide monetary opportunities related to Name, Image, and Likeness for Kansas student-athletes.

OUR SOLUTION

Provide legitimate activation for student-athletes to earn money from their NIL such as media interviews, social media posts, charitable activities, event appearances, etc.

THE COMPETITION

Other Power 5 athletic programs that want to poach student-athletes and bring them to a school with a larger amount of NIL funding. Additional collectives that do not operate within the best interest of KU.

PROMOTIONAL ACTIVITIES

Mass St. will communicate with customers with an email newsletter, targeted Google and Facebook ads, social media, and in venue advertising at football and basketball, charitable events and local business activities.

TEAM AND KEY ROLES

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NEED

Must be able to have yearly financial support from donors that enables Mass St. to partner with brands and organizations that student-athletes want to be associated with.

TARGET MARKET

Donors and KU supporters who want to ensure a successful athletics department in a new competitive day and age with NIL.

REVENUE STREAMS

Donors and KU supporters who want to ensure a successful athletics department in a new competitive day and age with NIL. Monthly support from fans, business and sponsorship opportunities will be the main source of revenue that is redirected to student-athletes.

EXPENSES

- Donor cultivation gatherings
- Jayhawk IP rights/trademark licensing
- Salaries
- Vehicles for student-athletes

MILESTONES

As the business grows to cover operating expenses, Mass St. will be able to lower the percentage used for general business operations. This will be accomplished through sponsorships, events with a cost of attendance, watch parties, etc.



WWW.MASSSTRATEGIES.COM