

NIL Rules

If you keep increasing your nil rights So like your your brand and stuff it's gonna bring more like attention to your team Definitely a win win for everybody There's a beautiful balance if you can find it between like basketball working as hard as you can school work and then like in your free time do nil stuff everything that we do in this next year will literally be history So if like athletes are getting taken advantage of or if they're doing things correctly like it's you should have a place to go and like talk about it which would be really cool and just for athlete rights Yeah Honestly what's that Well I'm I'll be attending UCL A in the fall I'm senior in high school right now Nice I'm Jade and I am a basketball agent with Octagon basketball I'm Sedona Um I'll be a senior at the University of Oregon this year How do you guys feel about name Image likeness right now I feel like it's literally the wild wild west right now Yeah Oh I can talk to college students now Ok Yeah but it definitely turned the world upside down all these brands have to literally re strategize everything that they're doing and and create the space for college athletes Now your influencers making money where you know if you're promoting college football and college basketball and whatnot why not use a player why use some random actor you an athlete Now you know this is our first season of NIL and then when basketball season plays out and then like think about March madness in college football and the bowl games and all of those opportunities that it now brings to athletes I actually kind of feel bad for like the actors now like Jake from State Farm like his job is over is athletes How do you feel about Nil and and how it's going to open up the world of marketing for you and and brand building I feel like it changed the game Honestly you'll get to learn with like all these athletes like how invested they really are like their branding and their craft just knowing like how to properly structure yourself and put yourself in the best light and be around the right people Have you got any deals yet or like do you want to take any deals right now We're working with some deals and like building those relationships Yeah that's cool How does it work for you I mean for me it's different I've been working on this stuff for like a year now Like I knew it was coming I'm in like an active lawsuit right now with the N A about N I stuff I've been in it for like a year and a half Now I knew that as soon as it dropped athletes were gonna go kind of crazy Athletes were taking like \$20 deals and and \$50 deals which it kind of devalues this whole like athlete market Right So if 100 athletes take a \$20 deal it's worse for like the athletes

at the top because this whole like athlete market as a whole you know goes down But um I'm lucky that now when it hit I had a plan have you been capturing your journey with the lawsuit and whatnot Because I feel like that's great content and this is like a groundbreaking time Yeah I've been like talking about it kind of talking my journey because before when I first started I was kinda I had no following at all Um and then through the March madness stuff when I had like that viral video go absolutely insane Um kind of like made history So the weight room and stuff Yeah Yeah Yeah It's not funny but it's not funny It's really not funny It's not funny but I was gonna ask you about that So like how was that experience I went to practice I saw opportunity of like this is ridiculous Like everyone could see it like this is just absolutely you know it it is funny like because it's so so ridiculous It shine the light on the inequities and I feel like it changed things for the better Honestly I mean we'll see but I commend you for that Thank you The biggest thing it did was it showed the world kind of the power of female athletes I'm lucky that my voice was able to make a change because a day later we got a weight room which is the only thing we wanted And now I've had this again this massive platform and I'm able to use it for things that I care about and I'm able to partner with brands that wanna do the right thing Being able to like have this now platform where people see me as not only like you know a basketball player you know whatever a human but also kind of an activist is is pretty cool So it's interesting Yeah So with the nild I started working with and it's basically like I have a deal to talk to my fans People get to interact with me get to know me more on a personal level than just like knowing me as a hooper Yeah like that's the last thing I want people to look at me as how do you guys think you're going to when it comes to time management manage your school work and training all these deals come with deliverables and things that you have to do in order to get paid it was so easy to balance life before nil Um I still struggle with like basketball school like in college it's it's a very different lifestyle Um you spend all your time in the gym and then school is hard Like it's college is not easy I had to literally grow up within two or three months like instantly So it's pretty crazy Like you know an athlete's all over If they don't then they kind of lose track of their brand and you know it's gonna lose opportunities and stuff Do you think that coaches are gonna have a hard time with this We were having ups and downs in our season last year He goes I don't know what you guys came here for you you like you come here to win like no no basically saying like no cameras no pictures none of that I feel like if the players are able to like

you said balance I gotta lock in and hoop and then I gotta do what it is I gotta do for my family basically even back in the day and not back in the day but some coaches would be like no shut your social media down for the season or whatever You can't do that now it's a whole different because that just shuts down your nil if you keep increasing your N I right So like your your brand and stuff it's gonna bring more like attention to your team whole school definitely a win win for everybody Yeah there's a beautiful balance if you can find it between like basketball working as hard as you can school work and then like in your free time do nil stuff everything that we do in this next year will really be history So if like athletes are gonna take advantage of or if they are doing things correctly like it's you should have a place to go and like talk about it which would be really cool And just for athlete rights honestly because at the end of the day the school is gonna be about the school and their money and their boosters and how much money they're making while we're helping bring money to the table So I have a question about like when you're creating content do you like know what it is or it's just like whatever you think you just put out there most of my content is pretty like free flowing I think being authentic and vulnerable is like the biggest thing that helps people connect to like athletes and stuff Are you gonna bank content for like while you're in season So you have some stuff that you can push out Yeah I always have like content for like year round So it's like a constant flow So like in the off season my videos do very well too because I show the different aspects of my life So like me giving tattoos with my girlfriend um me traveling me just doing like funny stuff talking about my height Like I try to keep my content very well rounded having that kind of two sides to my like persona which is like on the court and off the court is like my biggest part of my brand What about you Like do you wanna like dive into like content creation because it's like hard and like comes a lot of time management Yeah that's why I was trying to get as much information from you as I could because I'm very introverted like in public I'll say unless you really know me you won't really get the full me So being able to show that other side of me not just a basketball player showing I'm like I'm a big goofball I like to do adventurous stuff even if I don't have the ideas for it So that's why I was asking like what it is when you're making the content like that you're looking for but you just said its authenticity and that's just yeah that's the easiest free flowing form I think comes to practice too Like once you start you like it'll be hard to like be in front of the camera But once you're going like get more comfortable and people around you like

supporting you and stuff like it just becomes kind of like second nature at some point we have the storytelling in it because I feel like that is really what fans and brands and at the end of the day consumers really care about Honestly um I've been working since the summer on my content I kind of went under the radar this summer not playing any extra A au basketball taking the time to like really focus on myself focus on my branding and what I want to be viewed as like when I walk into these rooms outside of just being a basketball player So like I like showing that I'm really in like I love being Fashion Week in Paris or um being able to show like my quirky side or showing like I like to cook when I don't hurt myself trying just trying to find like different ways that I can brainstorm and like have it like for a year's plan is like kind of what I'm trying to break down right now You want people to see another side of you what is gonna be your strategy for that Are you going to show them You doing things that you wouldn't necessarily show just that that goofy funny prankster quirky side of me you know because I don't a lot of people don't really get to see that just off of first impression if you if you watch me play ball I kind of I kind of look like an asshole So you don't really know what to think off the court but he's probably an asshole He's probably just rude to everyone showing that quirky side of me the prankster like we have a TV show like with our school but I would like to do it where it's like you get my own personal my own personal vibe with it Like how I'm how I'm feeling this might be privileged information But since now that Nil has dropped can you and your teammates make money off of the show Because in California it's legal I like that too I don't see why we shouldn't be able to if we're if we're in the show I need to redo the contract Yeah For real get your check Yeah for real redo the contract Make sure like like put our name in the credits Like so we're I think that's also um something that athletes should really also take into consideration is is equity You don't just wanna be doing quick deals here and there You wanna dig deeper and kind of try to figure out how you can have more more money in the long term and ownership of of the things that you're doing Do you think like any actions need to be taken from the past athletes I think Absolutely I feel like it's almost the same thing of like all of those people in jail for selling marijuana who it's now legal and they're still in jail What's something's got to give here you know the fab five or like even what's his name Reggie Bush who got his high school taken away like they need to like right the wrongs and be like look wrap we're wrapping our arms around you and here's your Heisman back Let's let's all be in this together You know what what my lawsuit does It like a part of it is

it allows if it goes through it allows for all these past student athletes that missed out on nil compensation to go back and sue for it I mean yeah to like get their money that they deserve I mean it's not even about money It's like about the the sole fact that they weren't able to make it then and they should have So now they can say like you know I deserve this Yeah exactly I hope you win Thank you Me too Not for just for me but for all students for everybody for all of us a pre Exactly Do you have a plan or strategy for using your platform for certain causes and to give back Coming up next year I would love to do food drives or even like when I go back home have a little event Like honestly well I've talked to my mom about it a little bit but I definitely wanted to like have a foundation for single mothers and actually like seeing like how she's raised them to like our whole family and puts us on her back So definitely having like something for single mothers where they can have where they can get paid like monthly like for their kids or like help out as as much as I can like whatever I can do that's something I wanna work on That's awesome I can see you being very very like successful and like if you do start like youtube or whatever you like you go through like you're obviously an amazing basketball player but I definitely see you like connecting with people in a different way which is super cool Like I can hear your voice bro Yeah and empowering I feel like that's also very important You guys are in it in it right now I feel like it's something where you can help empower others We're basketball players first There's an understanding of like you know we have an nil because we are a because we put our time and effort into the sport that we love and that's why we have like the platforms we have But if you try to build it straight off of like you know nil first instead of athlete first that's where it can like definitely harm the entire system I think it's just gonna come down to keep the main goal the main goal like with whatever it is that you're trying to do and then everything that you could ever ask for or wish for will come falling in your lap and you won't even expect it It would probably be more than what you asked for just because you were locked in and working on what it is that you had to do No for sure Yeah And I love that you use the word purpose because I feel like that's really important What we do in the next year is really like history and people will look back and be like what went right What went wrong Like these kids you know that are freshmen in high school are coming up to the ranks and stuff that will be impacted by an aisle Like they'll look at these years and be like you know what do how do we what do we do I mean the game's changed forever forever Yeah Well I appreciate you guys having this conversation

with me today I definitely picked up some juice to go home with you I learned a lot from you guys like you you helped me out Thank you You guys