

The Business Sense of Name, Image, Likeness

First of all let me introduce myself My name is Johnny Cruz here from Los Angeles I went to uh Alexander Hamilton High School here in L A Graduated from Cal State Northridge And uh you know throughout you know uh my life you know I really had a passion for sports and uh around 2011 is when I met uh my business partner uh Justin Gio Grande who is the founder of the network advisory and we started back then 2011 inclusive sports marketing agency which we grew to 30 clients including uh Mercedes Lewis who's UCL A alumni uh Martavis Bryant from Clemson uh Robert Cucci who's the former number one high school player in the nation um who went to Ole Miss and uh went first round in the in the 2015 NFL draft And uh from there I mean I I can name a bunch more names but uh I what I wanna do is uh do quick intros to everyone here on the panel We have a special guest here guests here Uh Let me start with first uh Stefan Johnson who is a US C grad who uh played for us c as a running back and is now the head coach for at Dorsey High school So Stefan thank you for being with us Uh Th next we have uh Eric Nelson who is father of Malachi Nelson the number one high school player in the nation uh in 2023 who's here to share some knowledge on his journey with uh NIL And next we have Justin Gio Grande founder of the Network Advisory And next week right here next to me we have Doctor Norris Dorsey who will explain the business of NIL So we're gonna kick it off with the first question with Doctor Norris Dorsey um Doctor Dorsey as a college professor What is your stance on the business of NIL Well how are you guys doing Um one of the things that I've learned over the years in teaching business and entrepreneurship is uh paperwork makes the paperwork And so now that Nil is uh you know a mainstay in the athletics to college athletics as well as the high school athletics We're trying to get the parents and the team around that young person to understand they need to be in business on paper legitimately And um you know my take on it is um obviously a corporation uh some type of foundation some type of trust has to be established for these young people in order to avoid some of the tax implications of having a bunch of money early on Uh we pray Got it All right Thank you And uh next Justin Gio Grande as founder of the network advisory you have been at the forefront of Nil walk us through the beginning as Supreme Court communicated to the NCAA that student athletes can now get compensated for their name image and likeness Uh Yeah absolutely It's it's crazy It's only three years ago but it feels like every day at nil is like a

dog ear because it's just wild and crazy But um yeah I mean I'm glad to have Eric here because um you know my nil journey has been really interesting you know I I as Johnny said I work with a lot of professional athletes and in 2020 had the opportunity to meet some high profile potential nil athletes which then led me to a phone call in July of 2021 I'll never forget it It was July 21st of 2021 from Eric Nelson and I was in Vegas and we did a Zoom and I remember you know he said so college and I was going on what is the deal with high school And I said Eric that is a very good question I do not know the answer but I will go find it out And so myself and a prominent sports attorney went to uh c I got a hold of them and said what is the deal in high school and I'm expecting them to come back to me and say three years two years go f yourself One of those things you know and they say to me they call me back an hour later and they say well you know looking at our bylaws we just follow college And so nil is legal and I call him back and say I got an update for you Um and at the time what was interesting is he was his son was going to commit to Oklahoma So we thought that that was a really interesting moment from a media perspective or you know just to capture a fan base or do a brand partnership That was where he was thinking And so you know uh uh I'll never forget it Uh They put out a tweet an hour later that high school nil was legal And so you know I give Eric a lot of credit because he was the first person to raise his hand and say what's the deal which if you really think of it you know look at the impact high school nil has had on the overall nil you know Georgia just approved it the other day you know what seems wild because we've been here in California with high school nil for now almost three years And so you know a lot of the business mechanics and how kids are recruited and all of that have to do with you know Eric kind of standing up and saying what's the opportunity there So that's been my journey um personally just insanely uh been in sports representation my whole life from the marketing side insanely passionate about the ability that nil gives for athletes to build their brand at an insanely early level You know Malachi is a generational talent So the opportunity you know we see things happen with Tom Brady and all of these superstars Kevin Durant But what was appealing to me to be able to work with Malachi when he was 16 or 17 is what does that platform look like for someone his age that we know is going to be a superstar Can he build business units that God forbid someday something happens to him He's OK walking away with the game And so you know I joke sometimes with parents that my one of my proudest moments will be is if we do an equity based deal when the kid's 16 or 17 and decides

to retire after he goes to college he says you know I'm gonna retire because I had 100 million on this equity exit I would be pretty proud So that's it Great answer Uh So good segue Eric He was a parent of the number one high school player in the nation 2023 How were you able to navigate and make decisions for your son Malachi Nelson with Nil Yeah thank you so much and thank you guys For being here you know So I think for us you know at five years old I'll never forget it My son said dad I want to be a professional football player and I think every five year old told their dad that But you know as a dad I want to do anything that I can to just empower my kids And so people never plan to fail they fail to plan So literally at five years old we said ok that's what you want to do So we started working backwards right from from five years old that's what you want to do You can't just go day to day or you get lost in the sauce And so you know when we talk about brand and steps and making moves we were literally doing that you know trying to be uh a season or a chapter ahead in life And so you know in high school we were already thinking about college and we were already in college and now we were trying to think about what's next And so when that phone call with Justin arose we were already trying to build a brand trying to navigate trying to really see how this thing works And so it started from the background we're blessed at Dr Dorcia because that is of the utmost importance There's there's legalities or taxation implications or all these different things that really come into place And so I was kind of trying to get prepared and up to speed on those types of things before the NIO because um the money is easy right And you know the the NIO deals any student athlete who is putting themselves in a position that is the easiest part is maybe to get a deal maybe to get some money But I think um you know what you do with that and how you do that is of the utmost importance And so navigating you know we had already tried to build a team And I think that is the if I could share anything with anybody here who um whether you are a student athlete you're looking can you get into nil whether you're a parent whether you are in the representation it is building a team because Malachi was the the one right He was the captain and I tried to tell him like you got to build yourself a team We are going to put people around you to help you navigate these waters So you can keep the main thing the main thing the five year old dream stayed the same You want to be a professional athlete And so you never get lost in the sauce along the way because some people right now are making decisions based off money right And when you make decisions based off money that is never the goal Now if my five year old son told me he wanted

to be a millionaire we probably wouldn't be playing football We would probably you know I would have taught him how to trade and how to get into the business aspect at an early age I think it was somewhere in the Bible the prophet notorious big said more money more problems Ok So you know so with the problems and those types of things we just wanted to build a team around him people that we could trust people that we can build with and that we can move forward And um you know as a father my job was just to protect him and to help guide him along the way and to help build pillars you know his thing is you know fashion football faith and philanthropy And so when we are dealing with nil stuff if it does not fit within that um I think Justin will tell you we have turned down six figure deals people think we are nuts and it's like no we just do not want to do that It does not you know you are not going to catch Malachi wearing something that he does not believe in You are not going to see you know Malachi you know in a commercial with something he does not like you It is like I don't care about the money I want to do this And so when you when you kind of work back where you have a plan it is easy when this stuff comes right Money is not the goal His goal is here and to be able to protect and to navigate these waters is an exciting time But it is never the goal and I owe it is not the goal It is just a resource It is a blessing man It's a blessing and a curse like anything Right No other occupation Can you work 1516 1718 years and not get paid Right That is crazy Like you know my I started playing football five years old and you know he got his first nil check at 17 years old So 12 years he worked you know I do not think anybody out there worked 12 years for free And so when people say that you know so to be able to do that but at the same time you know getting paid is long term NFL That is what he wants to do We always say N NFL over nil but it is a blessing You know what I mean And it's awesome So bottom line not all money is good money The whole money is good money You can All right Uh Stefan you came back to your high school at at Dorsey High school to coach How has the landscape changed in the high school level in regards to nil in the state of California Um It's a beautiful thing is having this panel together because it kind of went through a little trickle down effect You have the professor you have the two CEO s of a company and you have the parent of the actual entity who is that player who is that kid And I was that kid So um growing up and being the number two player in the country coming out of high school understanding the different nuances that you have because the person that um that leaves out that front door with your parents is not the same one that comes in that door So what I

mean by that um the pressures and the things that comes on on a day to day basis between those nil deals is a little bit different You know what I mean by that is it's a lot of pressure there's a lot of pressures that are put on to you um rather than just getting the free food But in my era it wasn't the money it wasn't the \$12,000 a year It wasn't those things it was the free food from the nearest diner or it's a um a free ticket to go to a basketball game or anything like that But that comes with the pressures of um it just this kid a good kid What is he putting on social media What is his every day like Does he cuss out teachers Does he not go to school on time All these different things plays a part that um they tell us about but that's a pressure that we have to do with you have other people around you that doesn't have that same mindset So um my goal me coming back is the ones that don't have that those resources in a parent that uh that reached out and look and ask and Google and say what is the nil thing about having the connections to get a part of the ceo of this big mo marketing mo to know how to to keep myself my son abrupt and and and and clean cut and and know what to say and how to say and what to do So me coming back and the kids that don't have these these these resources and for me to let them know ok look you can do this but this is how we gotta go about it and this is how we had to alleviate any mistakes that I have made when it was just the diner ticket or the free food Now you have a little bit more at stake and you wouldn't you wouldn't imagine that that you have to make these type of decisions at 16 17 15 years old So now you do and how do you go about that And how do you make those changes and navigate like you said in the right So it's safe to say here there's an advantage in living in in the State of California because Nil is basically gr green lit with in the high school level in the in the college level So uh Justin what do you think are the advantages though living in California as a student athlete Um the advantages of living in California uh you know as a student athlete no question is the opportunity for the entertainment side I think we're seeing more and more nil um you know 2021 people still thought it was illegal 2022 brands started actually paying attention and spending 2023 You're now going to see big media companies in the space Um you know you're gonna see documentaries I'm not going to name them but I know Amazon and Netflix and there's multiple entities that have already bought series that you're gonna be seeing nil talent in Um we're actually developing some as we speak So for me that's like a litmus that uh that those opportunities now present itself And if you're in California you're sitting here at UCL A you have us c both big media and entertainment schools that trickle down effect Um if you're at

those schools or have access to meet with these companies you're going to be able to build your brand Um Ultimately now everyone in society understands NIL is big I think it's not going away I think we're about to have a 12 team playoff next year And I think we're about to see you know the next 12 years 1012 years of college sports fandom picking up I think it's a huge opportunity I think that it's great to see all the most prominent um you know athletes and alumni coming back to their schools I think that's something that doesn't get talked about enough We always hear the word boosters But I think there's a lot of athletes who are retired or even out of the Pros but were legendary college athletes they were able to come back and give back and and and be relevant relevant again So I think it's super exciting Um Yeah and I think we all know that California is one of the most tax states So I think it's great that there's probably more opportunity out here that you can kind of make that back That's my perspective is you know if you're here you should take advantage of what exists here That's not somewhere else and that's the media and entertainment space to build your brand Got it Uh Doctor Norris Dorsey question for you Um in your perspective on the business side of the NIL how important is it for parents to learn about the NIL I know you touched on having contracts but you like like Eric Nelson said you have to have a team around Do you have lawyers financial planners contract negotiators What else is needed That's a good question Um Just in doing some research I got a lot of friends who has a lot of kids who are at universities and uh you know they're in the NIL And so what I found out is that it's a tier system uh you know obviously the top athlete of the school makes the most money Um then there's the athlete that plays a lot They they come in second then there's the athlete that gets on the field probably plays a quarter of the time they come in third and then there's the athlete that don't play at all that's on the team they get the you know the the the the bottom of the barrel And so because it's a tier system you know uh obviously some players are gonna make more than the others And the parents have to understand whether kid falls into that tier right And they have to plan accordingly and you know setting up a foundation setting up a LLC uh putting yourself you know incorporating your name putting yourself in business is a part of the parents learning and the uh young person's learning when you start adulting and you start understanding that you know parents have been paying rent ok It's time for you to help out then that money that expense that you have becomes more important and you don't want to get taxed at at an enormous rate because you make a lot of money as a young

person you you know defer some of that taxes allow you to build up a nest egg And that's what the parents got to understand It's not that you're uh uh you want to take from the kid and you know all of a sudden you got money and everything No that's a kid's money Don't touch it It's like the Gary Coleman rule That's why the Coogan law became in effect You know Gary earned that money not the parents And so as a parent you have to understand the responsibility to help your seed protect that money And so you don't get taxed So I think a lot of the business side of it is a two way street the parents and the young person the young adult has to understand that if they're going to be a breadwinner they have to know certain things in life and certain responsibilities and certain ways to protect their money One parent that I talked to him in particular had their uh person start a retirement account so they got the nil money and instead of just spending it they then deferred it put it into a retirement account that account makes compound interest so they can maximize the uh uh you know money uh to put into the account is here And so when when it's time to retire and by the way I just recently retired and when it's time to retire you got you know a million and a half \$2 million I would think that um there has to be workshops on financial literacy education There has to be workshops on name image and likeness uh because it's new you know and it's one of those areas that's you know the wild wild west so to speak right And so the people that are learning about it early and learn about it often are gonna be in front And so as teachers uh or as parents you know you got to learn about it And so I just asked three or four of my parent friends to have young people in college you know and every system every college is different right So they have a different nil rule for East College Notre Dame is different from Virginia Virginia is different from UCL A US C so you have to learn what each system uh allows um that way you're better educated as far as the taxes and and that's all you know I'll add if anybody else wants to add something Yeah I think it's um you only know what you know and so this whole NIO it it's constantly moving and evolving I think what it is today it's not going to be the same next year And so I think you know continuously educating but I can just speak for for for my son Um we he is a student athlete right And so like his first semester in college dean's list that's what I want him to do right Um he's had a surgery in January He is healing He is you know learning playbooks and those types of things And so um the trickle down effect for him as an 18 year old I don't want to crush this kid Right And so I got my job is to get an accountant the accountant in limiting tax liabilities and those types of things protecting him

from that Get a marketing team And so and now I I run everything so I'm you know his dad but I'm also his manager I'm his protector I'm father I'm his friend of all these different things And so I give it to him you know I we do all this stuff and then I present to him hey buddy look we got this deal This is this this is this boom boom boom boom And so and then because ultimately he is the business he is the business he is the boss right We all we all work for him You know what I mean You know what year old son is I am working for him now I am like what is going on here Like what is going on But I am working for him because he is still chasing his dreams Why And IO is not the money He does not care about it in IO He did not care about the money His goal was to play in NFL He would do it for free because when you do what you love you do not work a day in your life And so he wants he loves football he loves ball He do not love accounting but he has to learn it because he has got high overhead and you know you know he is it is out there he bought a house at 18 years old and so you know what I mean He has got a couple of cars so he is running a business you know what I'm saying So but he does not that is nothing to him And when we talk about liability right Like you can only buy so many shoes dude you know what I am saying Like all you good you got some cologne you smell good you look good you feel good OK Go buy something go go you know start setting up generational wealth So when you talk about literacy those things are going to come you know and it is just our perspective you know what I mean Because it is impossible from what we looked at is if you are the number one high school player in the country OK You love football You are getting 4.0 GPA And now I expect you to know accounting and marketing and all this other stuff and look through deals No So it is like you know that is where the team comes in and you know and that is why you can not do it Take it literally takes a village and when you are building a team you know we we our team It is we do not do business it is family business And so the people we started with we are still with because now that you know he is you know as you grow and as you get everything is going to get new right now Now everybody wants to come you know when he was a junior and at Los Alamitos high school you know I did not have some of these people calling me you know but now it is so it is like ok we are keeping here we have one crazy person calling him Yeah so you know it is So I think the team and his knowledge and understanding is going to grow and you are going to put people in place and you know that is the that is our motto you know what I mean And we got it from really we looked at lebron James right We're in L

A We got I think lebron James is the best example when you're talking about building a brand you know as a young I looked at lebron OK I looked I love the way his marriage looked you know for my son I said man that's what I want for you I looked him as a father I looked him as a businessman lebron I think covers all And so I started looking at his team you know it's not rocket science right When you just simplify it it's so complicated But when you look it's like lebron is not just a basketball player he's the biggest superstar in the world You look at his team whether it's math whether it's rich whether it's all these And so you got we're blessed to live in L A and you know and and and see and kind of get a close look Lebron ain't doing that you know lebron is the you know he's the he's the face but he's got people around him that allow him to be the best basketball player in the world And so I think yeah kids need to know enough to be dangerous They need to grow and they need to learn and I think that's our job to to give it to him But I for me I think it's impossible to do that And that is just with my son You know what I mean Because I know if I if he was taking all this stuff and doing all this stuff he could not be who he is There would be no business you know because where am I going to train He is training six hours a day Now if I take those six hours I say hey I need you to look over this contract Now I took two hours I can not I just miss extra work you know what I mean So I think the team is important and that is where it is of the most importance where you got to have people that you trust and you support because you see people get burned you know Perfect Thank you Um We spoke about that Not all money is good money Justin walk walk through the process of now student ale can negotiate on behalf of themselves on the school that they end up through the NIO collective through that process Uh Sorry say that one more time So walk us through the process Now student athletes can now choose you know based off the collective or where they end up on what they're offering to the student athlete Well first off they you know um obviously they can't offer anything formally them before they go to the schools But at the same time what I'm seeing is the collectives and the schools are now allowed to show what kind of resources and support They can't say this is exactly what it's going to be for you but they can say look we had a comparable player in your position last year and this is the data to show what that is right Um The I'm just gonna be transparent The leverage I would say that the players have is that now they can transfer at any point So you know there is a free market here going on at the end of the day just like NFL free agency or NBA free agency You have players that are now free to move around right And certain

schools value players more than others right They might have different positions and needs I don't think in what I've always said from you know I have an interesting purview cause I came from the Pros Then I got into college and then I got into high school So you know what I say is that at the end of the day when I'm talking to parents about them choosing a school never base it off of nil Ok Nil as Eric just said is a piece of the pie Now it's an equation piece If it was not there before it's now the fourth tier right You pick your coaches your you know the school the academics ok Finances is now one piece of it Um you know I've had many parents Absolutely And and kids you know they've a lot of times choose the school that maybe is not going to give the most financial support because it's about the long term picture Um and I think that goes back to what Eric said never picking a school based on that Um you know so I think there's there's definitely schools that are more proactive and um you know are able to educate the kids on what this looks like And there's also schools that were just really out in front of this and kind of got the organization to it Um I think I'm just gonna speak to I'm a Florida Gator but university attended was way out in front of this and they're very they've been very organized from the beginning which I think is probably led to the researchers of their football program So um you know I think it's interesting never making decisions based on the nal just kind of looking as another spoke of the decision when you go there Thank you Um Stephan how do you protect your student ale on the team Um in regards to the whole NIO landscape to focus on football how important is that Um Everything sounds good that we've been talking about on this panel But if you don't produce if you don't do the things that you have to do on a day to day basis you will never get to the accountant you'll never get to any of that And I think that's the biggest part of it you know is you say building your brand is what do you bring to the table besides being a football player or if you are a football player how good are you How consistent are you are you going to continue to do these types Then when we do put you on a yearly salary monthly salary or whatever the case may be is how can you maintain that I think that the subject of when I first got the the invitation to speak at this panel was getting the bag keeping the bag and how you and how you maximize it And when I look at that is how do you get the bag first Getting the bag is producing doing the things you're supposed to do keeping a clean face and standing at the things that your parents are telling you to do but being on time and things like that all takes excuse me it all takes priority and precedence and how you get the bag after that is keep on producing

being consistent and being those people That's where um they can be out here saying that uh in two hours I got this deal that needs to be done that you don't have to even worry about that type of things that's gonna happen regardless So um putting yourself in a great opportunity um rather is what you do on a day to day basis is gonna accumulate is gonna come out to those nil deals that they speak of but you got to produce you gotta to do those things to get that and building your brand is who are you either on the field and off the field that tell these brands that I really want You you set this this you can make our brand uh bigger than what it really is Can I just back that up I mean in this nil space the brands are watching week to week Um I mean and I'll say this transparently like when athletes don't produce the the brands are the first ones to run you know like they're the 1st 1st 1st they're when you're hot you're hot When you're not you're not That's a fact So you know I I think it's even more than even pro sports in nil world Everything is week by week So keeping the consistency is number one and keeping the focus all right back on that one second And when we are talking about you know the protection and the producing and those types of things brands when you think they are partnering with you to help enhance their business And so it's the production he he touch on it's on the field You guys are athletes students So it's grades student ale but it's also I mean I've had so many brands talk about Malachi social media you know you know what he listens to pregame and what is in that beats whether it is young boy or whatever it may be that might not be on his mixtapes on his things right You know they want you know they want you know they do not want you know they want a certain type of off the field image right You know what I mean And so I think it is the whole package you know what I am saying And so I am sure you guys hear about but the social media is important because if I am a brand I am reaching out to you How do I get to know you I can I talk to your coach Ok I see you are producing I see the transcripts and then I can really get to know you on the on the social media site OK Wow it is clean All this is this is the type of people So it is and it is important So I just I guess a dad I see a lot of young people out of here I'm sure you're hearing a lot from your parents Some of you guys have heard social media is important I want to tell you guys again it is so important you know because you guys can market yourself and be marketable Maybe maybe you are not producing you know it is a lot of it is all about checking boxes Sometimes you know what I mean Like you can get stuff as well Like hey you had a bad season you had a bad year But look man look at their social media the way they produce them the

way they put themselves it might resonate with a certain kind of brand that might not care about you as an athlete But like wow you know what They got a good look they got a good you know all that type of stuff So it's the whole package to find something you want to have Oh no I just basically that was the main component of where that protection is going to come from You know social media I think is the biggest um default for our young kids right now What I mean by that is it's the gift and the curse It can make you a lot of money and it can definitely take it away from it So something so simple as um playing putting a blue heart and saying how to c that can cost you \$100 million you know whereas somebody else can do it and you feel as if they did it and you know they are still being successful but that's not true Your brand is still in the process of being built like we always speak about So we can't do the same things that a person has already been established So that's where that protection comes into play because everywhere else it looks good It looks like it's supposed to happen this way And sometimes we have a couple of ones that slip through the crack like you know some of the NFL guys or a college guy that do certain things that slip through the crack and I'm like wait wait he did it But why can't I when a different situation right now you're trying to build yourself Question right OK This is more of a statement that we have high school student ale in the audience And I'm gonna ask them if they can stand up anybody who's actually an athlete in high school Can you please stand up First of all I want to give these people a round of apart because they got what school are you guys from How come you know what sport do you guys play Basketball track cheer love it I got basketball players also get ready to go to a four year university Awesome And so the one thing I would like to say before you know the panel ends what's the archetype of the individual student A would you like to look at look for if you were a brand I think Justin can answer that one We we talk about that all the time I mean you guys can grab a seat Um The archetype is well first and foremost portraying who you are on social media if that makes sense because that first of all what Eric said that's where they're going to find you The first thing they're going to do is go to your Instagram I mean that's your Instagram your tiktok So just being you and but at the same time also what Stefan said realizing they're going to be looking so cleaning it up and keeping it more professional You are I mean Eric and I tell Mal all the time he is a business you know whether he wants to accept that or not he's a walking living business OK So that's the second piece as far as an archetype What I've seen is in the nil space Uh brands are excited to partner with talent

that are excited about actually doing the campaign Of course money comes along with it But you know what we're seeing as compared to pros the college and high school kids are excited about doing these endorsement deals which means they're giving more effort You know can when you have a Pro Athlete who has made 20 million a year is he really excited to go do a half day production shoot with uh you know I'm not gonna use a brand's name but with with X brand Whereas when you go do it with a college athlete this is exciting to them Wow this brand has recognized that I'm good at sports that I'm personable and they're invested money in me So what I'm realizing is those athletes that handle themselves professionally like once that opportunity is presented because brands all speak to each other and everyone gets a track record of like how you do So that first opportunity when you get that from a brand delivering your social media deliverables making it easy being excited when you're speaking to the brand about thanking them for the opportunity because ultimately people do business with people they want to do business with That's the truth Um So that's hopefully that kind of gives you an answer of like keeping your social media clean portraying who you are when you get that first opportunity treated as a business transaction and treat yourself professionally question over there Um Thanks for all the advice for giving a lot of talk about being being a person in your best yourself a car park and you walk around you make yourself and your building your brand But I think that um it's a big gap in decision of being athlete and focusing for 12 years becoming back now become business right So what books what blogs what talks where where do you find this information So we as a student athlete and start thinking as a business the men are thinking about that football at basketball What do you let let me jump in and address that first um as a college instructor professor for the last 23 years um I get students into my class that don't know nothing about business right And so what I would tell you young people out there is that everything is a business Ok From the minute your baby to the minute you are right now it's all business right It's not personal And so what you have to understand is you need to learn more about how to conduct yourself as a business when I started teaching you know beforehand before I started teaching I was kind of you know in the club and just doing different things And somebody said to me you're a college professor but you hanging out and I thought about it and I go I uh you know people are seeing different side of me that they didn't expect to you know to be me And so you guys got to understand when you start posting stuff on your social media and it ain't it ain't you know

becoming of you the the smoking or the drinking or whatever the case may be you giving other people a chance to judge you and not that you care about But but the point is is that you're a business And so if you want that contract if you want that you know that deal you got to understand that you gotta treat every moment as an opportunity to get that contractor to get that deal And so for the people that don't that's been training all their life and all of a sudden they they've been thrown into the business You gotta learn fast you gotta learn quick how to be an adult And remember your business name is your Instagram handle ok It a not get a bag da da da da You know what I mean All that that is your business name So you got to represent it starts there This is your business name M's name is always Malachi Malachi You know what it is in the end It is Malachi Nelson That is as simple as that because that is his business I do not want to you know dropping dimes be light skinned killer All that Stop man What are you doing None of that stuff That is not your business man Stop with all that crazy stuff But he is young in his mind that is it But this is the business That is where the team around you people to tell you the truth people to be honest with you people just help you get where you want to go And I know we got to wrap it up give it up to the panel Give him a hand Thank you for coming out Thank you uh brother Kevin Clark and the uh Anderson School of Business here at UCL A Thank you so much and hopefully we can do this again next year Thanks again Thank you guys