



YOUR NIL, AS A BUSINESS

Turn name, image & likeness money into lasting wealth — the right way.

For NIL & college athletes · collectives · compliance offices · families

▶ Watch the 60-second intro

8 modules

the NIL money game

True Dollar

know what you keep

Ask the Coach

plain-English answers

WHY IT MATTERS

NIL money comes fast.

Since July 2025, schools pay athletes directly through revenue sharing (a per-school cap near \$20.5M) — on top of third-party NIL deals. Most of it is 1099 with no taxes withheld, and the headline number is never what you keep.

1099

income

you owe the taxes yourself

30-50%

off the top

taxes, fees & deductions

True Dollar

what you keep

the only number that matters

THE CURRICULUM

Eight modules — the NIL money game

01

Money Basics

02

NIL Taxes & True Dollar

03

Business HQ — LLC & S-corp

04

Your Team & Family

05

Protect the Bag

06

Retirement & The Future Bag

07

Compliance & Eligibility

08

Money Terms A–Z

WHAT'S INSIDE

What's inside

True Dollar calculator

See what you really keep.

Ask the Coach

Live answers, plain English.

Business HQ

LLC, S-corp & write-offs.

Protect the Bag

Verify every advisor.

The Future Bag

Retirement plans for athletes.

Glossary & Vocab Quiz

115+ money terms.

THE STAFF DASHBOARD

University Admin Dashboard

A locked, passcode-protected staff view for athletic departments, collectives & compliance offices.

Cohort at a glance

Athletes enrolled & active, course completion, and average quiz mastery.

Education-completion gate

A donut shows who finished the required financial-literacy modules.

Deal disclosure & clearance

Third-party deals reported to NIL Go and their fair-market-value status.

Mastery by module

Every module's completion and average quiz, flagged on-track / monitor / lagging.

Athletes needing follow-up

Education incomplete or a deal awaiting disclosure — surfaced for the office.

Program settings

Require education before sign-off; share a cohort link that tags every athlete.

THE MONEY TOOLS

How the money tools work

Start with your Budget — the total flows into the Scoreboard and True Dollar so every number is yours.

1 · Budget

Every real monthly line — rent, car, food, utilities, insurance, agent/legal/CPA fees, plus a 1% portfolio fee. Increments scale to your tier.

2 · NIL Scoreboard

Pick your state; see self-employment + federal + state tax and what you actually keep.

3 · True Dollar

Of every \$1, what is left to save & invest after taxes and your real budget.

4 · Business HQ

LLC vs S-corp math and the heavy-vehicle write-off — honest, no hype.

5 · Your Team

Agent-fee reality check and the hire-a-parent wages-vs-gift math.

HOW IT WORKS

How it works

1

Open a module

Read at your pace.

2

Run your numbers

True Dollar & tools.

3

Ask the Coach

Get plain answers.

4

Build the bag

Keep more, grow it.

WHAT YOU WALK AWAY WITH

What athletes walk away with

Know your take-home

Headline vs. True Dollar.

A business mindset

LLC, taxes, write-offs.

A protected bag

Verified team, no scams.

A future plan

Wealth past the playing days.

Keep more. Build the bag.

Eight modules turning NIL income into a business — and lasting, generational wealth.

Educational financial literacy — not financial, tax, or legal advice.

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