



RushDown.AI

Virtual Autonomous Agent scoring brand deals for College Athletes

Team DublinByte



PROBLEM



Guidance

Athletes lack direction in navigating endorsements and sponsorship deals, hindering their ability to capitalize on their NIL. The NCAA's 2021 decision allows college athletes to monetize their Name, Image, and Likeness (NIL) but athletes face obstacles in realizing the full potential of this opportunity.



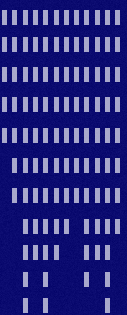
Exposure

Athletes from less visible programs encounter fewer opportunities, exacerbating inequality in NIL monetization.



Time

Balancing academics and sports leaves athletes with limited time to actively pursue and manage endorsements.





Solution

Develop a Virtual Manager Autonomous Agent for College Athletes. The AI Agent crafts brand integration scripts using games history, style, and personality, then sends emails to brands by comparing successful athlete collaborations. This streamlines NIL monetization, enhancing endorsement opportunities.



Team



[Kshitij Parashar](#) (@New York)
Founder, Founding PM@Termgrid
Ex-Gen AI Founder | NetEase | Deloitte | CMU

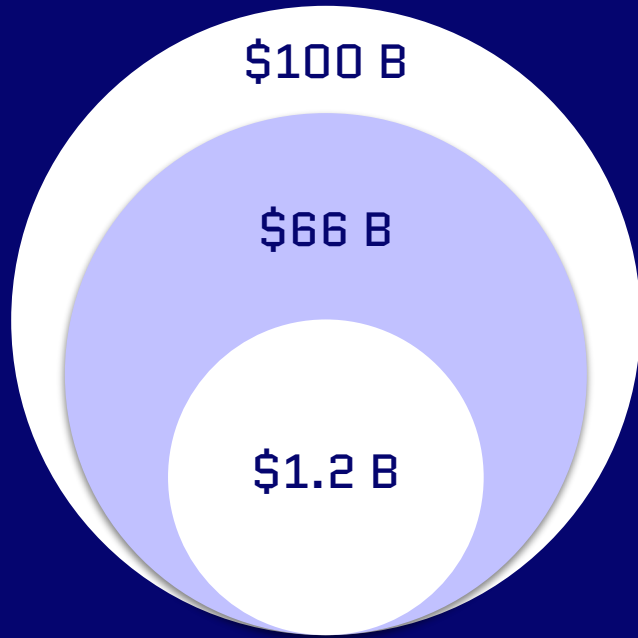


[Abhinaw Tiwari](#) (@Ireland)
Lead Gen AI Engineer, MS@Trinity College
Ex-Lead SWE @ Tredence



[Vaibhav Srivastava](#) (@Ireland)
AI Backend Engineer, MS, @Trinity College
Ex-Software Engineer @ Trellix(McAfee)

Market



TAM: \$100B

Global Sports & Entertainment Sponsorship Market

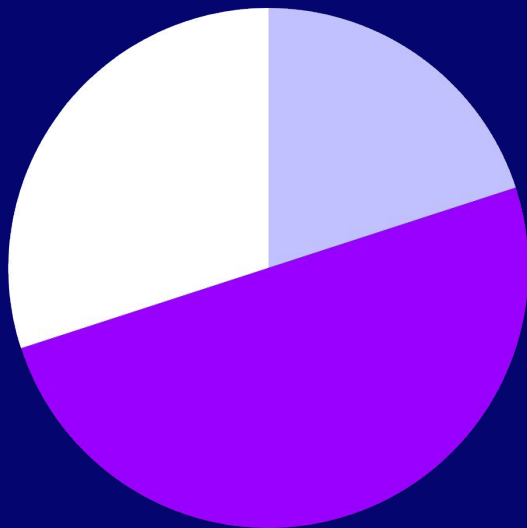
SAM: \$66B

Global Sports Sponsorship Market

SOM: \$1.2B

College Athletes NIL endorsements in the US

Revenue Stream



20%

Subscription

5\$ per month

30%

Usage Fee

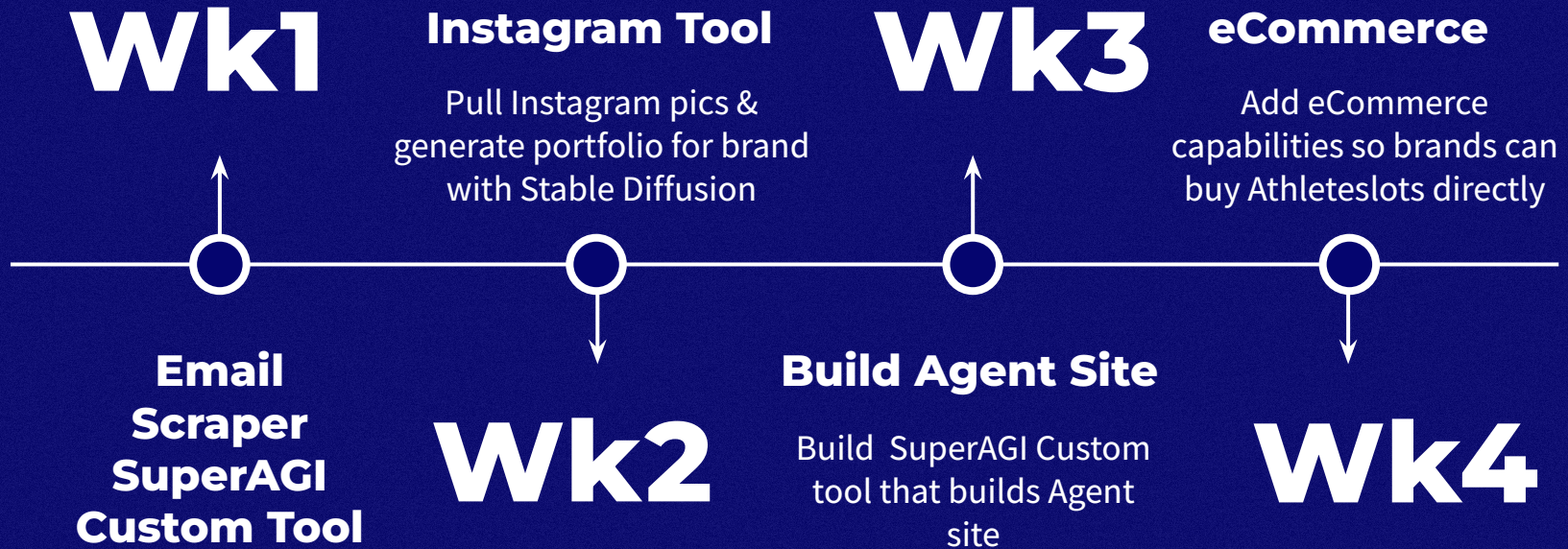
Additional Credit purchases

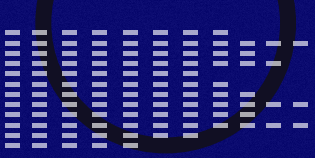
50%

Transaction Fee

5% transaction fee for every brand deal

Future Roadmap





Working Demo

[Working Demo Link](#)

```
agent.run("The top 5 food & beverages brands in the US")
```

```
> Entering new AgentExecutor chain...
```

```
  Search for the top 5 food & beverage brands in the US
```

```
Action: Search
```

```
Action Input: [Coca-Cola, Pepsi, Nestle, Starbucks, Unilever]
```

